



phoenix edit.effects.design

Media Contact:  
Karen Raz, Raz Public Relations  
(310) 450-1482  
karen@razpr.com

FOR IMMEDIATE RELEASE

**TREO SMARTPHONE CALLS ON PHOENIX EDIT, EFFECTS & DESIGN**  
*Two-Spot Campaign Directed by James Williamson of A-List for Ad Agency  
AKQA, San Francisco*

San Francisco, CA (November 30, 2004)—Bay Area creative post-production shop Phoenix Edit, Effects & Design just wrapped a two-spot campaign for Treo™ 600 and Treo 650 smartphones from palmOne, Inc. The 15-second commercials, “The Assignment” and “Voicemails,” showcase the Treo smartphone’s multi-functions as a phone/PDA/camera/email device. Phoenix creative editor Bob Frisk collaborated with the company’s veteran effects editor and compositor John Crossley on the spots for ad agency AKQA. The spots were directed by James Williamson of A-List, New York.

This was AKQA’s second collaboration with Frisk and Phoenix Editorial, who cut a CGI-based ad for palmOne last year. Said Bob Pullum, Group Creative Director, AKQA, “I’ve worked with Bob and John several times over the years, and the team never disappoints. Bob is a seasoned pro, and always approaches a problem from several angles. You give him some footage, and you know you’re going to get some great spots. Plus, working at Phoenix was a pleasure—not only was the food there great, but the facility is practically a one-stop shop, where we can get our offline and online editorial done in one place.”

Both ads feature beautifully shot close-ups of the Treo smartphone suspended against a black background. In “The Assignment,” a woman’s voice is heard emanating from within the phone: “John, I know you’re at the Dallas site. Marty needs directions again. Could you email them to him? Oh, and can you take some pictures for the client—of the site?” Each of her requests corresponds to a different screen appearing on the Treo’s phone face; Mapquest directions, an email window, and finally a digital picture of the construction site, communicate the phone’s varied capabilities.

In “Voicemails,” a spliced-together audio montage of voicemails reveals the busy life of John, the phone’s owner. Interwoven with messages from the office—a colleague says he’s emailed over the changes and that the client thinks the revisions look great—are ones from the family. When John’s wife urges him to book dinner reservations, a Google page shows up in full color on the phone’s face. When his son exclaims, “Look at the picture I drew of mom!” the Treo

receives a photo of the proud kid holding the drawing. Closing out both ads is the tagline, "The Treo smartphone. Simply amazing."

For Phoenix editor Bob Frisk, it was key to edit together scenes of the Treo smartphone that made the device look as cool as possible. Said Frisk, "I chose cuts that would make me want to walk into a store, pick up one of these things, and press all the buttons. This was made all the more easier because of the beautiful footage captured by tabletop director James Williamson."

Online editor and compositor John Crossley, who composited the various graphics into the phone's screen, adds, "These spots had to be as simple and straightforward as possible, with audio of each of the phone's voicemail messages relayed with its own screen. The trick was not to mire the spots in technical and difficult-to-understand visuals and language, while still managing to convey the robustness of the Treo smartphone."

### **About Phoenix Edit, Effects & Design**

Phoenix Edit, Effects & Design has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award-winning editors and effects artists, Phoenix works with top advertising agencies including Black Rocket, Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, DDB San Francisco and West Wayne. Phoenix has worked with many top-tier clients over the years including Yahoo!, McDonald's, Sprint, Toyota, HBO, Hewlett Packard, Saturn, Comcast and the Got Milk campaign. For more information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777 or visit [www.phoenixedit.com](http://www.phoenixedit.com).

### **COMMERCIAL PRODUCTION CREDIT LIST:**

Company: Phoenix Edit, Effects & Design / San Francisco, CA  
Client: palmOne, Inc.  
Title(s): "Voicemails"  
"The Assignment"

Airdate: November 22, 2004

Advertising Agency: AKQA / San Francisco, CA  
Producer: Nancy Cardillo  
Copywriter: Adam Lau  
Art Director: Bob Pullum

Production Company: A-List, New York, NY  
Director: James Williamson  
Tabletop Director: James Williamson  
Producer: Al Califano

Editorial Company: Phoenix Edit, Effects & Design / San Francisco, CA  
Off-Line Editor: Bob Frisk  
Executive Producer: Jonathan Hinman  
Producer: Sheila Smith

Visual Effects and Online Editor: John Crossley

Telecine Company: Company 3 / NY  
Colorist: Billy Gabor

Sound Design and Audio Mix: Andy Newell at Ripe Sound / San Francisco, CA

####

palmOne and Treo are among the trademarks or registered trademarks owned by or licensed to palmOne, Inc. or its subsidiaries.