



VIDEO CAPABILITIES



This is an
interactive
document

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buttons to navigate*



the Analytical Scientist

the Cannabis Scientist

the Medicine Maker

the Ophthalmologist

the Pathologist

**the Small Molecule
Manufacturer**

**the Translational
Scientist**



At Texere, we pride ourselves on delivering engaging video content.

Engaging content is driven by two clear aspects:

- High-quality output (4k), including solid project management and creative direction.
- Industry knowledge. Our editorial team are consulted during pre-production and typically participate in the live shoot, bringing a wealth of industry knowledge with them and thereby ensuring that we hit the right scientific and technical notes in the final output.

In particular, the second of these two points differentiates Texere's video production services.

In all of our video productions, we work closely with you to ensure that your message is presented in the best possible manner – whether that be through extended webinar productions or a short animated film.

Texere offers several options – all of which can be further tailored to your needs.



SITE/FACILITY TOURS:

Showcase the capabilities of your company at one or multiple sites:

- Interviews with employees
- Interviews with customers
- Facility grounds
- Equipment overviews; demonstrations, etc

EXAMPLE: Thermo Fisher (Patheon) Bend Facility



PRODUCT LAUNCHES/ PROFILES:

Whether you're looking to profile an existing product or launch a new technology, video provides the ideal platform:

- Interviews with employees
- Explanations of how technology/equipment is applied
- Demonstrations of technology/equipment in action

EXAMPLE: Thermo Fisher Scientific AppsLab Launch



VIDEO INTERVIEW SERIES:

A great way to share multiple outlooks on current/new products, overall messaging, vision for the year ahead, and so on. Through our range of brands we are able to offer these individually or at major conferences every year:

- Talking head interviews
- Small amount of B-roll included

EXAMPLE: CPhI Interview 2018.



CONFERENCE BOOTH INTERVIEWS:

These simple videos allow your company to interview key people in a casual but busy environment. Ideal to promote a product or collect customer testimonials:

- Talking head interviews at a conference, either promoting a new product, marketing campaign or the company in general
- Can include a small amount of B-roll

EXAMPLE: ESCRS ZEISS Booth Interview 2018



CUSTOMER TESTIMONIAL FILMS:

Interviews with your customer about working with your company, within the facilities and using the equipment:

- Talking head interviews with customers
- B-roll of the customer in the facility, using the product in question, or in their day-to-day work life - depending on what messaging you wish to deliver

EXAMPLE: Shimadzu CLAM-2000 Testimonial



HUMAN PROFILES:

Human profiles allow for significant creativity and may or may not be specifically linked to a product or service. Such videos can showcase your company as a thought-leader that supports overall progress in a field or market. Alternatively, it could explore the impact of a particular product in a subtle fashion:

- Day in the life of...
- Award winner videos; individuals sharing the story of their success. Interviews with key opinion leaders
- Talking head interviews at home, in the office, or at an 'out of the box' location
- B-roll to suit the film

EXAMPLE: Humanity in Science Award Winner 2016

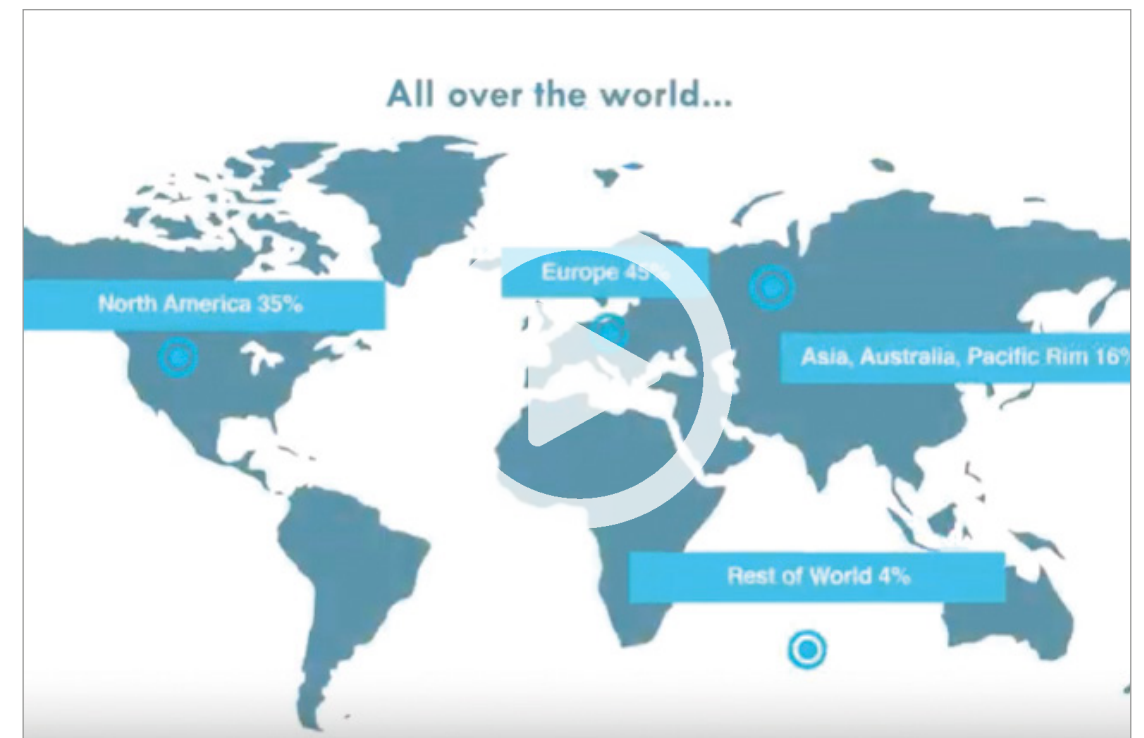


BASIC ANIMATION:

