

# 時

DK Media

# 藝

時：時間「一寸光、一寸金」，藝：藝術「情感與意識」，兩者均是人類的瑰寶，在現今分秒必爭的商業社會裏時間顯得更為重要。而時藝提供多元化的服務，為客戶提供專業的媒體分析和策略，以“量體裁製”及一站式的服務為客戶省略不少時間及煩瑣，讓客戶有更多時間與市場競爭。而同時時藝不會忽略藝術的重要性，從人文的方向作出發點，由概念、創作到設計時藝都崇尚原創，時藝的服務兩者兼備讓您的品牌及服務更具吸引及競爭力。

In the business world, time is valuable and vital. In order to save clients' time and hassle free, DK Media provides wide range of services with professional media analysis and strategy. Their one-stop and tailor-made services can allow their clients to have more time on market competition. Besides these, DK Media would not lose sight of the importance of art. From concept, creative to design, DK Media is advocating of originality. With DK Media's services, your brand and service can be more attractive and competitive in the market.



## 互動投影技术及方案 Interactive Projection Techniques and Solutions

科技日新月異，與大眾息息相關，無論大中小企業、公營機構、政府部門以至家居，都不段提升對科技的要求及需求。不少企業或機構均以互動投影技術作廣告、娛樂或資訊用途。時藝的一站式服務包括策劃、設計、內容製作、軟硬件、安裝以至售後服務，讓客戶可以省時又無憂地完成其項目。

Advanced technology is relating to public closely, regardless of small, medium or large enterprises, public institutions, government departments and or living home, the requirements and demands of newly technologies are gradually enhancing. Many enterprises or institutions are making use of interactive projection techniques for advertising, entertainment or information purposes. DK Media's one-stop-service is including planning, design, content production, software, hardware, installation and after-sale-service. With DK Media's services, clients can accomplish their project with less time and hassle free.

## 視頻製作 Video Production

### 企業片製作 Corporate Video Production

企業透過企業片讓身處海外及本地的客戶更清楚瞭解您的產品、服務以及運作，大大提升買家的信心同時亦提升企業形象。企業片可於企業網站、網絡媒體、社交網站(如YouTube, Facebook, Youku或土豆網等)播放及作電視廣告之用以達宣傳效果。

Enterprises can present their products, services and production line to their local and overseas customers through a corporate video. It can greatly enhance buyers' confidence as well as to enhance the image of the enterprise. Corporate video can be disseminated through corporate website, online media, social networking sites (such as YouTube, Facebook, Youku or Tudao etc) and TV commercial for publicity purposes.

### 廣告製作 TVC Production

直接、迅速而又有效的宣傳方法莫過於電視廣告。電視廣告的覆蓋律廣，透過電視廣告，客戶可以以很短的時間，便能將其品牌推至公眾。時藝致力為客戶拍攝具創意、優質而又能配合預算的廣告片。由前期創作、選角、拍攝、後期製作，時藝都一絲不苟，務求為客戶製作出合意的廣告片。若客戶需要，時藝亦為客戶以優惠價將廣告片投放於不同媒體，令品牌的知名度得以有效地提升。

TV Commercial is one of the direct, rapid and effective promotional ways. The range of coverage of TVC is wide. Through TVC, clients can promote their brand to public within a short period of time. DK Media is dedicated to producing creative and high quality TV commercial to clients with their set budget. In order to produce satisfactory TV commercials for clients, DK Media uses its best endeavor to accomplish each step from creating story, casting, shooting to post-production. With clients' request, DK Media can place their TV commercial on different media with special rates. Thus, brand awareness can be effectively enhanced.



### 微電影製作 Micro-Movie Production

中國及香港的網民數量日增，配合智能手機的流行及普及，以手機隨時隨地看視頻已是很多網民生活不可或缺的一欄。“微電影”短小精幹，便於下載、傳播並快速觀看，能達到最好的傳播和宣傳效果。很多企業開始以“微電影”進行植入式行銷，以巧妙、自然、生活化的手法將品牌置入既存媒體，以其曝光率來達成廣告效果。時藝可為不同行業的客戶創作出不同的微影故事，配合一隊熱誠、充滿活力、經驗的劇組人員，製作出一齣具“聲音”的微電影。

Number of internet users in Mainland China and Hong Kong are increasing progressively. With the popularity of smart phones, watching video with mobile phone can be at anytime, anywhere. This is part of the lives of many internet users. Micro-movie is short, easy to download, quick dissemination and fast viewing which can be achieved with a best communication and publicity effect. Many enterprises began to use Micro-movie for Product Placement. Implant the brand naturally into Micro-movie and use its exposure to reach the advertising effectiveness. DK Media can create different Micro-movie stories for clients from different industries, together with an enthusiastic, energetic and experienced production crew, high media value's "Micro-movie" can be produced.

### 花絮製作 Making-of

為電影、廣告、名人訪問、演唱會、特輯等製作幕後花絮，以作宣傳及推廣之用。時藝的花絮製作包括拍攝、後期剪輯、字幕及音效等。

Behind-the-scenes production for movies, advertising, celebrity interviews, concerts and special editions are for the purposes of publicity and promotion. The production would include video shooting, post-editing, subtitles and sound effects etc.





