

# ASTM Integrated Services

# VIDEO SERVICES AND

# MULTIMEDIA SOLUTIONS



Start reimagining your content with videos and interactive images that increase your exposure, engage your stakeholders, improve your internal methods, and strengthen your overall external messaging.

## Promote Your Brand & Expand Your Reach with Custom Videos

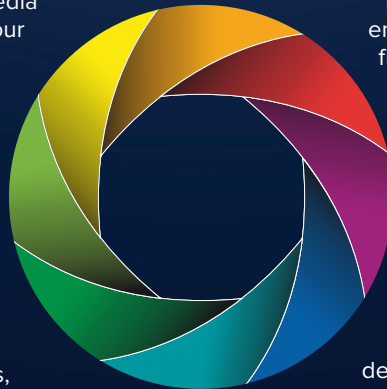
According to Forbes, viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. Let us help tell your story and promote your mission with fresh new custom videos. Stay current and keep pace with your competitors with the kind of modern content your stakeholders and customers expect. From unique instructional and procedural videos to formal and informal interview segments, product announcements, and advertisements, our team will work closely with your staff to understand your most critical organizational needs. You'll benefit from thoughtfully-crafted, quality media content that incorporates and aligns with your brand and mission.

## See Your Procedures & Methods Performed Live

Videos improve comprehension and learning outcomes and are the preferred medium for many. Custom procedural videos can help remedy information gaps, improve competency, unify standard operating procedures, and help you stay audit ready. Give your staff, members, and customers the benefit of seeing your technical procedures and tests performed live. With years of experience in creating hundreds of videos of our own standard test methods in action, we know the importance of clarity and accuracy in technical industries like yours. We'll deliver high-quality productions that will add to and enhance your written procedures. You'll retain full control and ownership of your proprietary information to use your new multimedia content as you wish.

## Modernize Your Content with Interactive Imagery and Animation

Upgrade your content with custom 3D models and animations of your apparatuses, procedures, figures, and processes. Stop worrying about scanning or recreating images that are no longer compatible with today's digital platforms. Generate customized virtual training media for procedures that can be challenging to capture in a live environment. We'll develop new 3D media that will seamlessly integrate with your organization's objectives and applications. Your users will benefit from shareable interactive content that works on nearly all devices, avoiding inconsistencies and improving collaboration, comprehension, and overall performance.



## Create Your Own Multimedia Production Team

Develop an internal multimedia strategy with the help of our seasoned video and design experts. Learn how to build an in-house production team for your company's expanding media needs. We'll help you outline a strategic plan that aligns with your organization's long-term goals. From budgeting and necessary resources to advice on the best equipment and tips and tricks for content creation and editing. Learn from an established team that has created all types of exemplary media content for ASTM International and other top standards developing organizations. Start creating your own custom digital productions in-house, without constantly relying on costly outside parties.

**Contact us today to learn how our multimedia services can help your organization.**  
sales@astm.org | tel +1.877.909.2786 | www.astm.org