



Emotion pictures

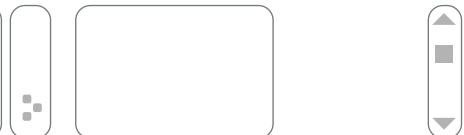
"Enlarge your life" is all about big experiences that give you big emotions. Choose people shots where the subjects are experiencing heightened emotions of all kinds through the act of watching. Do not create communication that blandly links the line with a 'human expression' image. It doesn't work. Photography must be beautiful, unusually cropped, angled or framed and generate a sense of warmth.



Interiors and scale

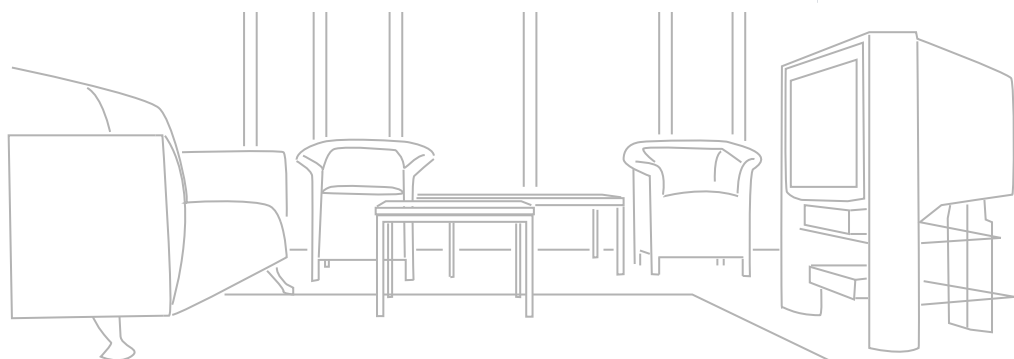
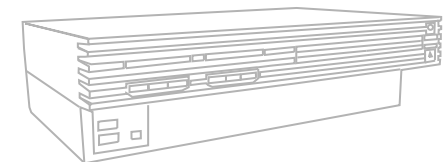
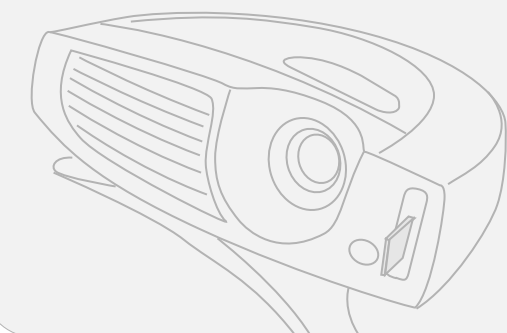
Interiors are important to the communication of the Cineza message – the proposition is an interior-focused one. Use imagery that evokes the Cineza "enlarge your life" effect in action – interior design is secondary to the transforming power of the experience. Avoid using light rooms – this sends a misleading message. Convey the message in humorous ways by playing on a sense of scale. Two lads playing Gran Turismo 3 projected on the Houses of Parliament, or a man dwarfed by an image of Jennifer Lopez on his wall...

Graphic elements for use below the line, on POS and online designs



Line drawing

Use illustrations of objects and interiors in online and below the line work to add style and visual texture.



enlarge your life.

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