

Framepool presents exclusive People Collection "Cats at the Cream"

Brilliant lifestyle footage – exclusively available at Framepool.com

London/ New York/ Los Angeles/ Paris/ Munich, December 2nd 2010 – Filmmakers looking for fresh lifestyle or people footage will find new and exclusive material at Framepool.com now. The footage collection run by filmmakers is broadening its portfolio with *Cats at the Cream*, a selection of the best of modern, everyday life images. Framepool initiated this new collection in response to frequent customer requests. In addition to modern everyday situations, the clips depict emotions and concepts such as love, family, leisure & vitality. The complete collection is available in HD and will be continuously added to. It is a fully rights cleared collection.

Especially for the advertising industry, staged people shots are a vital tool to visualise certain feelings or themes in just a few seconds. The motives from *Cats at the Cream* are specifically selected for these needs. Normal, everyday life situations like playing with children, working on a laptop, playing sport, etc. are complemented by scenarios visualising more abstract conceptions such as "naturalness", "agreement" or "having an idea". The clips were shot on a RED One Camera, all of them are licensable online in brilliant HD quality at Framepool.com.



Exclusively available at www.framepool.com:
The footage collection *Cats at the Cream*

Behind *Cats at the Cream* are director and producer Nayer Paknia together with creative director David Incorvaia. Both have years of experience in the advertising industry and created numerous internationally acclaimed commercials for brands such as McDonalds, Tchibo or Diesel. While Nayer Paknia achieved great recognition for her music videos, short films and documentaries, David Incorvaia developed integrated campaigns for companies such as Hugo Boss and Heineken. One of his screenplay projects was presented at the Berlinale 2010 and is currently in production.



Exclusively available at www.framepool.com:
The footage collection *Cats at the Cream*

"We already knew Framepool from other projects and appreciated the cooperation with them. In one of our conversations with their content department, the joint idea for this production was born," explains Nayer Paknia.

"Thanks to our experience and various personal contacts, it didn't take us long to get results. Even the rights and talent fees were cleared rather quickly. The reaction from Framepool was just as fast; the new collection was indexed

and made available for download in next to no time as well. Currently, we are already planning a new production."

FRAMEPOOL AG

ALEXANDRA MAIBERGER
PR & Communications

Infanteriestr. 11A / Geb. E
80797 Munich

T + 49 (89) 307 648 64
F + 49 (89) 307 648 70

am@framepool.com
www.framepool.com

“The name ‘Cats at the Cream’ perfectly underlines the intention behind this new collection. We aimed for images that attract people instantly – to make life easier for filmmakers in need of favourable, typical human scenarios,” comments Christian Sepp, Head of Content Management at Framepool. “We are very confident that *Cats at the Cream* can meet even the most ambitious requirements of our customers, since both Nayer Paknia and David Incorvaia are longtime creative professionals and know the industry extremely well.”

Cats at the Cream

Behind *Cats at the Cream* are director and producer Nayer Paknia together with creative director David Incorvaia. Both can look back on years of experience in the advertising industry and created numerous internationally acclaimed commercials for brands such as McDonalds, Tchibo or Diesel. While Nayer Paknia achieved great recognition for her music videos, short films and documentaries, David Incorvaia developed integrated campaigns for companies such as Hugo Boss and Heineken. One of his screenplay projects was presented at the Berlinale 2010 and is currently in production.

All clips of *Cats at the Cream* are exclusively filmed for Framepool and immediately available at www.framepool.com.



FRAMEPOOL – The Footage Collection Run By Filmmakers

Founded and run by filmmakers, Framepool is one of the largest online collections of motion content. More than 600,000 clips on numerous topics are available for immediate download at www.framepool.com. The portal enables filmmakers from the advertising, film and TV industry, as well as other media professionals, the cost efficient and successful realisation of their concepts.

Framepool manages the licensing, research and rights clearance of motion content and has offices in Munich, London, Paris, New York, Los Angeles and Miami, as well as representatives and partners in several parts of the world.

FRAMEPOOL AG

ALEXANDRA MAIBERGER
PR & Communications

Infanteriestr. 11A / Geb. E
80797 Munich

T + 49 (89) 307 648 64
F + 49 (89) 307 648 70

am@framepool.com
www.framepool.com