

PRESS RELEASE

1st of June 2010

Industrial buildings according to Frisomat: a high-tech corporate movie

Wijnegem, 1st of June 2010 – Frisomat, international player in industrial buildings, introduces a brand-new and dynamic corporate movie. Using the latest film techniques, the life process of a steel construction is explained, from design to realization. Bieke Ilegems and Bart Van Avermaet, both Flemish television stars, are the actors in the movie.

With the new corporate movie, Frisomat wants to prove that “innovation” is no empty term. The corporate movie must boost the image and brand recognition of Frisomat.

High tech filming process

To guarantee a constant quality, the corporate movie is entirely recorded in High Definition (HD). The sales process is shot by means of a Green Key on RED camera (4096 x 2304 pixels), currently the best possible movie quality. A freeze frame is so pure that the quality is still superfine. The music is specially composed for Frisomat.

A combination of 3D with live-action

The rise of 3D-animation has effected heavily the movie world. Suddenly it was possible to visualize anything. Frisomat is eager to use 3D animation to make the corporate movie dynamic and modern but most of all qualitatively. The *live-action* images are shot on location: on a construction site in Wallonia or in the 35.000m² production hall at the head office.

Sales process as the showpiece

The sales process can correctly be called a technical *tour de force*. 9 different phases have been recorded in 1 long shot with the aid of a *Green Key* (also known as *Chroma Key*). The actors are standing in front of a green background which is made transparent afterwards by using computer techniques. The transparent background is filled in with images as desired. This technique is frequently used in weather forecasts and in the movie world. In the Frisomat corporate movie, relevant images regarding the sales process fill up the background.

Famous actors

Frisomat makes an appeal on experienced television actors : Bieke Ilegems and Bart Van Avermaet. Both actors are successful and have an excellent reputation in Flanders.

Corporate Movie

Frisomat website : [low resolution](#)

Youtube : [high resolution](#)

Frisomat general info :

Frisomat is a Belgian construction company specialized in the development, production and assembly of industrial buildings according to 9 building systems.

Each system is made of prefabricated steel components who fit together as a giant meccano set. These cold profiled components are made of galvanised High Strength Steel. Cold profiled steel combines an exceptional strength with an optimized use of materials.

Since 1978 Frisomat is continuously innovating cold profiled steel as the structure for its industrial buildings. Thanks to the relative low weight export is possible anywhere in the world. Export generates 80% of Frisomat's turnover.

Meanwhile, Frisomat has 14 branches across Europe and Africa, and 2 production plants (Belgium and Romania). The different building systems are designed and developed *in house* and 400 employees are set to work.

#####

Contact us

Press Contact : Olivier De Smedt –Marketing Department

Frisomat NV, Stokerijstraat 79, 2110 Wijnegem

T : +32 3 353 33 99 (during office hours) – Mobile phone : +32 495 84 14 51 (after office hours)

marketing@frisomat.be

www.frisomat.be

Frisomat is often cited in the Press, [follow this link](#) to view all the press releases or copy the link in your browser : <http://www.frisomat.be/en/SpecialConditions.aspx>

For all news items regarding Frisomat, [follow this link](#) or copy the link in your browser : <http://www.frisomat.be/en/News.aspx>

You want to experience the Corporate movie on big screen ? In combination with a guided factory tour ? Please get in touch with us !