

## COMPANY HISTORY

**History:** Academy of Art University graduate Stefan Welter founded BARS+TONE in 2001. Boasting a small but devoted client base, the company focused on its strengths: Innovative, effective communications video with an eye for the creative and a touch of European flavor.

Through the years, our list of clients has grown to include some of the most respected Fortune 500 companies and acclaimed Bay Area Marketing and PR agencies.

In 2003, Eric Steckel joined BARS+TONE. With a background in the fast-paced world of TV news production, he lends a unique perspective that is invaluable to the production of Marketing Communications. Stefan and Eric formalized the business partnership in 2004, and while our capacity and client list has grown, our focus has remained constant: Capturing the spirit of our clients' businesses and products.

**Competitive Strengths:** We are not all things to all people. BARS+TONE are Marketing Communications specialists. We are a versatile firm capable of making your ideas and your budget work. We use the power of video to bring the spirit of your business to the world.

**Online Media:** BARS+TONE have an innovative approach to new technologies. We understand the power of the Internet. With the advent of broadband, video across the web will be utilized in more powerful and effective ways. Through our subsidiary **QuickRelease**, BARS+TONE is poised to craft your message and disseminate it via the Internet. We know Online Media.

## SERVICES

BARS+TONE is a full-service video production company specializing in Marketing Communications video. From concept development to editing and final delivery, we work closely with Public Relations and marketing professionals, crafting a message that resonates with their audience. We specialize in:

- Business-to-Business Marketing Videos
- Business-to-Consumer Marketing Videos
- Internal and External Corporate Communications Video
- Video News Releases (VNR) & B-Roll Packages
- Online Media and Webvideo
- Post Production Editing