We use our in-house design skills to produce simple but highly-effective animations that can demonstrate a new product or share results of a survey, for example:

- Text/Image animation
- Motion text
- Website tours
- Promotional material
- Intro/Outros for Forums/Webinars

EXAMPLE: Biopharma Trends Survey Results / The Pathologist Brand Video

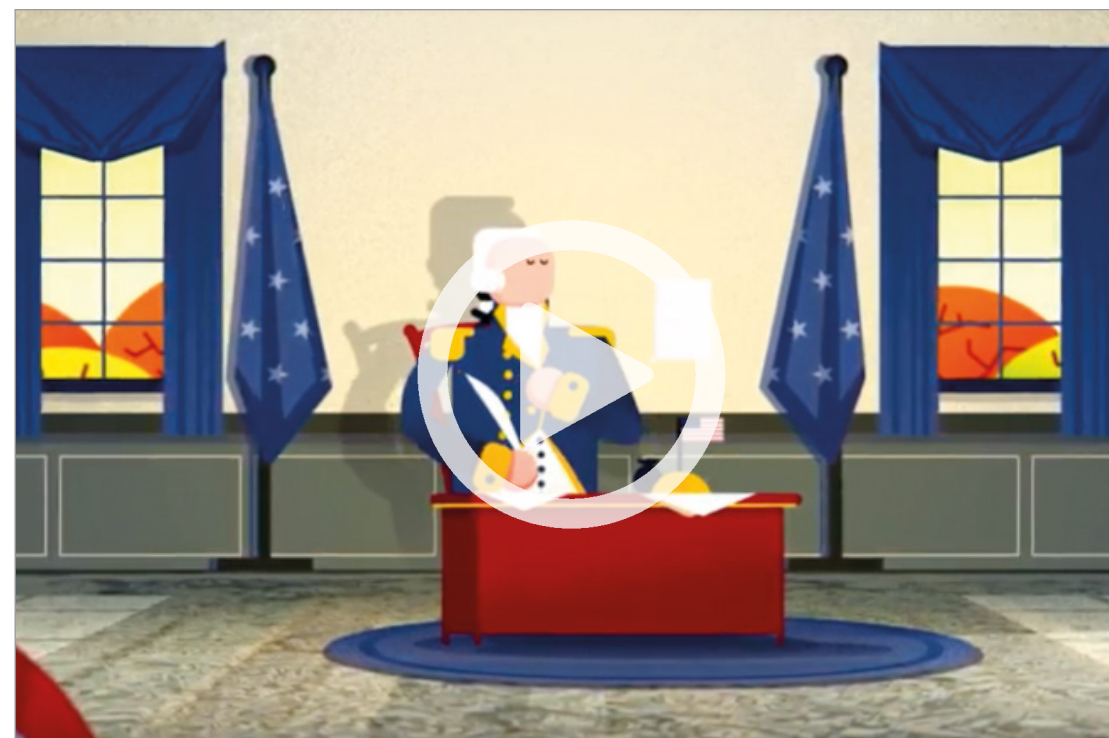


HIGH END ANIMATION:

Animation is a great way to get across a message without using a talking head interview. It can demonstrate a product, show inside a lab or simply show a production line in graphic images:

- Moving people - 2D/3D
- Voiceovers
- Bringing a laboratory to life
- Graphic images to demonstrate how a product works, its impact or what a process looks like

EXAMPLE: GE Whatman Animation



EXTENDED VIDEOS:

Classed as videos over 5 minutes long, extended videos are generally recommended for video webinars or to be cut down into a series of short chapters. Such videos can highlight how your company approached a certain obstacle, how a process works, or take the viewer on an extended site tour:

- Talking head conversation (can be casual with an editor on camera)
- Advanced B-roll footage to keep the viewer engaged but also offering visual clues to the content
- Typically split into chapters for easy distribution or used as a video webinar

EXAMPLE: Teaser Clip for GE Video Webinar



EDITING

If you need a longer video cutting down (or into sections) along with the addition of an animated intro or outro, we can help.

BESPOKE VIDEOS:

If your project doesn't fit one of the above examples, then please do get in touch; we are always happy to create a unique production. And whatever you choose, we will work closely with you from your initial enquiry through to post-production to ensure our video solution delivers exactly what you need.

EXAMPLE: Corneal Hysteresis - Reichert



CONTACT

Please get in touch if you'd like to find out more about the products and services that we can offer you.

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