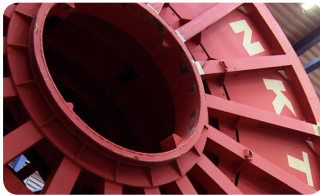


HeartDrive



ABOUT HEARTDRIVE

HeartDrive ApS is founded by Ditte Ross and Rune Jacobsen, and is located in Copenhagen, Denmark. The main goal of the company is to deliver professional productions and guidance to the corporate segment, and to engage in professional TV productions such as TV-series and Documentaries. The company is the happy marriage between two former companies; VisITfilm, that specialized in the corporate segment, and Hej Mor that specialized in television production. We tap into the synergy between these two fields, and use the best from both worlds when we work – with both Heart and Drive.

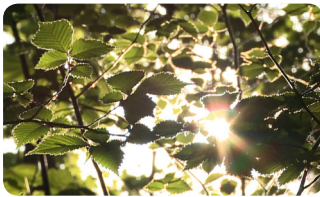


FORMING MEDIA RELATIONS

Use film in pro-active media relation strategy. With Corporate Stock you can get your company first in line for the evening news or on newspaper websites, by offering journalists top professional live image material with your company in focus.

PROFESSIONAL FILM PRODUCTION

We offer high-end film productions communicating company image internally or externally, attracting new employees or specifying target groups and tactics at your sales offices. Also we offer coverage of live events such as conferences, launches and more.

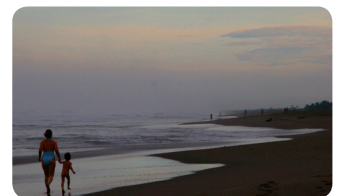


EXPERIENCED FILM CONSULTING

How to change minds and hearts using live image productions. We offer high experience in the strategic use of film for online campaigns, intraweb communication, in-house production setup and online live casting.

TV CONCEPTS AND PROGRAMS

With more than a decade of experience in tv-production, we have the skills and the resources to develop and produce a wide variety of programmes. Our know-how includes development, research, production and post-production.



HeartDrive People

Director: Ditte Ross

Although Ditte has produced a wide variety of tv-programmes, she specializes in reportage, and her heart beats for the stories about real people. In her experience reality always surpass fiction, and she aims to bring this insight across to the viewers.

Facts: In 1992 Ditte Ross started her professional career at Nordisk Film. Since 2000 she has worked freelance producing TV programs for DR1, DR2, TV2, SBS, TV3, Skandinavisk Film Kompagni, Strix, Koncern, Easy Film, STV and even Discovery Channel, producing television for more than 100 millions households worldwide

Producer: Rune Rosenskjold Jacobsen

Rune specializes in online media and managing large online productions. He is aware, not only of the many technical possibilities, but also on how to solve challenging communicational problems using new media!

Facts: Since the year 2000, Rune has produced more than 300 small and larger film productions. In both 2005 and 2007 Rune was in charge of producing the online tv part, of the prime ministers election campaign, called Venstre TV, with more than 700.000 daily viewers. He has written books about casting film on the Internet, and he was responsible for large IT projects, at some of the largest newspapers in Denmark.

Art director: Jesper Macholm

Jesper specializes in beautiful camerawork. He has a heart-driven way of working with film, and uses it to explore the essence of companies, people and environments.

Facts: With 12 years of experience in producing corporate films, Jesper Macholm is one of the most experienced and creative cameramen and editors in Denmark