



# János Keresneyei

## Creative director

Kerko Média Ltd.

<http://www.kerkomedia.hu>



## Bilateral Meetings

- 14:00p.m. - 17:00p.m

### Description

A Hungarian SME specialized in media production provides explanatory videos for the dissemination of scientific and innovative projects. A well made video is easily understandable than a scientific paper and it allows to reach a wider audience.

The company has a ten-years experience in production of explanatory videos also for EU projects. The production process is supported by experts in several disciplines to ensure a better understanding. Expected form of cooperation: subcontracting.

The Hungarian SME is a member of the Creative Industry Cluster, characterized by an artistic environment that ensures the sharing of ideas and expertise between experts in different fields and provides artistic values.

Mainly specialized in visualization of scientific projects' results (7th Framework Programme), the company can offer a wide range of services:

- Scientific approach to understand the results
- Visualization of results and script writing
- Production design
- HD video shooting, 2D animations (abstract or story-based animation)
- Wide range of visual effects
- Delivery of the video in any kind of format.

According to market experience, machine tools, biochemistry, biology, and biotechnology sectors have the strongest needs for explanatory videos to explain their sophisticated innovation.

The company is looking for coordinators of scientific and innovative projects who are interested in disseminating the results through an explanatory video. Media and communication agencies are also targeted in the framework of subcontracting.

### Organization Type

Company

Organization Size

1-10

Founding Year

1999

Email

[kesu@kerkocomedia.hu](mailto:kesu@kerkocomedia.hu)

Country

Hungary

City

Pécs, Kemény Zs. u. 115/c [Google map](#)

Areas of Activities

**Research and Development, Project Partnership**

Offer

### **Explanatory videos for scientific and innovative projects**

The company is looking for coordinators of scientific and innovative projects who are interested in disseminating the results through an explanatory video. Media and communication agencies are also targeted in the framework of subcontracting.

#### **INNOVATIVE ASPECTS AND MAIN ADVANTAGES**

- Understanding of customer's needs
- High quality video production (HD shooting material, HD technology)
- Short time of production, the company can develop an explanatory video within two weeks (the production time depends on the project and the client's requests)
- Cheap price (starting from 1300 euro)
- Co-creation with the customer
- Availability to work everywhere in Europe
- Experienced in several FP7 projects
- Practiced in scientific experiments.

#### **MARKET APPLICATION**

- Research and development
- innovation
- project management
- communication, dissemination

## TYPE OF PARTNER SOUGHT

Looking for partners who intend to tell the whole story of the project, development process, innovation. Those who are ready to disseminate their results in web communication of video format. Possible partnership can be formed with research groups, project members, who feel the need to explain their invention or innovation.

Keywords: visualization innovation understanding

### Cooperation Offered

1. Manufacturing agreement
2. Other