

FAST FORWARD WITH MFX

Multi-screens and video walls, interactive video programming, single screen . . . Confused? Perhaps you'd better contact MFX, one of Scotland's latest co-operative ventures, which specialises in video production.

Today's technology has outstripped the marketing ideas of the late seventies in the sphere of video presentation. Now business and commerce are willing to explore the possibilities, as Alan Robertson, an MFX producer, explains:

"Clients are demanding that video moves away from the more familiar techniques into more innovative areas. It's evident that many companies are beginning to see that there is now real potential for new forms of presentation."

The members of MFX believe that their experience in inventive programme making will allow them to develop the Scottish market, which they believe to be untapped as yet. Though there is neither a shortage of facilities, nor technical talent, MFX aims to act as an intermediary, working in conjunction with existing com-



panies as independent producers, rather than as a designer uses a printer.

'We are, first and foremost, an ideas company,' comments Richard Gardner, 'We're offering clients eye-catching presentations which use the most advanced video technology.'

Smaller businesses with a requirement for video promotions and presentations

could benefit from government funds in the form of Better Business Service Grants, which cover areas such as marketing. 'As consultants, we bring the advantages of video production within reach of smaller companies,' says Douglas Aubrey.

Perhaps there are some co-ops who could make use of this new service?