



XCZONE.TV
Suite 401
99 Fifth Ave
Ottawa, Ontario
Canada
K1S 5P5

Tel: 613.266.1315
Fax: 613.230.8357

www.xczone.tv
gravity@xczone.com

XCZONE.TV is registered by the Province of Ontario, Canada.
Master business licence number 991030396. GLN 0806494001819. Services are provided
from and Products are manufactured in and sold from Ontario, Canada.

COMMERCIAL PRODUCTION

XCZONE.TV proposes to produce commercials that are suitable national broadcast television, trade shows, clinics, web, DVD mail outs and in-store looped play. We can produce in a short time-frame and at low-risk. We can also scale the project to any level of complexity the client can envision.

XCZONE.TV is a leader in *Clean Oxygen Fed Sport Cinematography* with dominant brand recognition within the outdoor industry. Running Times has published that XCZONE.TV "**captures endurance sports at their finest!**" Wintersports Business Magazine, Ski Trax and Explore Magazines have all described xczone as the "**Warren Miller of cross-country.**"

XCZONE.TV productions have a socially conscious message embodying health, fitness, positive outlook, recreation in an outdoor setting and non-controversial content.

XCZONE.TV maintains a respected and influential place in the North American outdoor sports community. We support a number of philanthropic initiatives including: organizing and leading group trail running in the region, sponsoring a thirty-member multi-sport team, hosting free mountain running and adventure races, providing product to coaches and clubs, and donating production resources to school sports events.

We are athletes, organizers, coaches, and promoters who are *tuned* to the community and keenly understand the marketplace. We are the only film-makers promoting sport in outdoor film festivals like Banff, Vancouver, Montreal, or Telluride et. al. XCZONE.TV produced the first two DVD in Canada and authored the first sports Web site on the Internet in Canada.

XCZONE.TV is most skilled in moving pictures that accent outdoor sport; whether that involve the average enthusiast or the elite. We can produce extraordinary film/DVD video/multimedia products at a fraction of the cost of traditional film or video production companies because we specialize in this genre and can approach it fueled with personal passion and powered by a streamlined in-house production capability.

"Unlimited" is our latest film production released in theatres and on DVD. Running Times calls "**Fun Fluid and Exhilarating !**" and says that the "**off-trail running that is nothing less than thrilling !**" playing at every major city in North America on the "Best of the Banff Mountain Film Festival World Tour." It was also a finalist at the Montreal Adventure Film Festival earlier this year. The technique and training disk of "Unlimited" has been certified by Cross Country Canada, Biathlon Canada as part of the National Coaching Certification curriculum. Copies have been purchased for, and mailed to all Nordic Skiing clubs in Canada.

XCZONE STUDIOS specialize in high impact productions depicting *clean oxygen fed sport* for feature film, home entertainment, action-documentaries, event coverage, training and commercial product promotion or athlete promotional packages and multimedia presentations. Whether it is fast-moving action in extreme outdoor conditions, capturing the joy of the activity for the masses in an urban setting, or producing within a studio environment; XCZONE is a vertically integrated production company managing all stages of a project from concept to delivery.

XCZONE.TV produced National prime time television coverage for events such as the National Sprint Skiing Championships. Our products have aired on a number of networks including RSN, TSN, OLN, CTV, CBC et.al. XCZONE has created commercials and promotional multimedia (DVD/VHS/CD/WEB) for resorts (run, hike, ski, paddle, rafting, outdoor, mtn bike), stores (run, ski, bike), sports products (running, ski, beverage), athletes (runners, triathletes, adventure racers, paddlers, skiers, cyclists) and music videos. We are also noted for a high standard of Learn to Trail Running program, Master's Ski Camps and instructional and motivational media.

The film making of XCZONE employs an unique skill-set; combining athleticism and artistry by placing the camera in the same hands as those personally engaged in the experience. The in-action tracking cinematography makes clear the distinction between involvement and commitment for the film-maker.

THE PROCESS

PRE-PRODUCTION involves the tasks which ought to occur before filming begins. Good initial research and planning are key factors that can reduce costs throughout subsequent stages of the project, and determine the outcome of the project. Production requirements are identified at the earliest stages. We work closely with the client to articulate the message "copy thrust" style and delivery of the work. The visuals and narrative are developed through the use of one-sheets, story boards, shot lists, screen play and scripts.

PRODUCTION Our productions are filmed on broadcast resolution digital video or 16mm to produce high quality results at a cost effective price. The equipment is lightweight, unobtrusive and highly mobile. Our experience filming outdoor adventure sports gives us the edge, athletic, artistic and technical skills which have lead to the development of unique stabilization techniques and equipment which can include gyroscopes, steady cam rigs and cranes.

POST-PRODUCTION is where we craft the final product. The raw footage is transferred directly onto a state-of-the-art non-linear editing (NLE) suite where it is edited and enhanced. Transitions, special effects, 3D animated logos, titling, and sound tracks (music, narration, effects) are added. The product is preserved in high quality digital format throughout the entire production through to delivery on DVD, tape or the web.

BIOGRAPHY

David McMahon began as a figure skater and choreographer combining athleticism and artistry early on. Since then he has followed an eclectic career which has included computer engineering, multimedia design and film-making. While in parallel David pursued a passion for athletics which saw him become the National Biathlon Champion, and third in the World in the summer variant of the sport (running and shooting), and multiple Eastern Canadian Mountain Running Champion. He was a personal coach at the 1994 Lillehammer Winter Olympics. Today David competes as an elite mountain runner, cross-country skier, adventure racer and winter triathlete.

Lise Meloche started downhill ski racing at four years old and went onto National Biathlon and Cross-Country Ski Teams, numerous (9) National Championship titles, third place ranking placing on the World Cup circuit in 1986, leading to the 92 and 94 Olympics, and a World Cup Gold Medal. Lise has done over 200 World Cup races, finishing top ten 21 times (including 7 World Cup Medals.) Lise is the undefeated Eastern Canadian Mountain running Champion. She is the co-author of Tao of Skiing



- an aide memoire for cross country skiing aficionados. Lise is an exercise physiologist, instructor, teacher, and pro-elite xc racer. Lise also has provided colour commentary during special events coverage.

Both David and Lise appear in the "**Who's Who in Canadian Sport Volume 3 1999**" by Bob Ferguson ISBN 1-894282-00-0.