

TRAPEZE POST

February, 2012



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[Watch Toast Animation](#)

Happy 2012! We've all welcomed in the first new month of the new year perhaps well on our way to meeting the new resolutions set in both our personal and business lives. At Trapeze, we too have set new goals and aspirations that we hope to share with you in the coming months as we meet and exceed them. What we can say now is that we resolve to be all of those things you wish to be—healthier, fiscally responsible, more organized, less stressed, balanced, further educated, and determined to incorporate new experiences this year. It's a great way of building on the foundation we've built at our facility, and we think, critical to moving our business forward. So as we look forward to the clean slate of the new year and all that we plan to work toward and accomplish, we are most excited about working along side all of you and creating a fabulous year ahead. That "clink" you hear is our flute full of imagination toasting yours. Cheers!



Thousands of people visit a lantern festival to celebrate the Chinese New Year of the Dragon in Shanghai, on January 23, 2012.

(Peter Parks/AFP/Getty Images)



According to the Chinese Zodiac, the Year of 2012 is the Year of the Dragon which began on January 23, 2012 and ends on February 9, 2013. The Dragon is the fifth sign of the Chinese Zodiac, which consists of 12 Animal signs, and is a creature of myth and legend. In ancient China, the celestial Dragon represents an emperor and power but today, it is the ultimate positive symbol signifying success and happiness. May the celestial Dragon bring good luck to everyone!

February Calendar of Events:

- February 14th - Valentine's Day**
- February 17th - Trapeze offices will be closed at 2:00 p.m. for our Health and Wellness Class**
- February 20th - Trapeze offices closed for Presidents' Day holiday.**

February is also Heart Health awareness month, and Trapeze is working on our CPR certification during our Health and Wellness class this month. What will you do for your heart health?

Project of the Month

Sacramento Kings Broadcast Open

Now that the NBA season is off and running, so too are the [Sacramento Kings](#) Game Broadcasts. You can catch our Project of the Month, the new Kings Broadcast Open, on Comcast SportsNet before every Kings Game. Created by our own Chris Murray, the video open was an evolution of the existing Broadcast graphics package that was originally created by Trapeze. In keeping with the look and feel that allows for a clean way to present the graphics, hints of the new brand have been incorporated including the black ball, muted colors and ominous skies which play to the "Return of the Kings" and "Back in Black" brand campaign. Tune in to the next Kings broadcast to catch it on the big screen!

[Watch Kings Broadcast Open](#)

Client: Maloof Sports & Entertainment

Project: Sacramento Kings Broadcast Open 2011-2012 Season



Trapeze Tech Tip HDTV--Are we there yet?

The term "High-definition" or HD is everywhere, brought to us largely by the movie industry. It was found that the participation and immersion of audience members in the first few rows of the theaters allowed an experience at the movies in an amazing new way and brought forth the idea of bringing that experience to the home.

According to hiefster.com, Sony and NHK developed a high definition TV system in the late 70's. Dubbed NHK Hi-vision, this system was capable of producing a picture that had the same clarity and level of detail as 35mm film.

Since then, the Federal Communications Commission and the ATSC (Advanced Television Systems Committee) have taken steps to assure that consumers have access to the technology and that broadcast television standards be set.

Although HDTVs have been on the market for some time, programming, content and delivery has been slow emerge. Broadcast commercials have lagged behind as well. However, within this last year, we've seen a huge leap in local, regional and national spots adopting HD



productions, and local and regional stations have now implemented HD delivery methods.

We think this is fantastic news for our clients, but for our industry as well. The cost of HD production is now competitive. There are multiple camera options, numerous ways to handle the media in post-production, and digital delivery methods to stations are now available. Best of all, the quality of the image (whether footage, graphics and animation) looks amazingly crisp and clear, and undoubtedly is an improvement over any standard definition picture.

Over the last few months, as more HD spots have begun to fill the broadcasts, we've had multiple requests for new HD spot production. Clients can now see the difference as HD and SD spots are running back-to-back, and want their spots and products to be viewed in the

same HD realm. Our suggestion is to talk with your client clearly about the advantages of their spots for broadcast (or web) being produced in HD. In most cases, that means shooting new HD footage (unless creating a graphics/animated HD spot) but in some cases where shooting immediately might not be possible, it may call for using existing SD footage and creating an HD layout, knowing that the footage cannot be full-screen. It is important to be clear on the limitations we now face using SD elements in the HD world, and any step toward full HD production will ultimately make your client's image and product better.

HD is here, and Trapeze is there to help you get there too.

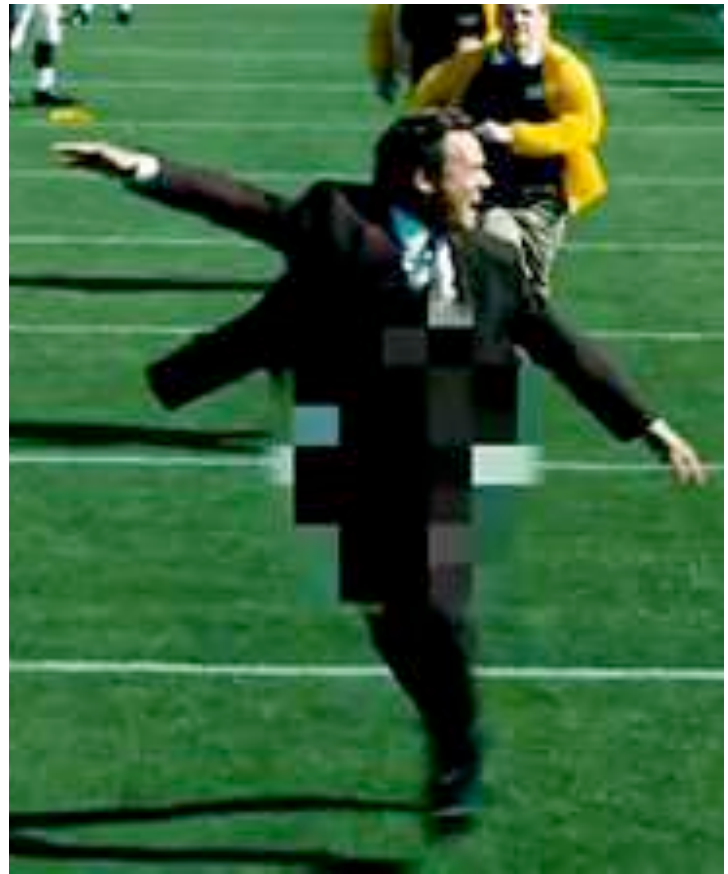
Editors' Pick

Allstate - "Super Fan Mayhem" :30 TV

Being the sports fans that we are, we thought this Editors' Pick from Allstate was both fun and clever. From the writing, to the production, and always a sense of humor, Allstate's personification of Mayhem has made for a successful campaign.

Actor Dean Winters appears in the campaign as Mayhem, and who might be recognized from roles in TV series like "Rescue Me" and "30 Rock." Leo Burnett in Chicago, part of the Publicis Groupe is creating the ads, which according to the New York Times "is meant to open a second front for Allstate in the insurance wars, and compete more effectively with price-oriented rivals like Geico."

[Watch Super Fan Mayhem](#)



We know we'll be watching the ads during the Big Game this weekend. How about you? Tweet us or send us a link to your favorite Super Bowl ad.

