

Volk Video Services Makes DVD Magic

Who is Telling Your Story?

Modern technology and creativity yield some of the finest, most visually interesting products of our time. It begs the question: Who is telling your story?

Steven Volk, a local video editor and owner of Volk Video Services, has struck gold for his clients by producing unique audiovisual DVDs for professional and personal applications--and his unique magic brings the stories to life.

"For corporations, small businesses and non-profit organizations, custom DVDs are effective promotional, sales and marketing tools. They are also ideal for targeted new product announcements, training or fundraising purposes," says Volk, from the office of his Birmingham-based independent video editing studio.

A sampling of Volk's past business clients include locals like Birmingham Covington School (graduation tribute), Boy Scout Troop 1001 (inspirational and recruitment piece) and Kensington Academy (promotional piece).

"Custom DVDs for individuals are equally as rewarding as their business counterparts--maybe more so because they give their memories an encore," says Volk. "The occasions range from birthdays and anniversaries to family reunions and graduations. Using everything from old vinyl music to faded photographs to modern films, I stream them together to tell a story." Music, captions, voice-overs and special effects add a more personal touch too.

Another service Volk offers customers is transferring their old home movies to a digital video format. Transfers of 8 mm, Super 8 and 16 mm film can be done that actually enhances the film's original color and quality.

"Film is a great medium but it does not have a long shelf life and can easily deteriorate. Images can start to fade and



you can barely recognize faces," adds Volk.

He urges people to safeguard those irreplaceable family photo memories on a timeless DVD. This can be done for home videos as well. A DVD's shelf life is about 100 years!

Students find Volk's non-traditional approach to scholarship and performance-based DVDs especially effective. Weaving game tapes and highlight features using unique-coach-friendly techniques often gives his young clients an edge in the competitive college scholarship market.

Jay Cort, a senior at Birmingham Groves High School, co-captain of the soccer team and stand out player recently sent out 25 DVDs produced by Volk and has received serious interest from many university programs. He contributes his success to Volk's unique style.

"The DVDs were very user-friendly and helped the coaches track my play. I had some top programs, such as

Penn State, USAFA and the University of New Mexico indicate how much they enjoyed the teaser video and were interested in seeing more and meeting with me," said Cort. "Volk's DVDs definitely were great marketing tools, as it is tough to get on these colleges' radar screens."

Volk Video Services has earned national and local recognition.

Most recently, a consortium of independent video studios held a nationwide competition among its members. Volk was nominated for Best Documentary and Best Photo Montage by an independent panel of judges at the competition.

In July, the Detroit Chapter of the International Association of Business Communicators honored Volk with a 2006 Communication Technology Award--a rare accolade for a newcomer in the industry.

For a specific occasion or just for the fun of it, rivet your audience with the help of Volk Video Services. Put Volk's 25 years of sales and marketing experience to work for you or tap into this husband and father's family experience to capture your personal story.

Call Steven Volk at 248.203.9801 or visit VolkVideo.com for more information. Email Steven directly at stevenvolk@volkvideo.com.

