

Aladdin Hotel Casino Resort / When the Aladdin re-opened in Las Vegas, SmartBrand was called on through Post Digital to design their logo for use in broadcast applications. We also created several graphic treatments for their state-of-the-art exterior video walls.

Bally's Resorts / We've been fortunate to complete numerous television commercials and corporate communication videos as both Producer and editorial company.

Bently Nevada / With principals from Ding Communications, Larry DeVincenzi coordinated the design of the company brand. They also created and produced several internationally targeted product announcement videos for their trade show applications.

Boomtown/Hollywood Park / We've been asked to produce a number of projects for these companies - from corporate presentations to assist in securing their public offering, to creating and implementing a massive on-site haunted house for Halloween (replete with guided tours and electric chair executions!).

Caesars Palace, Las Vegas / We've been fortunate to work for the parent company to Caesars - Caesars World, for several years. Television commercials, radio campaigns and corporate communications have been a pleasure.

Caesars Tahoe / Another branch of Caesar's empire (now owned by Park Place Entertainment), the Tahoe based resort has allowed us to design and implement their broadcast look. Including marketing and training videos for several departments.

Cox Communications / Through The Merica Agency in Las Vegas, the SmartBrand Team has created some innovative, and visually interesting television campaigns for Cox.

Discovery Communications Inc. / In conjunction with Gabriel Films, Larry DeVincenzi served as Post Production Supervisor for the award winning series "Casino Diaries". After the 13 episode series aired, Discovery revisited the series with three one-hour specials.

ESPN / When ESPN came to Reno, they called on us to help coordinate the packaging and airing of several boxing championship matches. Marathon overnight editing resulted in satellite up linking to televisions nationwide.

Grand Sierra Resort and Casino / SmartBrand consulted to create a timeless brand for this new \$1.8 billion dollar resort. SmartBrand also lead the marketing initiatives resulting in a 37% sale of 825 hotel-condominiums before the resort had actually closed the new property sale.

Harrah's Hotels and Casinos / We've been asked to work on Harrah's projects for years - from television commercials to corporate communications through various ad agencies, and directly.

Howard Hughes Corporation, Summerlin / The SmartBrand team worked with The Merica Agency in Las Vegas, creating a new video presentation for Summerlin's "Home Finding Center". Summerlin is the #1 rated planned community in the nation.

MGM Grand Hotel / Our SmartBrand team has also worked with several agencies to produce television commercials and outdoor video signage for the world's largest hotel casino resort.

International Game Technologies / This Fortune 500 company has worked with Larry DeVincenzi for several years in the past creating innovative corporate communication videos with print support campaigns.

Nevada Commission on Tourism / We have been tapped to edit and produce the State's marketing video to tourism in the past, as well as several presentations for award events.

Park Place Entertainment / With gaming holdings in Reno, Las Vegas, and Lake Tahoe, Larry's been fortunate to work on a variety of television campaigns and live events.

Pixelon Corporation / This now defunct internet broadcast company created the worlds largest stage event at the MGM Grand Resort on Halloween, 1999. SmartBrand was engaged to design the entire broadcast program, featuring the career stage return of The WHO, Dixie Chicks, Tony Bennett, KISS and 14 other "Top 40" acts. I was also asked to create the video wall designs that played throughout The Who's concert - my lesser known claim to background fame.

Porsche Cars, North America / With their corporate offices in Reno, we were fortunate to create many corporate based programs for Porsche. Interactive training modules, new model release videos, and many public communication and product demonstration presentations.

Reno-Sparks Convention & Visitors Authority / Through our facilities, the RSCVA has created the several of the marketing campaigns for the Reno-Tahoe region. We were asked to assist in gaining funding and public support through a series of videos before The National Bowling Stadium was approved and constructed. In cooperation with the RSCVA Media Director, we assisted in staging and executing the NBS opening ceremonies - featuring the largest video wall presentation in the world..

Southwest Airlines / Corporate communication presentations in exchange for round-trip tickets anywhere Southwest flies. What a deal!

TCI Cablevision / While operating in Northern Nevada, Larry DeVincenzi created numerous television campaigns for TCI - including designing their on-air package to promote the Olympic Summer Games.

Tektronix Inc. / We assisted in producing and directing an innovative series of product demonstration videos and CD roms. This project also included an instruction manual as part of the release of their new, fiber-optic based educational product.

Trans World Incorporated / One of the largest special event companies in the world has asked me several times to crew their trucks for a variety of reasons - mostly graphic related.

Universities of Nevada, Reno & Las Vegas / Over the years, we've been fortunate to be involved with numerous broadcast, print, and live event productions for the University system in Nevada.