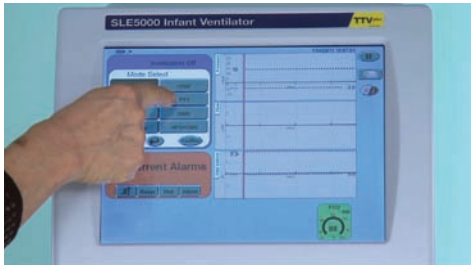


Above: Title screen from an SLE instruction video
Right: Still from one of the instruction videos

Client: SLE
Sector: Medical Technology

austin
marketing



Overview:
 SLE is a Global supplier of Infant and Neonatal ventilators to both state and private healthcare organisations. As a direct result of the success of the company's products SLE were experiencing a high level of requests for tutorial services and wanted to offer their clients the opportunity of a video tutorial for situations where one to one training was not the favoured option.

Services provided:

- HD Video Recording
- HD Post production
- DVD Authoring

Project included:
 Austin Marketing was commissioned to produce an 80 minute, 16 chapter instructional video authored to DVD. The DVD is now being sold globally to customers of the SLE 3,000 Neonatal Ventilator with plans for SLE to increase their portfolio of standalone chargeable tutorial videos.