

AM PRODUCTION

MULTIMEDIA graphic design | advertising film | profile film | advertising campaigns | strategy | web design | accessibility | usability | concept development | user interaction design | software development | event performance | event design | e-learning | **WEB500** in-store TV | in-store radio | in-store interact | information solutions | cms | **AVIT SYSTEMS** system integration | studios | control room | mixer technology | on air and production studios | broadcast environments | digital audio/data | transmitter equipment | RDS technology | monitoring of systems | consulting and R&D | test and verification | **AM IT** hosting | help desk | it-infrastructure | application management | system integration and R&D | media integration | consulting | Citrix solutions | **AM3D** world patented 3D audio | audio systems | binaural technology | acoustics models | mission critical solutions | zirene™ | diesel power™ | convolution box | **AM INNOVATION** experience space | media | technology | new target groups

Established: 1983
Employees: 130
Turnover: DKK 120 million
Bank connection: Spar Nord Bank
VAT-number: 26 92 60 76
Corporate form: Limited Company
Management: CEO, Peter A. Petersen.
Managing Director, Lone Smetana
Sales Director, Claus Bech Espensen
Market Director, Lasse Dahl

AM Production A/S is owned by Nordjyske Holding, a Danish foundation-owned group of companies with more than one thousand employees and a turnover reaching DKK one billion.



AM PRODUCTION A/S

AM Production A/S is a reputable IT and communications company, which develops and produces specialized solutions. AM Production A/S has 130 employees and an annually turnover of DKK 120 million.

AM Production A/S consists of six units, specialized in; concept development and graphic design, information solutions, film and advertising, IT and infrastructure, 3D audio, broadcast solutions, and customer experience and perception.

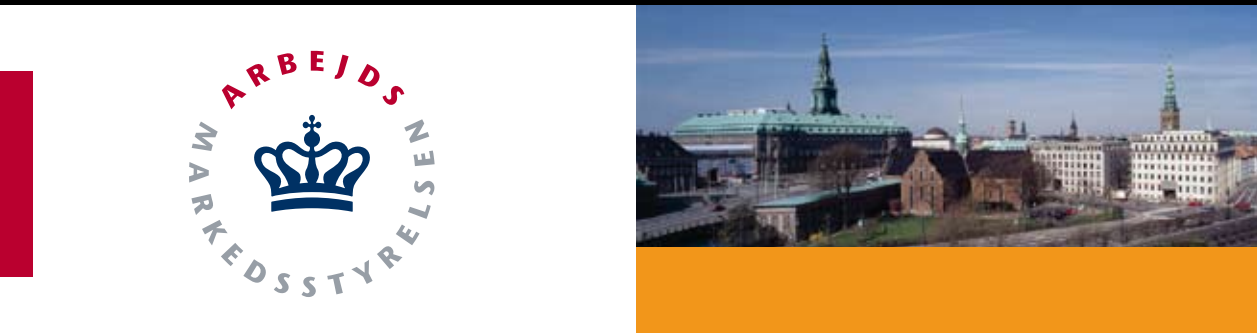
Danish, Scandinavian and international customers are served from the main office in Aalborg and from a regional office in Copenhagen.



Development of graphic identity to DR's (The Danish Broadcasting Corporation) life style TV show "Kender du typen".



Complete graphic identity for the new North Denmark Region.



The National Labour Market Authority: user-friendly web-based solution with public access for clarification of qualifications and competency of refugees and immigrants.



Cost and benefit: campaign, graphic identity and website for Danmarks Privatskoleforening (Danish Private School Association).

References: Public institutions
and private companies

Aalborg Portland
RTX Telecom
Region Nordjylland
Sonofon
Nordjyllands Amt
Aalborg Kommune
J. Lauritzen
AaB
Aalborg HTX
Eltra
Ekspertkreditfonden
Arbejdsmarkedsstyrelsen
ALK-Abellò
Lundbeck
Struer Museum
Hjerl Hede
Allerup EDB
Smag & Behag
Spar Nord Bank
Sparekassen Himmerland

MULTIMEDIA

Multimedia develops and produces conceptual communication. The solutions are based on insight and crystal clear visions that come alive on web, audio, film, TV and printed media.

