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Visions By Design Video Production  
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Dear Ms. Harris:

We first made contact with your crew after observing you working with the legendary Michael Gerber in Vancouver just one year ago next month. This was a 2 camera shoot, and the quiet professionalism of you and your crew encouraged us to contact you the following month for some of our own projects.

I confess that our interpretation of what we needed and reality were distant indeed. At the time we approached you for advice we had purchased equipment and attempting to do our video production in-house. This proved to be a significant challenge as we are marketing people – not video production experts. In any case – the first project we contracted you to complete was for a key client under adverse time and lighting conditions. As we didn't know enough to direct you properly we had to let you simply do the best you could coming into an emergency time line virtually 'blind'. In hindsight – we apologize profusely! The editing was key – the professionalism of your staff in pulling together a video document and making it germane to our client's needs was absolutely the most important step. You 'caught' the flavour of the moment in the very technical world of implant dentistry, and were able to pare down hours of video into a document that allowed us to deliver a message that worked beyond our wildest expectation. Your persistent questioning of our 'message' and purpose of this video truly captured precisely what we intended to accomplish.

Subsequent projects involved actual footage in an operating theatre under surgical conditions, and this work has allowed my client to secure a contract with the largest manufacturer in the world in his field. They have a billion dollar operation and employ ad agencies throughout the world – but their impression from our video presentation was so impressive that my client begins a North American tour with our team on March 17<sup>th</sup> in Los Angeles. No other educational facility has put together such a meaningful video document and that simply ruled the day in this situation. Thank goodness that after meeting with you and your staff initially we returned our camera equipment!

We intend to and shall work with your company in the future. I like the 'no surprises' budget – too often that can get out of hand but in all 4 projects you have completed for us that has been no issue. You have delivered on time under adverse conditions and for that I thank you. I would encourage anyone with any additional questions on the work your firm has done for us to telephone me personally at 604-275-1525.

Yours truly,

Bryce Gibney  
President