

# Wiredrive<sup>®</sup> Company Overview



## About Wiredrive & IOWA Interactive

**Wiredrive** is a secure, browser-based application platform designed to centralize all production communications, share work, and send presentations. Because it is web-based, it is accessible anytime, anywhere in the world. Wiredrive is made for executives, clients, managers, artists and sales reps in busy production environments, and requires no special computer knowledge. It is used daily by major ad agencies, networks, movie studios, production companies, and post houses. Wiredrive is a versatile application, which accommodates workflows such as casting, locations, rough-cuts, artist collaboration, and show-reel delivery to prospective clients.

Wiredrive is divided into two separate applications, each of which can stand-alone or be interconnected.

**Wiredrive Projects** is a project-based client area used for collaboration, review and approval of creative work.

**Wiredrive Library** is a sales & marketing tool for creating and sending video reels and multimedia presentations to prospective clients.

Each version of Wiredrive is branded in the client's corporate image. Clients include: Red Car, Whitehouse Post, MJZ, Anonymous Content, MTV, Harvest Films, Epoch Films, Shooters Inc., Moxie Pictures, Landia, Backyard, RES Media Group, Mike Young Productions, Traktor and Toolbox Interactive.

Wiredrive was developed by **IOWA Interactive**, the leading interactive agency and software developer for the advertising, production and post-production industries. Over the last 10 years, IOWA Interactive has created acclaimed websites for companies such as MJZ, Bob Industries, Company 3, Panavision, Efilm, Moxie Pictures, Villains, Headquarters, Harvest Films, Epoch Films, and Ground Zero.

IOWA Interactive' creative team, Taylor Tyng and Dave Funkhouser, are also the founders of **WOODSUCH**, an on-going series of creative experiments for digital artists working in advertising and marketing who want an need to use their talents outside the commercial space. These experiments fuse fine art with digital design and encourage "art for art's sake." Each experiment is exhibited online at an annual gallery event held in Los Angeles. WOODSUCH recently partnered with RES Magazine to create a worldwide art exhibition to tour with RESFEST.

For more information about Wiredrive visit <http://www.wiredrive.com>

For more information about IOWA Interactive visit <http://www.iowainteractive.com>

For more information about visit WOODSUCH at <http://www.woodsuch.com>