

hello

Thank you for taking the time to consider our proposal and learn more about Videobred, our staff, our procedures and our creativity.

Videobred is well-suited for the task. We're the right company to permit exceptional senior talent to be assigned to your projects on an ongoing basis. We have a multitude of video, film, production, post-production and multi-media capabilities throughout our company, Videobred.

We are certain that no one else wants to work on these projects more than we do. It's about creativity, 'magic' and ideas. We love to develop them all!

If you would like any other information, please let us know.

Thanks again for the opportunity.

Best Regards,

Kirk Hilbrecht
President, Videobred Inc.

Jamie Pence
Executive Vice President, Videobred Inc.

A Service-Disabled Veteran-Owned Small Business (SDVOB)

1000 hamilton avenue • louisville • kentucky • 40204 • 502.584.5787



One Company.

A group of strategic partners who together bring excellence to the field.

What We Bring to the Party.

We will create a high-tech profile for “ONE COMPANY” to win business and market services. Videobred is a creative production facility. We produce from concept to completion – film, video, DVD, CD, Web or Rich Media: all methods of communicating with customers. Whether you need image promotions, DVD proposals, 3D animations, branding and design of collateral materials, we are your experts.

Vast Experience-General

Videobred has vast experience working in the video, film and multi-media industries. Our clients and projects range from Fortune 500 companies like General Electric, Papa John’s and UPS; to Military and Government clients like the U.S. Army, U.S. Air Force and National Guard; to service agencies like the United Way, American Red Cross, the Juvenile Diabetes Research Foundation; to churches like the New Zion Baptist Church and the Archdiocese of Louisville; to local and regional advertising agencies; to clients like you!

Vast Experience-Government

Videobred has vast experience working in the Government and Military environment. Our clients and images span the globe. Some notable projects include: Your Guardians of Freedom—USAF; Army National Guard Multi-Media recruiting/retention DVDs; PSAs for the Air National Guard; Visitor Center Welcome Videos for the U.S. Army Corp of Engineers; Long Distance Learning programs—US Army, Ft. Leavenworth; Training CDs for the Army National Guard Drug Reduction and Interdiction Programs.

Our Team.

Our team begins with you, the client.

Technology + Talent = Creativity. Our team designs solutions that move audiences, products, information and ideas.

Videobred’s visual communication strategy involves understanding the client’s issues and objectives. We aren’t a cookie-cutter solution facility. We become a team member and develop effective marketing and communication solutions. We measure our success by your success.

Service-Disabled Veteran-Owned Small Business (SDVOB)

Digital Compositing and Digital Imaging

Six suites, which include:

- After Effects compositing
- Final Cut Pro uncompressed editing
- Avid Media Composer Adrenaline
- Photoshop and Illustrator integrated design
- 100 Base-T Network between workstations and integrated with all edit suites

Interactive Media

- Mpeg 1, Mpeg 2 and Mpeg 4 encoding
- DVD authoring and interface design
- Web-casting
- Streaming Media
- Flash, Shockwave and Web Design
- CD-ROM development

Audio Suite

- Macintosh-driven ProTools Mix/24 system
- ISDN recording compatible
- Custom post scoring
- 3000+ CD music library: Firstcom, Chappel, MusicHouse, Gotham, Access Music, Hollywood Music, BlueFuse, OneMusic with LiquidTrax
- Hollywood Edge, Sound Ideas and Digeffects sound effects libraries
- 5.1 Surround Sound mix capabilities

The Videobred Building/Facility

Videobred operates from a company-owned 21,000 square-foot building within five minutes of downtown Louisville. The two-story building, which has been extensively renovated to suit the unique demands of the business, features a 3,000 square-foot studio with fifteen-foot elevation and a hard cyclorama wall. Additionally, there are six digital editing suites, an audio suite, three graphics suites including AfterEffects, and conference and viewing rooms.

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equipment

Camera Equipment

(all recording to Film, HD, 24P, Digital Betacam, Betacam, Betacam SP, and DV-Cam)

- One PANASONIC HDX900 HD Camera
- One PANASONIC HVX200 HD Camera
- One PANASONIC SDX900 24P Camera
- One SONY DVW-700 S Digital Betacam
- One SONY BVP-7A Betacam
- One SONY DXC-537A Camera
- One portable SONY BVW-50 Betacam SP recorder
- One 16mm Arri SR
- One SONY DSR-200A DV-CAM
- Dolly and Jib packages available
- QuickPrompt computer-controlled cameraprompter

Lighting Equipment

- Arri 1k kits, Lowell kits, 2ks, 5ks, mini-moles and peppers
- Grip accessories
- 60 kW of studio lighting
- Three 4ft. Kino-Flo 4 banks/Mini-Flo kit

Field Audio Equipment

- SONY lavs, Schoeps, Sennheiser & Audio Technica boom mics, SONY
- Macke 1202 field mixer
- Shure 3-channel field mixer
- SONY TCD-D10 PRO II portable DAT recorder

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partnership

Videobred--Our Story

Bob Manning and Dave Shulhafer founded Videobred in 1979. The partners' business plan was to create a full-service production facility based on the acquisition of advanced technology and equipment with major emphasis on customer service and creativity.

Videobred developed a reputation consistent with both of those goals. The company produces communications products and services for hundreds of clients, including many of the nation's largest companies, and has worked in almost every state and in twenty foreign countries. Their work has been honored with awards from numerous professional organizations.

In February 2003, Kirk Hilbrecht was named President. His vast knowledge of interactive media and enthusiasm has re-energized the company. The company felt a need for more revenue streams to strengthen profitability and lead us into the next generation. This also allowed the partners to focus on their respective strengths.

