

# Bite Size

het interactieve koken, la cuisine interactive,  
the interactive kitchen, la cucina interattiva,  
la cocina interactiva, die wechselwirkende Küche,  
η διαλογική κουζίνα, взаимодействующая кухня

## Basic Concept



BiteSize is a 1 to 2 minute video format to deliver streaming video of exciting and achievable recipes to a national and international audience. So that everyone can see the important steps needed to create great food at home.

It's a cooking show full of great recipes but also practical and educational.

BiteSize videos will be available for both the internet and your mobile phone, supported by a bevy of fantastic rich media applications.

Think: iPhone, iPod, iPad and Android. Think: interactive services, shopping lists, BiteSize catalogue, branding and profiling.

The future of cooking knowledge is **BiteSize**... MMMmmmm.

The videos are easily translated into any language as there is no presenter seen on screen.

BiteSize, we supply the content and if required will also create and implement the various applications for Mobile and Internet delivery and enhancement.

(See below BiteSize Mobile/Internet Applications)

## Visual Style & approach.



BiteSize is produced to have a look and feel of recipes presented in high quality cooking magazines. The only difference is, we too, produce hi quality shots then edit them all to create an instructional video, which will show the practical steps needed to achieve a fantastic finished meal. Muse, entree, main and dessert.

We show the ingredients, the preparation, the cooking and finally the presentation of the recipe in a 1 to 2 minute video. BiteSize is short, sharp, animated, fun, dynamic, stylish and informative.

No celebrity, no long winded explanations, no wobbly camera work or bad audio. Just straight to the point cooking instruction, which everyone can understand....

Our intension is that when a magazine creates a recipe and still photo shoot we create a instructional video making use of the same stylists, visual look and feel to create our Bitesize video.

We can supply the whole production process for both print and video, as we are working with a team of tried and true, experienced magazine cooking industry professionals. So you will not only get your print version cooking shots but also a 'way to do it' video!

## Shoot, Script, Voiceover and Edit of the BiteSize video program.



The video is a compilation of animated still sequences and still photos, supported by a voiceover giving instructions, sound effects, and original music, topped and tailed by our BiteSize logo leader. The video structure will be the same for every video with only content changing per recipe. All videos will have a maximum length of 2 minutes.

We will organize; the recipes and video scripts (to client's specs) a producer, director and addition crew, stylists, hand model, lights, camera and cameraman, everyone needed to shoot the video.

We supply the post production team; voiceover, graphic support, editor and edit set, sound FX, original music and finally video mastering, creating a fantastic finished video product ready to be streamed over the net or via mobile phone.

## Streaming delivery of video to internet and mobile plus Apps



Once the BiteSize video is created and approved by you the client we will arrange for the technical side of delivery to your internet site and mobile phone servers, along with (if requested) the implementation of rich media applications to enhance the potential of the Bitesize video product...



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## BiteSize Mobile/Internet Applications and general merchandising



iPod, iPad, iPhone, Android and Internet applications to enhance the product using rich media, which means, we can create the following applications to support BiteSize.

- Video recipes linked to shopping list online to allow the viewer to instantly order the ingredients they need... online shopping and promotion.
- Back Catalogue of all BiteSize videos so you can easily search all recipes or related recipes. Easy access to the BiteSize video database.
- Product branding, by incorporating advertiser's products into the video recipes along with links and more detailed information about those products...
- Profiling, gather information on viewers likes and tastes. Great for advertisers.
- Merchandising of the BiteSize image... t-shirts, plates, kitchen accessories, posters, screen savers, mobile ring tone, etc.

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