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Dilorenzo Studios Develops New Video Profile Windows and brings the Human Connection to Your Website

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Chapel Hill, N.C. – More than a billion people have access to the web. First impressions are critical. People don't just buy a product or connect with an organization; they connect with a story or a vision. What story does your web site tell?

Video content is the future for business websites. As online video specialists, *DiLorenzo Studios* understands how to convey compelling messages for your client testimonials, product demonstrations, business stories and more. These brief one to three minute videos, called *Video Profile Windows*, produced for your website will engage your potential customers emotionally as well as intellectually. They provide the human connection. As soon as they press the play button you have engaged them in a meaningful conversation about the value of your services. And if we have done our job well in producing your video, three of their most important questions will be answered immediately.

- Do they trust you?
- Can they see themselves enjoying your services?
- Are the benefits clear?

Think of *Video Profiles* as your “Window of Opportunity.” Once you have made an emotional connection, individuals can navigate your site for specific information. Your *Video Profile Window* is placed on your website for your e-commerce traffic and can also be packaged as a DVD for more targeted markets. Our *Video Profile Windows* are an affordable and dynamic medium for connecting with intelligent consumers.”

About Dilorenzo Studios

DiLorenzo Studios specializes in producing a broad range of media from pod cast to broadcast, commissioned by businesses, non-profits, and community organizations. Contact us at 919-280-9446 if you'd like to talk about how we can create dynamic, specialized media for you to enhance your on line and real world presence.

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