Kirk Hilbrecht and Jamie Pence (Creative Director, Vice President and Chief Operating Officer) purchased Videobred from Bob and Dave December 2003, becoming the New Owners and Partners of Videobred.

Today, Videobred is very aggressive. It has a deep bench of professionals on staff including Panavision (35mm) certified cinematographers, videographers, producers, directors, editors, composers, special effects artists, 3-D animators and top-notch sound designers. We attack problems as a team and a synergy of creativity explodes.

Videobred achieves success because of the passion and pride of performance and it's singular objective to deliver results beyond expectations.

Great Client List Available Upon Request



U.S. General Services Administration

Introducing GSA's Newest Federal Supply Schedule Holder for:

Schedule 541, Part 1 – Advertising and Integrated Media Solutions

Contract: GS-23F-0214R

Contract: GS-23F-0215R

*Small Business Set Aside

Solicitation Number:
FCXA-M2-030001-B

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FCXA-M2-030001-B

SIN(S)

SIN(S)

541-4B –Video/ Film Production

541-3 – Web-Based Marketing Services

541-1000 – Other Direct Costs

541-4F – Commercial Art/Graphic Design Services

Both Contracts are valid for the period July 22, 2005–July 21, 2010

Point of Contact

Mr. Kirk Hilbrecht, President

Email: kirk@videobred.com

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Videobred was commissioned by the Kentucky Air National Guard to portray the possibilities of unit expansion and mission support prior to the 2006 Base Relocation and Closing (BRAC) document. Due to the positive response from Federal legislators to these materials, the Kentucky Air National Guard picked up four more global missions and 2 C-130 aircraft.

The Kentucky National Guard commissioned Videobred to create a video news release of all journalist elements in support of the KY Joint Operations Center (JOC) launch. More than thirty (30) regional news outlets reaching over 600,000 citizens of the commonwealth picked up the news stories from the DVD.



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Are up to the challenge?
Duty, Honor, Country are more than just words to you? Well, there is only one way to find out if you've got what it takes to be a member of an elite team of warriors. Videobred was commissioned to create DVDs to help recruits and Army National Guard hopefuls get all the facts on training in career skills, educational opportunities, adventure, excitement and money in their state and in their military careers.

Vast Experience-Government



Videobred was commissioned by the USAF to create a premium gift item for businesses who employ Airmen. The AF pins are also given to dignitaries and VIPs visiting Washington D.C. on behalf of the Air Force.

When Airmen request Air Force Parent Pins, they can now request the cards that accompany the pins in one of 100 languages other than English. Parents receive personalized cards signed by the Secretary of the Air Force and Air Force Chief of Staff thanking them for supporting the service of their sons or daughters in whichever language the airman has selected.



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performance

Vast Experience-Government -- www.videobred.com/gov/samples.htm

USAF Your Guardians of Freedom



Your Guardians of Freedom is designed to help commanders and Airmen reach out to key audiences on their bases, in their communities, and beyond to tell the story of the American Airmen tirelessly fighting the global war on terrorism.

USAF Your Guardians of Freedom EPU Program



When Airmen register and complete the online form to request Air Force Parent Pins, they can now request the cards that accompany the pins in one of 100 languages other than English. Parents receive personalized cards signed by the Secretary of the Air Force and Air Force Chief of Staff thanking them for supporting the service of their sons or daughters in whichever language the Airman has selected.

Army National Guard Recruiting/Retention DVDs



Are up to the challenge? Duty, Honor, Country are more than just words to you? Well, there is only one way to find out if you've got what it takes to be a member of an elite team of warriors. Videobred was commissioned to create DVDs to help recruits and Army National Guard hopefuls get all the facts on training in career skills, educational opportunities, adventure, excitement and money in their state and in their military careers.

Air National Guard Awareness



Videobred helped the Kentucky and National Air Guard with general awareness within the Commonwealth of Kentucky, as well as members of Congress in Washington D.C.

United States Army Long Distance Learning



Videobred worked with the Combined Arms Center (CAC) located at Fort Leavenworth, Kansas to help train their Field Grade officers via a Long Distance Learning curriculum distributed via the web.

Deployment Briefs for the Kentucky Air National Guard



Videobred worked with the Kentucky Air National Guard to produce pre-deployment videos for the units going into theatre and returning. The content was disseminated via DVD and web, to reach the maximum amount of Airmen.

performance

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DHS Breakfast Series



Videobred was contracted to video tape, promote and disseminate the Vendor Workshop conducted by Kevin Boshears, Director, Office of Small and Disadvantaged Business Utilization, United States Department of Homeland Security (DHS).

Louisville Airport Authority



Commissioned by, Robert Foster, Federal Security Director, LOUISVILLE INTL-STANDIFORD FIELD (SDF) Videobred created media for the Airport in an effort to promote awareness.

Emergency Response / Relief to Hurricane Katrina Victims



Commissioned by the Kentucky National Guard, but sanctioned and working in conjunction with FEMA in the aftermath of Hurricane Katrina, Videobred documented the Humanitarian Relief Efforts of FEMA and Kentucky National Guard's personnel in New Orleans and Louisiana.

PodCasting



Videobred works with many Fortune 500 companies to produce video-pod casts for the web and other peripheral devices (iPod, MP3-players, Cellphones).

Military Channel Interface



Videobred was contracted by the Military Channel to create an interface for their series open (both broadcast and DVD).

Air National Guard Awareness



Videobred helped the Kentucky Air National Guard with general awareness within the Commonwealth of Kentucky, as well as members of Congress in Washington, D.C.