CONCEPT AND GRAPHIC DESIGN

The starting point for all projects is a solid concept where message and design merge into valid solutions and cross media campaigns.

FILM AND TELEVISION

The projects include all kinds of assignments from commercials and profile films to live TV transmissions. A team of dedicated professionals uses the media for visualization and simplification, creating consistency between customer demands and possible solutions.

INTERACTIVE SOLUTIONS

Multimedia has a strong R&D team, software architects and integration specialists with more than 15 years of experience with on-line communication, user experience design and accessibility. Focus is on development and integration of standard web solutions.



Development and installation of a complete in-store TV solution in 30 Danish 3-Shops (telecom).



An in-store TV and radio solution for the company Marcus' (men's wear) shops in Denmark. The Sound of Marcus - own radio channel with commercial inserts and music.



Complete information solution for Faculty of Arts at the University of Aalborg including big screen TVs, web and mobile access and information points placed in seven different locations on campus.

References

Nærkøb
L'Oréal
3
Aalborg Universitet
Ny Carlsberg Glyptotek
Sanistål
Bang & Olufsen
ECCO
Marcus
Sparekassen Himmerland
Arena Nord
Arbejdsformidlingen
Frellsen Chokolade
BM Samarbejdet
Aalborg Tekniske Skole
Bahne

WEB500

Web500 is one of Denmark's largest suppliers of complete internet based in-store and information solutions to companies and stores. Within the last decade, Web500 has developed and delivered standard software and Web Content Management systems, Web 500 CMS to a large number of customers in the European market.

Web500 offers a broad in-store portfolio, which includes in-store TV, in-store radio and interactive solutions.

The various qualifications related to in-store media solutions are all gathered under the same roof. The business procedure is based on the one-stop-shopping principle. This implies that all steps in the process are handled by Web500 - commencing with the preliminary demand analysis and followed by content production, installation, daily operation and service.

we500



Complete system integration of the new concert hall for DR in DR-BYEN in Ørestaden, Copenhagen (The Danish Broadcasting Corporation)



Complete digital solution at KNR (national radio and TV station in Greenland)



Implementation of an automatic play-out-system for the Swedish 24-hours news channel 24NT.

References

DR
TV 2
Viasat
KNR
Radionet
De Bergske Blade
Norrköpings Tidningar
Syddanske Medier
Sydsjællandske Medier
Aalborg Kommune
Arena Nord
Nordjyske Medier

AVIT SYSTEMS

AVIT Systems has supplied professional turn-key solutions to the Scandinavian Media Industry for more than 20 years.

AVIT Systems work with all technical aspects of TV and radio production and transmission including analysis, design and advise, development, implementation and verification.

AVIT SYSTEMS SPECIALISES WITHIN:

- Systems and media integration
- Design and installation of studios, control rooms, technical rooms and concert halls
- Mixer technologies for on air and production studios
- Automation and play-out-systems within broadcast
- Digital audio/data transmission solutions (apt-X, MPEG etc.)
- Design and installation of broadcast/transmitter systems and RDS technologies
- Systems monitoring
- Testing and verification
- Consulting and R&D solutions





Aller International (publisher of magazines): Implementation of a Citrix solution.

POLITIKENS LOKALAVISER

Politikens Lokalaviser (community newspapers): Citrix solution consultancy services.



Nordjyske Medier (TV, radio, newspapers etc.): Design and maintenance of work stations, servers, network and optimizing of the information work flow.



Port of Aalborg Ltd.: Complete outsourcing of servers, work stations and network, help desk and level two support.

References

Politikens Lokalaviser
Berlingske IT
Medieselskabet Nordvestsjælland
VLT (SE)
Aller International
Skånska Dagbladet (SE)
Aalborg Havn
KR Wind
Nordjyske Medier
Nordjyske Distribution

AM IT

AM IT provides IT services for a large number of Scandinavian companies in both the private and public sector.

