



OUTSTANDING DIGITAL VIDEO

Corporate Identity
Internal Marketing
Training & Education
Promotion
Web & Viral
Environmental
TV Commercials
Tradeshows
Meetings & Events

FOR IMMEDIATE RELEASE

ODYSSEY CREATIVE LAUNCHES AFFORDABLE, HIGH-END VIDEO PRODUCT FOR SMALL BUSINESS

Orlando, Fla. (July 6, 2009) - Odyssey Creative, producer of quality digital video, has developed the Instant Video product providing small businesses affordable access to professionally-produced, high-definition video for sales, marketing and viral promotion through YouTube, Facebook and other leading social networking sites.

Instant Videos are shot and edited by an experienced crew using pro-level equipment; the result is a professional, high-definition video of superior story and image quality.

Odyssey Creative's Instant Video team places an emphasis on information-gathering prior to production ensuring an efficient, targeted shoot that is less intrusive on the work environment than the large crews and heavy equipment often associated with traditional high-end production. This allows business owners to remain focused on their work while Odyssey Creative's tenured team creates their compelling promotional story.

Traditional high-definition production can run well into the tens of thousands of dollars for seconds of content. Instant Videos avoid the setup time and large crews resulting in a one-minute video, inclusive of interview and b-roll, for just over two-thousand dollars.

In addition, the company is offering monthly credit card payment plans to ease the financial burden on customers. "We are, ourselves, a small business. So we looked for something we could do that would help other companies get themselves out there without breaking the bank. What's something that we would invest in, how much would we be willing to pay, and how would we be the most comfortable paying it?" said Odyssey Creative Owner, Marc Collins.

Recent projects and samples are now online at www.instantvideoforbusiness.com

About Odyssey Creative - Recognized as one of Central Florida's Largest Digital Media/Film Production Companies by the Orlando Business Journal in 2008. Odyssey Creative is based in Orlando and has been in business for over eight years. The company provides quality, high definition video content for Corporate Identity, Internal Marketing, Training & Education, Promotions, Web & Viral, Environmental, TV Commercials, Tradeshows and Meetings & Events. For information call 407.418.1357 or visit www.odysseycreative.com

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