

THE RIIFICATION PROCESS SHOWCASE VIDEOS

New Concepts Productions (NCP) is producing a video, utilizing its patent applied Reification of Energy, to demonstrate how this special effect can enhance visual media.

The 10-minute video will be edited into several shorter segments. Each segment will contain different elements, that NCP choses to showcase.

The first segment will be a perfume commercial, which will showcase the reification special effect to show initiation, development, and reinforced conclusion to a positive result.

Following, there will be several short examples for different products that will show the diversification of the process, presentations from the marketing firm, and Michael Kelly, NCP’s IP attorney will address the merits of the patent.

Videos, without and with energy reification, will showcase the reification of energy special effect.

In an advertisement without reification, a beautiful woman will apply perfume as she readies for a big night out. In the next scene, she enters an upscale lounge and passes a couple that look up and see her. Our lady is not paying any attention to this couple as she walks past them. She sees her date for the evening, standing at a tall table waiting for her. He is looking across the room in the other direction, but as she walks up and touches his shoulder, he turns around with a smile, they hug, and then walk into the camera and out of the scene.

In the same advertisement with reification, the same beautiful woman is standing in front of a mirror, with a faint reified glow of energy all around her. As she removes the stopper of the perfume bottle, a golden glow of energy appears to emerge from the bottle and merges with her energy. As she applies the perfume, she feels its golden glow expand her energy; and you watch her as she looks into the mirror and smiles a smile of approval and confidence. The stage is set.

This time, she walks into the lounge with a golden glow of confidence. As she walks past the couple, her energy touches theirs and they respond, visually showing that it was her presence, confidence, and the glow of the fragrance that attracted their attention.

In the reified add, she sees her date for the evening, she is glowing and smiles as she approaches him. He senses her presence before she touches him, and he turns in response to her energy. They embrace as their energies merge. She turns to the camera, acknowledging the connection, and they walk out of the scene.

In a thirty second demo, a presence, assisted by the fragrance of the perfume, was created; reinforced by the reaction of the couple; and culminated by her energy interacting with his, and his response to her perfume enhanced energy before they physically touched, which resulted in a turn, smile, and a desired culmination.

This demonstrates the enhancement made by the reification of energy special effect.

Reification of Energy offers marketing companies and advertisers a decisive marketing advantage.