The primary services of AM IT include consultancy services as well as design and implementation of business solutions that require a high level of reliability without any down-time.

AM IT has several years of experience with IT solutions to the media industry and is a Microsoft Gold Certified Partner and certified within Citrix and Cisco.

CORE COMPETENCES ARE:

- Hosting and outsourcing
- Helpdesk
- IT-infrastructure
- Application Management
- System integration and development
- Media integration





Deadline Games has integrated 3D Audio in the computer game Total Overdose, which gives the user a true three-dimensional sound experience.



3D Audio is implemented in the F16 fighter jets from the Royal Danish Air Force, which reduces the pilot's response time during flying.



AM3D delivers Sound Enhancement for the car manufacturing industry and cooperate with some of the largest manufactures within the industry.

AM3D

References

Terma
Broadcom
Dicoin
Tensilica
Renesas
Sonivox
Gamelab
Sound Quality Lab
Deadline Games
IO Interactive

WORLD PATENTED 3D AUDIO

AM3D A/S is a leading supplier of 3D audio technologies for the global market.

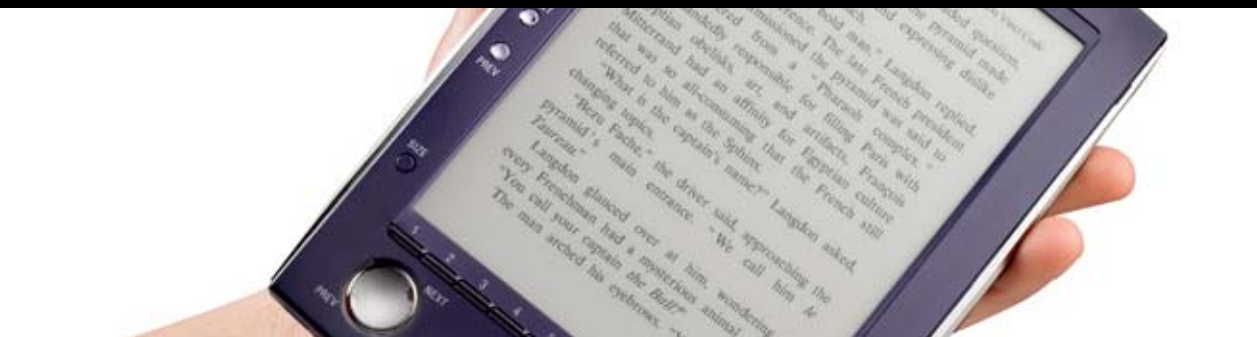
The world patented 3D audio technology from AM3D A/S is the result of research initiated in the 1980's, which has been continually developed in close cooperation with Danish and international research institutions and universities.

AM3D delivers 3D audio for use in F16 fighter jets and for the Joint Strike Fighter project, as well as to several computer games, music and entertainment products and audio systems in cars, TV, PDA, smart phones and cellular phones. The audio solutions from AM3D contains 3D positioning, audio enhancement and surround sound technologies.





Installation of a 3D audio/visualization of a WW2 Gestapo interrogation at Bangsbo Fort (The Bangsbo Museum).



Digital Ink: Commercial pilot projects where e-ink units are tested within private companies and the media industry.



Mobile TV: AM Innovation has worked with mobile units and technologies within communication for a number of years and is currently working with handheld digital TV units.

AM INNOVATION

Innovation is a core value of AM Production. In our perspective, innovation is more than new thinking. It is prediction and visualization of future user needs and trends, using the technology as the facilitator and the experience as the destination. We move towards the future - with the media, technologies, design and communication, that will be demanded by the consumer in two to three years.

In doing so, we participate in innovation projects with commercial companies, the public sector and leading research institutions. We develop, implement and test customer experience and perception solutions - separately and across strategic partnerships. The aim is to gather and pass on knowledge within The Nordjyske Holding Group in general and develop new business areas and concepts in AM Production.

The result is true innovation benefiting our customers.



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