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Real Estate Videographer VisitMyLuxuryHome Launches VMLHVideo.com, Offering Corporate Video Production to Small and Medium-Sized Businesses

Known in the real estate industry for pioneering full-motion, high-definition open house tours, VMLHVideo reaches out to other industries to fulfill demand for promotional and training needs

GILBERT, Ariz. – (Jan. 13, 2009) – Gilbert-based VisitMyLuxuryHome.com, a pioneer in the videography of luxury home listings, has launched VMLHVideo.com, a division specializing in corporate video production services for small and medium-sized businesses.

The partners behind VMLHVideo first introduced high-definition, professionally hosted videos for luxury homes to the Arizona real estate market in early 2008. Following continued home sale successes, VMLHVideo was created to fulfill the increased demand for high-quality online video in other industries.

“Many of the homes we shot last year were being sold by business owners who, after seeing our quality, asked if we could produce something for their business,” said Owner Benjamin Freedman. “We’re excited to be opening a new division of the firm to meet that demand. The need for top-quality promotional and training videos will explode in 2009, and we can help businesses fulfill that need without blowing their budgets.”

VMLHVideo features an in-house production studio in Mesa, two mobile production units and employs local talent. Using the latest equipment and technologies available, VMLHVideo creates full-frame, full-motion, high-definition videos for online use or DVD distribution.

“VMLHVideo can produce videos on par with the large corporate video houses, yet we offer affordable pricing, flexibility and quick turnaround that you’ll find with a neighborhood videographer,” said Freedman.

A national survey of 400 senior-level decision makers conducted by PermissionTV (www.permissionTV.com), an online video platform provider, found that 67 percent of respondents identified online video as a primary focus of their 2009 digital marketing campaigns. Further, 64 percent of survey respondents said they expect online video initiatives to strengthen relationships with existing customers and/or prospects.

Local business owners who have turned to VMLHVideo for corporate video production say the positive feedback has helped grow their businesses.

Dr. Renee Andrea of Chaparral Veterinary Medical Center engaged VMLHVideo to create a video for its Web site to showcase a new facility. “We’re very pleased with the video VMLHVideo created. Many people have viewed it and given us compliments. We think that it achieved our goals of showing off the facility and demonstrating a lot of the procedures we have to offer.”

Similarly, Al Andersen, who chose VMLHVideo to produce its DVD, “SOLD! The Feng Shui Way,” said, “VMLHVideo is a key business partner. I would recommend VMLH to anyone interested in differentiating their solutions.”

For more information on VMLHVideo services, visit www.VMLHVideo.com.

About VisitMyLuxuryHome.com

Arizona-based VisitMyLuxuryHome.com (VMLH) utilizes multimedia Web 2.0 technologies to help real estate agents and home sellers make their listings stand out from the crowd. VMLH specializes in creating Internet video open houses, or virtual walk-thrus, in which a prospective buyer is guided through properties by professional presenters in high-quality, full-motion video. VMLH's corporate division, VMLHVideo.com, uses these same capabilities to produce top-quality corporate videos across industries for online and DVD distribution. In addition to videography, VMLH is a pioneer in Enhanced Lighting Compression (ELC) photography, a breakthrough in the way that images are represented in print and online. For more information on services for real estate agents and home sellers, visit www.VisitMyLuxuryHome.com or call (480) 240-9262. Visit www.VMLHVideo.com for details on the corporate video division.

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