## 活動籌辦 Event Organizing

時藝提供一站式慶典、展覽及活動策劃及籌辦。

服務範圍包括：

- 活動策劃、執行、監督及管理
- 場地選擇
- 會場設計及佈置、音響及燈光
- 陳列設備及道具租賃
- 標誌及宣傳品設計及印刷
- 司儀、藝人、模特兒、禮儀小姐
- 專業化妝及髮型設計
- 活動拍攝

一家可靠而又有經驗的承辦商，提供一站式的服務，讓客戶無需費神尋找不同環節的承包商，既可節省時間又可減低多重外判的額外成本。

DK Media provides one-stop event planning and organizing service for ceremony, exhibition and activity.

Service Scope:

- Event Planning, execution, monitoring and management
- Location selection
- Venue design and decoration, audio and lighting
- Display facilities and props lease
- Signs and promotional materials design and printing
- MC, artists, models and ritual girls arrangement
- Professional makeup and hair styling
- Video shooting and production

One-stop-service provided by a reliable and experienced contractor, clients can save time on sourcing different contractors for different sections and also reduce additional cost for multiple subcontracting.



## 廣告平台 Advertising Platform

### 廣告燈箱 Advertising Light Box

廣告燈箱是直接而又有效的廣告平台之一，時藝除代理燈箱廣告，亦設計出多款LED超薄廣告燈箱，有戶內及戶外防水供選擇，亦承接各大小廣告燈箱工程。

Advertising light box is one of the direct and effective advertising platforms. In addition to light box advertising agency, DK Media designs and supplies different styles of indoor and outdoor ultra-thin LED light boxes with installation.

### 廣告代理 Advertising Agency

時藝代理多家本地媒體廣告，包括電視、電台、雜誌、報章、網上宣傳、交通工具、戶外大型海報、互動媒體及燈箱等。時藝可為客戶免費分析及推薦合適的媒體廣告，歡迎垂詢。

DK Media is an advertising agency collaborates with many local medium including televisions, radios, magazines, newspapers, online publicities, transportations, billboards, interactive medium and light boxes. DK Media provides clients with free analysis and recommendations for suitable advertising media. Welcome to inquiry.

## 品牌建立 Brand Building

香港是一個國際都會，集合中西文化，匯集不同等級的產品及服務。透過成熟及發達的資訊媒體，利用先進的科技將資訊迅速地傳遍整個世界，配合有效的宣傳及推廣，品牌能迅速及有效地傳至目標客戶。海外或國內客戶若想將其產品或服務有效地推廣至香港，時藝可為客戶提供一站式服務包括成立公司、品牌建立、宣傳及推廣、活動籌辦、代言人等等。

Hong Kong is a cosmopolitan city with a mixture of Chinese and Western cultures. Different levels of products and services are available. Through the mature and well-developed media information and the use of advanced information technology, information can be widely spread to the world rapidly. With the effective marketing and promotion strategies, brand awareness can be effectively and rapidly enhanced. If clients from overseas or Mainland China would like to promote their products or services to Hong Kong effectively, DK Media can provide them with one-stop-service including set up a company, brand building, advertising and promotion, event organizing, spokesperson etc.

### 活動拍攝 Activity Video Production

時藝承接大小型活動現場拍攝，活動包括場商活動、產品推廣、論壇、演講、展覽、開幕儀式、週年晚宴、時裝表演及各類型表演節目等。時藝可按客戶要求剪輯不同版本作不同的需要。

DK Media provides video shooting service for different scale of events and activities. Activities include shopping mall activity, forum, lecture, exhibition, opening ceremony, annual dinner, fashion show and all kinds of stage performance. DK Media can edit different versions of video according to clients' need.

### 後期及動畫製作 Animation and Post-Production

時藝的多媒體製作團隊，專業為客戶提供後期製作包括剪輯、配音、配樂、字幕及片頭片尾等。團隊亦專業為客戶提供二維及三維動畫製作包括：三維投影動畫、全息投影動畫、電影動畫、電視動畫、廣告動畫、產品動畫、卡通動畫、Flash動畫等。並承接大小型平面設計，包括：商標、宣傳單張、小冊子、海報、名片、信封、信紙、網頁等等。

DK Media multimedia production team provides professional post-production service for clients including editing, dubbing, soundtrack, subtitles, OP and ED production. The team also provides clients with their professional 2D & 3D animation production for 3D projection, holographic projection, movies, TV, TVC, product, cartoon and flash etc. DK Media also specializes in providing graphic design services including logo, leaflet, brochure, poster, business card, envelope, letter head, webpage etc.







# DK

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DK Media Group Limited  
時藝媒體集團有限公司

時藝媒體「與時並進、以藝為本」，  
是您藉得信賴的商業伙伴！

*DK Media - "Your Partner, Your Trust"!*

時藝媒體集團有限公司 **DK Media Group Limited**

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