

## Biz buzz : iDream.tv

### Company unveils new video-making tool for businesses

BY AMANDA KUSHNER

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Northeast-based iDream.tv Location Images just launched Project Green Screen, a new service to help companies create video content for their websites.



PHOTO BY: IDREAM.TV

Maureen Scallen Failor, Executive Director of The Bloomington Chamber delivering her [PROJECT GREEN SCREEN](#) presentation.

“Video on the web is just the wave of the future if you are going to get noticed, if you are going to be able to communicate, if your website is going to be active and vibrant and viable, you are going to want video on your website,” said founder Edie French.

Project Green Screen is a studio-based service, where clients come to the studio and are recorded in front of a green screen and then iDream.tv will replace the background adding visuals and graphics, she said.

French said it is a way for people to connect personally with the audiences they want to reach.

The idea for Project Green Screen was developed when iDream.tv was working on a documentary for South Minneapolis-based Frank Theatre, and a green screen was used to create the project because it was a way to include interviews while working on a budget.



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Christine Levens, (left) Executive Director of the Northeast Chamber of Commerce and Lisa Myhre, Director of Membership and Development of the Minneapolis Regional Chamber of Commerce are using iDream.tv's new service Project Green Screen.

“It made it look like we were traveling all over the world to get the interviews, but we did it in our studio,” she said. At the same time another client, Tim McLafferty of Focus Executive Search, came in asking for a short clip for his website that explained his company and helped that client connect to people he works with. Afterward he said it was a service others could benefit from, she said.

The service allows for a message to be delivered in other languages as well, French said. For more information about Project Green Screen contact iDream.tv at 789-3500 or go to [www.iDream.tv](http://www.iDream.tv).