

What is modular video?

Modular video eliminates content obsolescence by creating videos that can be updated easily and inexpensively. Scripts and scenes are developed in self-contained modules. To change program content, modules are simply added and/or deleted as required. These changes are transparent in the completed program.

Extending my original investment is great. Are there other cost savings?

Each individual module is a complete “mini” story allowing its use in other media such as the Internet, DVD or kiosks. This re-purposing of media stretches original budget dollars even further.

Can my existing videos be converted to the concept?

Possibly, it depends on how the video was produced and the availability of the original elements used. We would be happy to video evaluate your existing video/s to determine the feasibility of adapting it to this innovative communication approach.