



**FOR IMMEDIATE RELEASE**

## **Animoto Sponsors Fusion Panel at WPPI NYC**

*Dive Into Fusion! Panel takes place Wednesday, October 26<sup>th</sup>*

**New York, NY (September 27, 2011)** – Award-winning online video creation service Animoto ([www.animoto.com](http://www.animoto.com)) announces today that it is sponsoring the “Dive Into Fusion!” Panel taking place during WPPI NYC at the Javits Convention Center in New York City on Wednesday, October 26, 2011 at 1:15 PM – 3:15 PM.

Featuring moderator Jason Hsiao, President of Animoto, Professional Photographers Jason Group and Vanessa Joy, and Professional Cinematographer Rob Adams, this panel focuses on “Fusion” – the blending of video clips with still photography.

“Today’s HD/SLR cameras make it so easy to capture both still images and video. As a result, fusion is accessible to photographers for the first time, and it has become a rapidly growing force in the industry,” said Erik Bjornard, Vice President of Marketing for Animoto. “This panel will dive into the basics of fusion and explore the future of fusion, with an eye towards empowering photographers to get maximum value from this powerful new medium.”

Throughout the two-hour panel discussion, experts will weigh in on the ways in which Fusion will inevitably change the landscape of the photography industry. Tapping into leaders at the forefront of the Fusion movement, practical tips will be discussed on how to easily incorporate Fusion into a photographer’s workflow and product offerings. They will also discuss how capturing video will re-sculpt the industry in the next few formative years.

Moderating the panel will be Animoto Productions President/Co-Founder and former producer at MTV/Comedy Central, Jason Hsiao. Rounding out the panel will be NYC-based photographer Jason Group who has successfully incorporated video into his wedding and commercial photography studio. He’ll discuss how incorporating video has improved his bottom-line. New Jersey-based wedding photographer, Vanessa Joy, and her husband, award-winning wedding cinematographer, Rob Adams, will add insightful tips on both the practical side of how to shoot compelling video, as well as what they see on the Fusion horizon.

For more information or to register, visit: <http://www.photoplusexpo.com/seminars/seminar-schedule>.

[WPPI NYC](#) is the first ever WPPI Expo to take place on the East Coast. Co-locating with [PhotoPlus Expo](#) this fall in new exhibit space at the Javits Convention Center in New York City,

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WPPI NYC will host a full day of educational seminars for professional photographers on Wednesday, October 26, 2011. A two-day Expo will follow on October 27-28, 2011 from 10:00am – 5:00pm each day.

Attendees who [register](#) for WPPI NYC will also have full access to the *PhotoPlus Expo*. The [pre-registration](#) rate to attend all WPPI NYC seminars, WPPI NYC Expo and *PhotoPlus Expo* is \$99. On-site registration will be \$150. In addition, all [registered](#) attendees of the *PhotoPlus Expo* will have full access to WPPI NYC.

### About Animoto

Animoto ([www.animoto.com](http://www.animoto.com)) is a video slideshow creation service that enables photographers, businesses and consumers to easily make professional quality videos from their photos and video clips. The Animoto team, which includes entertainment and technology industry veterans, has leveraged their expertise to develop a web-based service that makes it easy for people to quickly create and share their stories through video – using photos and or videos. The heart of Animoto is its Cinematic Artificial Intelligence™ technology that thinks like an actual director and editor, using the same sophisticated post-production skills and techniques that are used in television and film. A fast-growing company, Animoto Productions is based in New York City with an office in San Francisco.

<http://facebook.com/AnimotoPro>

<http://twitter.com/AnimotoPro>

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### Contact:

**Steve Rosenbaum or Leigh Nofi**

S.I.R. Marketing Communications, Inc.

PH: 631-757-5665

[sir@sironline.com](mailto:sir@sironline.com) or [leighnofi@sironline.com](mailto:leighnofi@sironline.com)