



## **Meet Maxys CLIVE - the "Mini-Me" - Bringing Internet Video Out of the Box**

*A joint venture by two Sydney companies, internet marketing specialists maxys.com.au and award winning corporate video production company Ridge FilmsRidge Films, will allow website owners to feature a walking, talking "mini-me" host on their site to capture the attention of web surfers.*

Sydney, Australia, August 09, 2008 --(PR.com)-- Meet '[CLIVE](#)' - the visionary web experience set to change the face of business websites, at a fraction of the cost of current interactive technologies.

'CLIVE' (short for Customer's Live Internet Video Experience) is a transparent video layer that can feature one or two people who appear to walk around your existing web page, chatting to visitors and giving them a tour of your site.

Best of all, you can even star in your own web video commercial.

"Business websites can be so boring," says Mr Scott Maxworthy, CEO of online marketing specialist maxys.com.au.

"People switch off and they don't get the message - but with CLIVE, there's an opportunity for businesses to add life and personality to their website and provide their customers with a richer, more engaging online experience."

Businesses have struggled for years to capture customer attention on the internet; but by transforming the successful 30-second TV commercial format into an interactive web video experience, Mr Maxworthy believes CLIVE has cracked the winning online customer engagement formula.

Part of the CLIVE deal is a video-shoot with Sydney corporate web video specialists Ridge Films, who can film the website owner, or a professional actor, delivering a customised 30-second script using new portable 'green screen' studio technology.

"Most people think of internet video within a box, but we want to break that mould," says Mr Chris Schwager who is the Creative Director of Ridge Films.

Early reports suggest that sites using CLIVE have increased sales by up to 300 percent and reduced support call costs by around 50 percent.

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