



## PRESS RELEASE

### ERIC JACKSON, SHOWREEL'S AWARD-WINNING DIRECTOR TO SPEAK ABOUT CONTENT CREATION AT THE 2012 NAB SHOW ON THE INTEL® STUDIO EXPERIENCE STAGE

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#### Director and Video Expert Speaks To Audiences About Video Content Creation and How Intel® Technology Is Inspiring Professionals and Consumers To Push The Creative Envelope

Hollywood, CA – Showreel's award-winning director, Eric Jackson, is being featured at the National Association of Broadcasters Convention as an expert in directing corporate videos and branded video content. As Showreel's directorial and creative leader for over 17 years, Eric has been directing and masterfully crafting visually stunning video content for Fortune 500 companies and advertising agencies to effectively communicate a brand's message and make an impact amongst their respective audiences. Eric's innate ability to understand a company's image and brand, and then capture it on screen is what sets Showreel apart from the competition.



The 2012 NAB show in Las Vegas will be held from April 16th – 19th. NAB is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. As an established award-winning content creator, Eric will be speaking daily on the Intel Studio Experience stage (Booth # SL 12810) in the South Lower Hall.

During the live sessions, Eric will lead discussions centered on techniques and technologies he used for directing and completing a new, branded customer care video for clothing giant and fashion iconic brand, Levi Strauss & Co. The sessions will highlight how Eric used the power of the Intel Processor family to achieve an impactful and effective message-centric video for Levi Strauss & Co. "Companies deserve first-rate videos and content that help them make a business case for their vitality, while being creative, current, and relevant at the same time," remarked Eric. "Showreel raises the bar, not the budgets and I push creative and production values while working within sensible budgets," said Eric on his directorial point of view. "The faster I can process data and media, the more time I have to be creative and Intel technology is a big part of that equation."

"Creative enthusiasts are working at higher resolutions and quality levels to deliver content which visually brings to life their storytelling," said Josh Newman, Director of Enthusiast Notebook Marketing. "They require no compromise performance to edit visual effects at high resolutions and the Intel® Core™ i7 Processor based premium creation notebooks are ideal for meeting those demands." Newman continued, "Collaborating with Showreel on the "Behind the Scenes" video featuring the Levi Strauss & Co. video project



brought together key players to shine a light not only on the mobile technology used on location, but also on the craftsmanship of content creation and the software tools to meet the growing visualization needs of our customers.”

“We are honored to be part of the NAB show and have Eric featured in the Intel Studio Experience. What he does artistically for our clients is absolutely amazing,” proudly stated Chad Yussman, Vice President of Marketing for Showreel. “As Eric’s business partner, I am always looking at the value proposition for our clients. It’s great to receive the recognition of our abilities to blend both the creative and business sides for our clients.”

Also featured in the Intel Studio Experience Booth is a music video post-production demonstration developed by Eric and Showreel. Visiting enthusiasts and professionals will be able to test out the Intel® Core™ i7 Processor based notebooks in a true post production environment.

Convention attendees can see the live interviews and presentations April 16th–18th at 10:00am and 4:00pm. The presentations will also be broadcast live and streamed on the web via Wikibon for interested parties.

To follow Eric and Showreel at this year’s NAB via Twitter - #ShowreelatNAB #ericjacksonshowreel #DirectorEricJackson @showreeltweet #IntelatNAB and via Facebook-facebook.com/showreelhollywood

## **About Showreel**

Showreel is an award-winning full-service production company based in Hollywood, CA that specializes in producing corporate videos and branded video content. We are a solution for large Fortune 500-type companies, public-sector/governmental organizations, and advertising/creative agencies that need to produce videos within sensible budgets that effectively communicate with their customers, vendors, investors, and employees. We combine broadcast quality production styles and cinematic techniques with great storytelling to produce visually stunning videos that deliver a message and create an impact. To learn about Showreel, go to [www.showreel.com](http://www.showreel.com).

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