



## THE CHALLENGE

Onboard Systems International, the world's premiere helicopter cargo hook and suspension system designer and manufacturer, needed to overhaul and upgrade their existing promotional video as well as create four new product and service specific videos. They were seeking something high end and edgy...and after a thorough RFP process, SolidLine stood out on top. These videos needed to not only feature Onboard Systems' products, but these products needed to be featured on actual helicopters in the field, which was a great logistical challenge. It was very important to the team at Onboard Systems that their videos reflect the same commitment to quality, and customer service standards that they hold themselves to everyday.

## THE ANSWER

SolidLine sat down with Onboard's sales, design and manufacturing departments to immerse themselves into each element of Onboard Systems' unique approach to the external load lifting industry. The art department began modeling 3d visual assets, and conceiving the overall themes for each video. SolidLine's production crew traveled up the coast of the United States and into Canada, working with the San Diego Police Department, California Division of Forestry and Fire, and numerous private helicopter operators in Oregon, Washington, and Kelowna, British Columbia, to interview these satisfied helicopter operators, capturing their stories on film. Along this extensive route, the film crew captured numerous dynamic shots of helicopters lifting, weighing and dropping loads, in top quality High Definition.

## THE OUTCOME

The final series of Onboard Systems videos, which were produced in English, German, French, Italian, and Spanish, and have premiered across the world to rave reviews. Each of these videos serves as a testament to the power of a quality product, and to the team behind that product. Plus, as the winner of the coveted Telly Award for excellence in corporate media, this video serves not only as a new benchmark for Onboard Systems and SolidLine, but also for the corporate video industry.

"With customer service being such an important element of our business, we understand the inherent quality that we received from SolidLine Media. They helped us at each turn, and took every step to make sure we were completely happy with our finished product."

-Karsten Lemmon, VP Sales & Marketing, Onboard Systems International

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