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*Mindsmack.tv Web copy update. Submitted by David Weiss, President, DLB Media, LLC  
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**Home Page -- <http://testing.mindsmack.com/>**

### **Welcome to MindSmack.TV**

MindSmack.TV is a post production and interactive Web design + development company with a clear focus: realizing your vision. We've built Mindsmack.TV around the idea that just about anything is possible – tell us what you're thinking, and we'll help you to turn it into a reality.

Excellent editorial is just the start of what this full-service media resource can accomplish. Our passion is integrating the best of the Web, television production, and post production into an experience that's exactly right for your audience.

But don't take our word for it – we think our work speaks for itself! Please have a look around, then get in touch. Whatever the size of your project for Broadcast, Cable TV, Live Events, News & Sports, Corporate Video, Mobile or the Web, our team is ready to hear from you.

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### **Services**

**Video -- <http://testing.mindsmack.com/services/video/>**

Video is what keeps it all in motion. The MindSmack team of editors and producers eat/sleep/dream video, and it shows in our deep portfolio of TV spots, campaigns, and branding partnerships. What direction do you want to take your video? Let us know.

**Audio -- <http://testing.mindsmack.com/services/audio/>**

In today's media environment, pristine sound is a must. From stereo to 5.1, original music to a broadcast-ready mix, we are equipped.

When it comes to bringing sonics alive online, MindSmack is on top of it. In addition to making world-class on-air mixes, we've devoted our experience and

resources to optimizing audio for the Web. The results sound like no one else – no matter what the format.

**Graphics -- <http://testing.mindsmack.com/services/graphics/>**

If you can dream it, we can design it. From storyboards to graphics packages to finishing, we develop unforgettable graphics for any medium: Broadcast, Cable TV, Live Events, News & Sports, Corporate Video, Mobile, the Web, and whatever gets invented next.

What's in your mind's eye? Whether it's provocative or Plain Jane, trust Mindsmack's designers to see exactly where you -- and your brand -- are coming from.

**Web -- <http://testing.mindsmack.com/services/web/>**

Go beyond the basics: MindSmack is a full-service web development company. From a simple page to the deepest Interactive Experience Known to Man, our ability to flawlessly integrate graphics with dynamic programming is what makes a MindSmack site stand out.

Our experience cuts across industries – the MindSmack portfolio includes Websites for entertainment, e-commerce, financial services and much more. The common thread: scalability, effortless functionality, and user-happy experiences based on the most advanced Web standards.

Our development team is proficient in HTML5, CSS3, PHP, ASP, Java, Ajax, MS-SQL, MySQL, XML, and The Force for developing powerful, efficient applications that add real value to the online experience. Just *try* and stump us.

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**People -- <http://testing.mindsmack.com/people/todd-feuer/>**

**TODD FEUER** COO/ Senior Editor e-mail: [Todd@MindSmack.com](mailto:Todd@MindSmack.com)

Todd sez: "The Internet knocks down the walls of the facility and makes anything possible."

At the helm of MindSmack, Todd has seen his vision of the industry's best integrated multi-media post-production and web development team become a reality. Always resourceful and hands-on in every facet of post-production, he established himself as an in-demand editor for clients including Time Warner Cable, Showtime, HBO, Cinemax, History Channel, USA, SyFy, Discovery, ABC, Nickelodeon, MTV and VH1.

In addition to nearly two decades of post-production leadership experience in NYC, Todd has also produced and edited a number of award-winning documentaries, short films, and pilots.

**PAUL DINATALE** Senior Editor e-mail: [Paul@MindSmack.com](mailto:Paul@MindSmack.com)

At MindSmack, Paul builds on a laudable editing career that has included acclaimed work for ESPN, CBS, ABC, HBO, USA Nickelodeon, TruTV, VH1, Showtime and many others. "We have something very special here at MindSmack -- having such talented collaborators in one place is an editor's dream come true," he says.

After starting his TV career at CBS, Paul graduated to the NYC post house Gizmo editing shows for VH1 including "Flix", "Legends", "Behind the Music", and "StoryTellers", as well as helping to develop "Before They Were Rock Stars" and "Rock and Roll Record Breakers". Work for Sundance Channel, TNT, and MTV came next.

As a freelancer, and later at Creative Bubble, award-winning editorial for the major broadcast and cable networks followed. During that period, Paul directed episodes of the Web series *The Circuit*, as well as producing and directing the noted feature documentary *A View From Below*.

**TOM BEHRENS**     **Senior Editor**     e-mail: TomB@MindSmack.com

Tom is a passionate senior editor with a skill set unmatched in The Free World. He edits both short and long form video, with national political campaigns, major commercial ventures, and prime time television shows to his credit. Tom will work with you to provide rock-solid results in the edit room, and make sure that your vision is executed fully, down to the most specific detail.

