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Real Estate Videographer VisitMyLuxuryHome.com Launches PrimeImage Media to Serve Corporate Marketplace

Known in the Real Estate Sector for Pioneering Full-Motion, High-Definition Open House Tours, PrimeImage Media Fulfills Demand for Promotional and Training Videos Across Industries

GILBERT, Ariz. – (March 31, 2009) – Gilbert-based VisitMyLuxuryHome.com (VMLH), a pioneer in the videography of luxury home listings, has launched PrimeImage Media, a new division that services the corporate marketplace with commercial, Web-marketing, testimonial, training and human resource videos.

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

“As we worked with more and more homeowners, word spread about our services in the business community,” said Owner Ben Freedman. “Companies of all sizes and all industries started knocking on our doors, so we created PrimeImage Media to meet this new demand.”

PrimeImage Media, formerly VMLHVideo, features an in-house production studio in Mesa, two mobile production units and aerial photography and videography services. Using the latest equipment and technologies available, PrimeImage Media creates full-frame, full-motion, high-definition videos for online use or DVD distribution.

Recently released figures from comScore, a leader in measuring the digital world, show online video viewing in the United States soared to a record 14.3 billion views during December 2008, a 13 percent increase from the previous month. In addition, comScore reports that online shoppers who watch retail videos increased 40 percent last year. (Source: www.comscore.com)

“Online video is exploding in the corporate world, and there is an immediate need for cost-effective, quality production,” said Freedman. “We strive to make the process as confusion-free as possible.”

Don Mortensen of Light Rail Connect said PrimeImage Media’s professionalism and flexibility were vital throughout production. “We were very impressed with their professionalism, the ideas that they brought to the table, their scripting, and of course, the finished product. In a very short period of time, they turned around the video and had it ready when we needed it.”

For more information on PrimeImage Media, visit www.PrimeImageMedia.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, PrimeImage Media, 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.PrimeImageMedia.com for details on the corporate video division.

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