THE BALANCE STUDIOS STORY

Balance Studios is a multi-media company creating immersive digital experiences for our global clientele. Focused in Animation/Visual FX, Advanced Interactive Development, Motion Media Production, and the fusion of these technologies called Augmented Reality, each division is empowered to work independently, as well as in concert, toward the development and deployment of multi-faceted media campaigns to educate, entertain, inform, persuade, market, and sell our client’s brands through fused multi-platform campaigns.

Having this well-rounded media experience allows your company and its brands to work with our company who understands how one digital medium relates and works with the others in order to provide recommendations and solutions that meet your media goals.

Balance Studios, Inc

On the infamous September 11, 2001—the very day the world was redefined by a small group of people who stole thousands of lives—another small group of people gathered in Green Bay, Wisconsin, with a commitment to enrich thousands, even millions of lives.

Uniting our creative talents in the storytelling arts, commercial crafts, and technological innovations of 3D animation/visual FX, advanced interactive development, and motion media production, Darren Lutz and Tina J. Lutz, introduced Balance Studios Inc. to the international creative and business communities. Since our beginning, we have shown continuous growth and profits in a struggling economy while also attaining national and international clients and garnishing numerous awards.

Balance Interactive Studios

Wireless, mobile and internet technologies have squeezed the world down to the size of a virtual pea! Because of the cost and attainability of these new technologies, almost anyone can get their message out, anywhere, any time in an instant, if they so choose. But at Balance Interactive Studios, we have the skill set, knowhow and creative passion to execute and deploy your digital media. We’ll see it through from concept to completion ensuring that your interactive branded content is, defined, refined and deployed by the best means possible.

Balance Animation Studios

We have a special place in our hearts for the ever-changing world of animation. With our host of abilities running the spectrum from animated short stories and museum exhibits to Augmented Reality and mobile devices, and spanning mediums including 3D, traditional 2D, and "tradigital" styles such as Flash – we are equipped to bring *anything* to life!

Balance Motion Media Studios

The landscape of broadcast technology is in heavy flux. Today, there are so many variables and variations that demand attention when navigating through format requirements, that there’s a virtual Baskin-Robbins-Million-and-One-Flavors level of knowledge, experience, and equipment necessary to get your message in front of the desired audience — not to mention the creative expertise needed to bring that message to life in the first place. From music videos and trailers to commercials and visual fx, at Balance, we’ve gotcha covered.

Balance Augmented Reality (eh-are) Studios

Augmented Reality (AR), or as we at Balance affectionately call (eh-are), is the almost fantastical, fusion of our experience, knowledge, and continued education in design, brand, animation, coding in multiple disciplines, mobile environments, and gaming. This new technology is taking the world by storm with almost unlimited potential in areas such as: gaming, entertainment, museums, books, marketing, education, sales, brand extensions, industrial, and the medical environments.
Balance Studios Partner Companies

epicsoft, LLC
To attract new clients and continually provide unmatched service to current clients, we understand the importance of offering tools to aid in effective communication, efficient project management and overall return on investment...enter...epicsoft LLC. In February of 2004 Balance Studios launched its software application subsidiary, epicsoft LLC, whose mission is to design and develop applications for the Business of Creativity. The first applications, INSPIRE 2.0, MULE and epicComponents Product Library, and STRUCTURE are receiving rave reviews in technology and media industries worldwide.

Believe Animation Entertainment
In 2007, following their dream of creating original children’s brands and animation television programming, Darren and Tina established Believe Animation Studios to excite and inspire children’s imaginations and to believe in the beauty, truth, and wonder of life and its endless experiences. There are currently five animated children’s programs in development.

WonderWerkz Publishing Company
Finally in 2011, while seeking alternative paths of introducing the Believe children’s brands to the world, Darren and Tina founded WonderWerkz Publishing Company as a means to market, sell, and distribute books, eBooks, and ancillary merchandise. Having alliances with Balance Studios and Believe Animation provides a continuous flow of unique stories, characters, concepts, designs, and production, allowing WonderWerkz to be one of the first companies in the world to create and distribute children’s book with the integration of Augmented Reality.

Because of our forward-thinking nature and relentless effort to provide unique, compelling, and innovative ideas, technologies and solutions, we continue to work with clients for increased brand awareness and consistency, developing customized solutions, staying abreast of and developing on the latest technology, providing a centralized communication and collaboration resource for all media partners, while also providing an increased return on investment based on predefined expectations.