Tom started his career in the world of entertainment via Public Television in New Hampshire. Since then, he has been central to the success of a variety of highly effective national campaigns. As well, his early experience as an engineer for major network sports and new programs paved the way for his post as a high-profile video producer.

When he's not in the studio working on a project, Tom can be found following one of his other obsessions: hockey, or enjoying a great film.

**MICHAEL PIEHL**     **Video Editor**     e-mail: MichaelPiehlOriginal@gmail.com

Mike brings a diverse skill set, pride and positive vibes to every project he works on. With a background that stems from both sides of the camera lens, he understands what it takes to create awesome promo spots, sizzling reels, and long form video that connects with your audience.

This Canadian expatriate is happy to advise you at any stage of your next big video undertaking. Give him a camera and let him loose, or book a room with him and prepare to surround yourself in his distinctly chill aura.

When he's not cutting or shooting world-class spots, you'll find Mike having a blast with his beautiful dog Kaylee, or pounding on the digital drums in the MindSmack audio room.

**DAVE MERCADO**    **Video Assistant/Editor** e-mail: DavidM@MindSmack.com

Whether you're talking digitizing, laying back to tape, converting files, posting and much more, David always provides an invaluable service to the editing process. As projects fly around MindSmack, he's on top of every stage: communication, organizational skills, speedy work, and a consistently sharp eye make him Da Man.

Previously studying Filmmaking at the School of Visual Arts (SVA), David's ambition is to establish himself as an editing *tour de force* for film and TV. So far, his reel includes creative editorial services for Showtime, Linton Media, Dr. Fuhrman, and music distribution company WEA/ADA, a division of Warner Entertainment.

Tremendously passionate about music, David also plays drums for the Pennsylvania-based metal band, Primal Embrace. MindSmack sez, "Rock on, Video Beast, rock on!"

### **Dario Bigi - Editor**

Dario Bigi has made a name cutting a wide variety of diverse, creatively liberating, and challenging content. When asked to name his favorite projects, Dario first points to a series of video walls for Footlocker, editing 7 video walls for the Footlocker Superstores. Created for a 36- monitor environment playing 3 to 8 simultaneous video streams it was, in Dario's words, "Like painting with images." One of his "image paintings" won a Telly award for Best In Store promotion.

Another top choice is a documentary series for Vara Television Holland (the Dutch equivalent of PBS), where he cut a total of 36 half-hour documentaries: "Kika NY" and "Kika USA" were two seasons of a "run and gun" sub-culture documentary series that were nominated for "Best Youth Series" by Holland's Emmy equivalent.

He started his editorial career at NYC's Crosswalks Television channel, then got busy as a freelancer editing movie promos for AMC, Bravo, and IFC, as well as the Sundance and Cannes film festivals.

**BRIAN RUND**    **Senior Audio Engineer**    e-mail: Brian@MindSmack.com

Brian is always looking to push boundaries and discover new techniques in audio production (and caffeine intake). On any given day he builds beautiful sonic worlds through custom sound design, composition and post-production mixing.

Garnering numerous awards for his work, Brian's accolades include several Promax "World" Gold awards and consecutive Aegis and Telly awards. His work has been featured in theaters, radio, The Syfy Channel, USA Networks, The History Channel, HBO, Nickelodeon, VH1, Spike and more.

Be it a Trailer, Ad, Promo, Radio, or Long Form, Brian can handle – and hear -- it all.

**TOM LEWIN**    **Audio Engineer/Mixer**    e-mail: Tom@MindSmack.TV

As a member of MindSmack, Tom feels the power of teaming with renowned engineer Brian Rund. Along the way, Tom's work has been featured in numerous award-winning ads, short films, and television shows.

Tom's background in jazz, classical, and vocal styles, along with proficiency in guitar, bass, percussion and drums has set him up to be an extremely well-rounded audio maven. Beyond his true loves of jazz flute and beat-boxing, Tom's passions are for audio mixing, sound design, music recording, engineering and chocolate.

And just to set the record straight, Tom was "flute-boxing" long before that guy on YouTube ever was. (David put in flute boxing youtube link)

**MIKE FEUER**    **CBO/Motion Graphics**    e-mail: Mike@MindSmack.com

Mike's history in post-production has always been about pushing the limits of design and production to the extreme. His affiliations with the most respected agencies and networks in the world make him a natural part of the global management strategy being cultivated at MindSmack.

Before MindSmack, Mike worked for NBC as the Digital Effects Supervisor for "The Jane Pauley Show" where he oversaw production and design of all on-air graphics. Prior to his time there, he had the privilege of working as a cinematographer for Steven Spielberg's Shoah Foundation project to interview survivors of the Holocaust.

