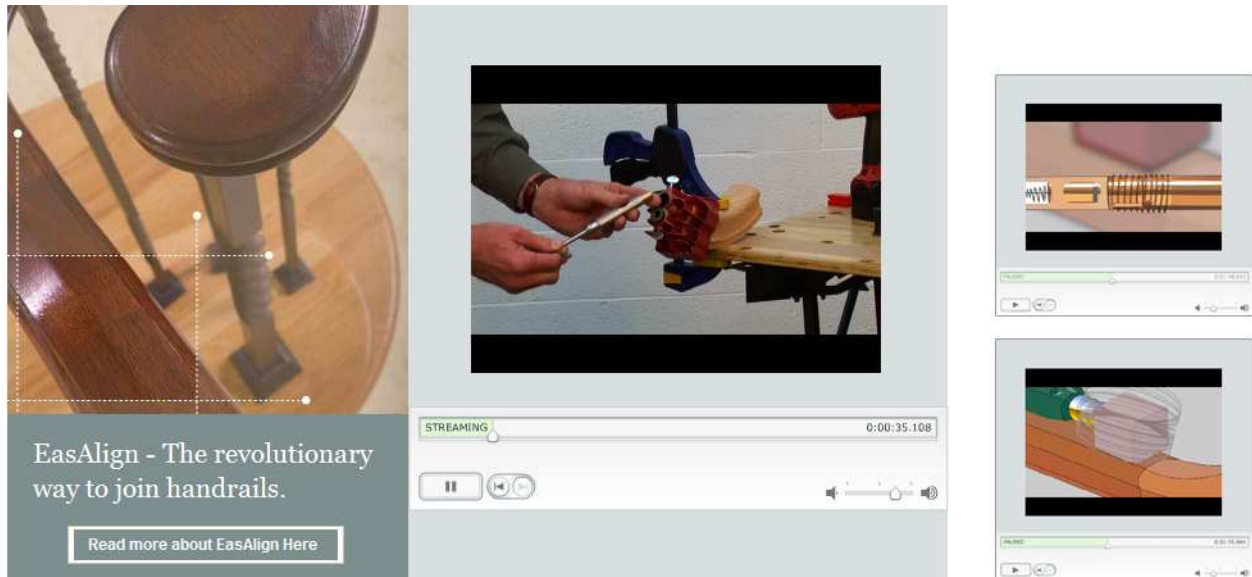


# ZANZICO

A DIGITAL COMMUNICATIONS AGENCY

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**Situation:** What is the best way to demonstrate a complex task?

**Creative Tool:** Installation Videos

**Idea:** As part of their creative promise of design and craftsmanship, Crown Heritage Stair Parts invented a revolutionary installation system called EasAlign. While the system builds beautiful staircases, it is difficult to explain the installation process in words alone. Zanzico created Flash animations and live-action videos to demonstrate the EasAlign process. The resulting video was distributed on DVD and posted on the Crown Heritage website.

To learn more about Zanzico and the services that we offer, please contact us today.