



Client Bausch & Lomb

Industry Lasik Eye Correction Equipment

zone^o

Project

- DVD production, including animation

Bausch & Lomb is a leading provider of quality consumer vision care products. They manufacture equipment for eye care professionals to perform lasik vision correction procedures. Using state of the art wavefront technology, the product is technical and complex, yet relatively easy for the trained professional to use.

The Challenge

- To produce a short film aimed at eye-care professionals interested in purchasing or upgrading lasik surgery equipment
- To produce a high quality mix of live-action and animation to illustrate the product features, advantages and benefits

Overview

Zone assisted in the development of the script to the right tone and length for the video. Zone art directed the filming and post production as well as project managing to ensure on-time and on-budget delivery. We also sourced and managed crew and equipment for a two day location video shoot.