Highly active in NYC-area motion graphic and post-production organizations, Mike is also co-producing/directing animation sequences for several television productions currently under development.

**SAM FEUER**    **CEO MindSmack**    e-mail: Sam@MindSmack.com

The founder of MindSmack.TV's sister firm [MindSmack.com](http://MindSmack.com), Sam has helped the company grow steadily from a one-man operation to its present-day multimedia form.

Along the way, MindSmack.com has achieved many elite awards including numerous FWA Awards and Adobe "Site of the Day".

Always hands-on, Sam personally selects and regularly interacts with every member of the MindSmack team as he maintains its status as an elite Web agency.

**DAVID BUIVID**    **Production Coordinator/Web Producer**    e-mail:  
DavidB@MindSmack.com

David is always applying his music industry experience and Rock & Roll sensibility to the transformation of the Internet and media. With credentials including extensive work at a world-famous music club, artist management, and the creation and operation of his

own record label, Endless Recordings, David understands of how to stay ahead in today's fast paced business environment.

David's work with MindSmack TV fuses his excitement for new technology and passion for innovation. Wielding a creative spirit, attention to detail, and results-driven approach, David is constantly pushing the envelope of Internet development, bending the Web to your will.

Speak with David directly to share in his "anything is possible" attitude, and to further develop your online vision.

### **Aviva Maltin - Designer/Creative Director**

MindSmackTV's foremost graphics designer, Aviva handles MindSmack's own graphic needs as well as those of its clients. With a stylish hand and keen eye for engaging design, she has drafted original work for both print and the web.

Aviva helps clients perceive and visualize initial concepts by any means necessary. As a team leader she heads the art detail of a project to its completion. Involved from start to finish, Aviva loves the personal connection to projects, noting, "I love getting to know clients and sculpting a custom solution."

With her exceptional comprehension of the field, Aviva keeps up to date on graphics and computer technology. The result: She consistently anticipates market transformations, and develops designs with staying power.

### **Christina Lutters - Web Developer/Programming Lead**

Christina is the lead web developer for MindSmack, a graceful diplomat of coding languages and people alike.

She wrote her first code over a decade ago, but it took living across four continents and trying to speak a handful of languages to realize that web and visual languages were her favorite: She's proficient in Photoshop, Illustrator, HTML, CSS, JS, PHP, and open-source CMS technology.

Prior to sailing into MindSmack, she has served as an educator, mediator and developer for NGOs in China, the Middle East and West Africa – the progenitor of her passion for technology and the sharing of information.

### **DEAN CEVALLOS    Office & Account Manager    e-mail: Dean@MindSmack.com**

As the extremely organized Executive Director and Head of Operations, Dean is involved in literally every aspect of the MindSmack universe.

Blessed with a bilingual background, Dean is central to MindSmack's expansion into Spanish-speaking markets, with the underlying goal of bringing the world together via

TV and the Web. His international perspective and executive talent positions MindSmack to go global with the next generation of media.

If you're looking for Spanish translation, voice over work, closed captioning, subtitles, and much much more, Dean is an excellent resource for whatever you can think of.

Always the coordinator, when Dean is not in the office he's an active community member, a key figure of Rotaract Int'l at the United Nations, or assisting in various international relief efforts.

**MEGHAN STEINBRECHER**   **Scheduling**   e-mail: [meghansmack@mindsmack.tv](mailto:meghansmack@mindsmack.tv)

As the Official MindSmack Scheduler, Meghan is accustomed to frequent calls and changes and is a regular intermediary between client and MindSmackTV.

Coordinating project schedules and organizing special project needs, she's intimately familiar with the week's ventures and the people behind the projects. When needed, her experience in many fields gives her the expertise and tenacity needed to make judgment calls.

Among her likes are bad jokes, various crafts, coffee drinking, and most of all laughing. You can contact her for any special project needs, project staffing, party planning, and pretty much anything else on Earth. Oh yeah -- Meghan is also available if you are looking to book a session.

**STEPHANIE FONG**   **Receptionist**   e-mail: [Stephanie@MindSmack.com](mailto:Stephanie@MindSmack.com)

Stephanie Fong is the receptionist at MindSmack office, and will likely be the first person you speak to when you enter our Penthouse offices.

Graduating with a English degree specializing in Creative Writing from Binghamton University, she is an aspiring writer. A big fan of television and film, Stephanie is delighted to find herself at MindSmack.

Previous work with students from various backgrounds, including the international student department, is testament to her drive and receptive character. Always building on her powers to assist and multi-task, Stephanie is available at any time at the office's reception area and will gladly share the many chocolates surrounding her desk.