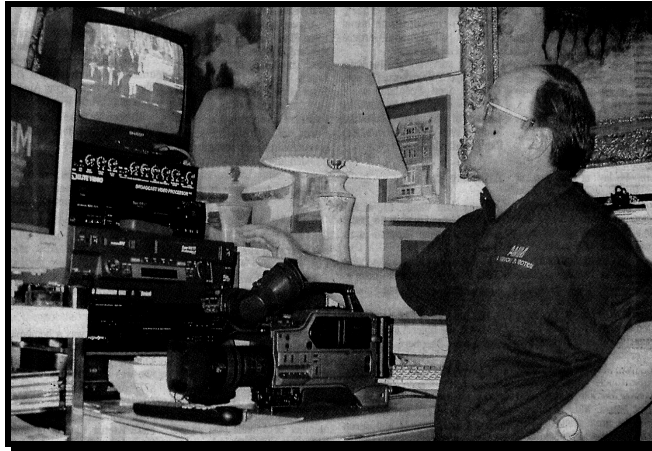


Two video companies under one roof for happy or serious occasions

By Tracey Bruce



Paul Meyers, owner of *A Memory In Motion Video Production Company* and *Thornton-Meyers Video Services*, edits and composes video of special events like weddings into a story, and he says he tries to keep entertainment a priority in the final production.

There probably are other things you would rather do than watch cousin Jenny's wedding video, especially if Uncle Charlie shot it. A video of wedding memories doesn't have to be boring.

The main purpose of *A Memory In Motion Video Production Company* is to create a video production that is artistic, creative, entertaining and definitely not dull.

"We're creating a love story: something you want to look at more than once," said Lin West, videographer for the firm. "We don't want our clients to fall asleep watching our video, but rather have them tell their friends how much they enjoyed watching it."

The DeSoto business is one of two video production companies owned by Paul Meyers. *A Memory In Motion* is for the lighter events of life, and *Thornton-Meyers Video Services* is for legal and corporate concerns.

The two companies cover a whole range of needs for video that go beyond weddings. Services such as... memorial tributes, school events, real estate house tours, home and business inventories, employee training videos and even pet photo montagesare just a few of the videos they produce.

Weddings, however, are the kind of red-letter days that almost everyone wants on video, and hiring a professional production company can eliminate some of the pitfalls that often accompany amateur tapings.

"Instead of two solid minutes of Uncle Charlie's left shoe, a close-up of Aunt Marie's mole and wedding vows that are muted to a mystery, a professional has the equipment and experience to create a video that not only records the event but captures the atmosphere, the emotions and every promise for posterity," Meyers says.

"There's an art to it; it starts with the camera work," Meyers said. "I need good footage, someone who knows how to shoot, what to shoot, how to make the video ready for computer editing and ultimately the shoot makes for an artistically edited production."

Once the raw footage reaches the computer, the team chooses the best moments, they add transitions, titles, music, animation and graphics.

"I live and breathe video from when I get up in the morning, till sometimes up to 2 or 3 a.m.," Meyers said. "This is a part of me. I want my company's video work to be perfect."

If you have missed the opportunity and have a video that is less than entertaining, *A Memory In Motion* can take your video and create something better. Video that is overexposed or underexposed can be corrected; poor color enhancement, bad shots or even long, dull footage can be edited into a smooth, interesting video.

Meyers says he can also take frames of video and create still photographs. Or he can take still photographs and create a photo montage that can be viewed at graduations, rehearsal dinners, receptions, anniversaries and even funerals.

"We want to educate the public; anything they can imagine from broadcast commercials, custom DVDs, web design, custom graphics and animation to fixing a videotape, we can do. We are a one stop video production company," he said.

"Videotape has a lifespan of about 10 to 20 years before it begins to deteriorate. It's estimated though, the video images on DVDs will last for 50 to 100 years," Meyers says.

"Generations and generations will be able to see the wedding day on DVD," he said. Or perhaps they will hear family history from the lips of those who have experienced it.... 60 to 100 years from now. One of the projects that *A Memory In Motion* can create is a video biography, called "It's My Life" for individual life histories ... in addition to "Family Histories"—an entire family's recollection of their life together.

The purpose of the video biographies is to get all those great family stories and storytellers on video and preserve them for their children, their grandchildren, even their great, great grandchildren, as if it were told today.

"With today's technology... we can create websites for brides, business card sized wedding invitation CDs.. that go into the wedding invitations, thank you cards on CDs—including a video message from the bride and groom, plus holiday video greeting cards on CDs... to list only a few of our many CD services," Meyers said.

"People want to know about their roots," West said.

The art of getting such sittings to work is to make everyone comfortable and create a relaxed atmosphere, West says. The result is an interaction of family memories and stories at reunions, retirement parties, roasts, anniversaries, picnics, dance recitals and many other family events.

A Memory In Motion has been in business since 1983 with their 20th Anniversary next year.

Both companies continue to expand their range of services as technology improves.

For the past two years, *Thornton-Meyers Video Services* has been taking on the more serious side of life. Paul Meyers is a certified court videographer (CCV), as well as a professional video legal witness. His company offering court presentations, animated accident re-enactments, forensic, settlement videos, A Day In The Life and legal depositions.

Corporations also use the service to tape business meetings, product promotion, television commercials, orientation videos and offer the recording of the condition at a construction site (before, during and after construction) for financial and insurance companies.

The latest additions to *A Memory In Motion* is web design, virtual tours, and custom animation. The company's computer specialist, Jerry Gordon, can design and maintain websites for individuals and businesses.

"We are a full service video production company that can handle anything from fixing a broken tape to producing a television commercial," Meyers said.

For information.....

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