



Videographer Offers New Products for Upscale Brides

California-based wedding video producer, Andrew Hsu, breaks the mold of the dreaded wedding video with "artisan" movies and new, rarely before seen, cutting edge products for discerning brides.

San Francisco, CA, May 22, 2008 --(PR.com)-- The dreaded "cheesy" wedding video is on its way out and Andrew Hsu, owner of Studio MSV, a self-proclaimed "artisan" wedding movie production studio, is doing everything he can to expedite its demise.

"The wedding video has long since had a stigma of being the most unprofessional product of all the professional wedding products a bride can buy," says Andrew Hsu, 33. "But increasingly sophisticated brides have forced videographers to either upgrade their products to match demand or go out of business."

Over the course of the last five years, Studio MSV has taken many steps toward ridding the world of "cheesy" wedding videos by developing several new products that raise a bride's expectation of what is possible. Before it became 'en vogue' to do so, Andrew Hsu popularized a faster-paced "MTV style" wedding movie to contrast against the more common slow-motion wedding videos people were bored of seeing. In 2003, Studio MSV offered the San Francisco Bay Area's first "same-day edit" where portions of the wedding day are videotaped, edited on site, and played back on a big screen at the dinner reception that same night.

Now Studio MSV has upped the ante by providing brides with the opportunity to give out hundreds of DVDs of their same-day edited wedding movie beautifully packaged in custom-made boxes as a wedding favor. Hsu comments, "I used to give my clients and their friends and family the chance to view the 'Instant Video' on the Internet as soon as the day after their wedding. But I thought we could further streamline the process by giving them a gift to take home that same night. Besides," he continued, "the bride can use these gift DVDs as much more meaningful substitute for the unused keychain or a photo-magnet favor."

In addition to these advances in wedding videography, Studio MSV is also offering High Definition Blu Ray movies for the tech-savvy groom and Super 8 mm film for the retro-chic bride. "The look and feel of HD over SD (standard definition) and film over video is beyond description. If the couple has extra money in their budget, these are upgrades that can't go wrong," advises Hsu.

Hsu further explains why he innovates the way he does. "I feel strongly that the open marketplace is where I should find my direction. If a groom wants HD movies to play on his new plasma screen TV, there should be someone to provide that service. If there isn't a demand for a product, then why offer it?"

True to his word, Hsu saw a need to document a key event in every bride and groom's wedding experience and has become the first to do so.

"Next to the marriage vows, the surprise proposal is arguably the most intimate, emotional, and



meaningful moment of a bride and groom's relationship. And yet, it remains the least documented," Hsu said.

Perhaps their most innovative product to date, Studio MSV has begun offering a professional service to "covertly" document the precious wedding proposal in order to fill that void. "How a guy proposed is the most asked question a newly engaged couple hears. Now they can show the video on their iPhone or other mobile device instead of verbally explaining it to their friends!" Hsu quipped.

Since 2003, Studio MSV has continued to bring unique products to brides and grooms in new and innovative ways.

You can contact Andrew Hsu by visiting his website at www.studiomsv.com or learn even more by subscribing to his blog at www.studiomsv.net. Studio MSV is based in the San Ramon, California, a suburb of San Francisco.

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