THE ‘BALANCE’
A “balance” of - Traditional Art and Modern Technology
A “balance” of - Faith, Family, and Work
A “balance” of - Working Hard and Playing Hard
A “balance” of - Novice and Expert
A “balance” of - Young and Not So Young
PHILOSOPHY

Ethics
Comprised and structurally based on moral and ethical character, we pride ourselves on delivering our promise: quality, satisfaction, and cost-conscious products customized for our rapidly growing clientele.

Velocity
We are forward thinking. Time and money are spent on continual education, lifelong learning and up-to-date technology to fulfill client requests without hesitation or delay.

Creativity
Young, progressive and passionate, it is the talent behind the technology that makes the magic. Believers of innovations, originality and creativity, we deliver outstanding quality while maximizing return on investment.

Communication
Even with the advancements in technology, there is no replacement for face-to-face and verbal communications. However, we also understand the need for more streamlined and efficient project communication. So, we developed INSPIRE: an in-house, proprietary, web-based project collaboration and workflow software. This irreplaceable asset in project collaboration enables instant and constant global communication throughout a project.

OUR EXPERTISE
Focused on excelling in all four divisions, we believe in lifelong learning. The continuous travel, education and certifications ensures the most up to date ideas, concepts, and technologies are presented working to position our clients ahead of the competition.

Our expertise and thought leadership in the industry core competencies are demonstrated through:

- First Industry book written and published on the integration of Flash technology with the .NET platform.
- Integration of desktop, mobile, kiosk, and website applications with custom Content Management Systems (CMS).
- Certifications and degrees
- Teaching/Mentoring
- Continual contributions to the animation and technology industries through the writing and publication of thought-provoking articles and tutorials.
- The ideation, designing and developing industry software applications that are sold and used worldwide.
- Augmented Reality Innovations Including: AR Apps updated and driven by custom Content Management Systems (CMS), actuating off of video, allowing an app to trigger off an image target and after triggering – not needing the image target to navigate through the AR app, saving assets to the iPad from an AR space.
WHAT MAKES BALANCE TRULY UNIQUE?

AUGMENTED REALITY

The dominance of digital technology is changing the way people view and interact with their environments. People today are inundated with information like never before making it more challenging to capture and maintain their attention.

Through the use of camera enabled smart phones and tablets, Augmented Reality (AR) is an environment where real life elements are enhanced by superimposing virtual elements (such as video, animation, graphics, gaming, audio, etc) on top of it in real time. The purpose of AR is to enhance the information we naturally receive through our five senses, by adding superimposed, constructed virtual elements to bring complementary information and meaning that may not be possible to see by natural means.

AR transforms your camera-enabled mobile device into what has been described as a magic looking glass allowing you to interact with the real world in a new way. From gaming and entertainment to interactive media/marketing and education, Augmented Reality opens the door to a new virtual layer—a new dimension that we could not access before.

How is Balance Studios able to produce Augmented Reality?

One core element of Balance Studios has always been, and continues to be, the commitment to our clients that we will continually research and educate ourselves in the newest and up-and-coming technologies and creative possibilities to ensure we are giving the best recommendations for the client’s brand needs.

Since the inception of Balance, we have fulfilled that promise by being one of the first companies to create an online project collaboration application, INSPIRE; writing the first book on the integration of Flash and .NET; creating and publishing tutorials for the animation world on how to use a specific 3D animation software with an visual fx compositing software; concepting, designing and selling a desktop animation network rendering program, MULE, that has sold worldwide; we have created global online CMS web applications; games; and even desktop software application.
With the onset of mobile devices, smart phones, and tablets, we immediately became certified to design, program, and launch iPhone and iPad Apps in order to provide our clients with whatever mobile technology may be needed to display the content. However, it is very important to keep in mind, that technology is just the tool to get things done, it is the idea and the creative that propel the use of the technology to, sometimes, unimaginable levels. We have the team that allows us to excel in both creative ideation and the technology integration.

Having decades of combined experience in our initial three core divisions, as well as the ideas, development and productions found in epicsoft, Believe Animation, and WonderWerkz, we have positioned ourselves to introduce and produce experiences in a new reality....Augment Reality (AR).

There are few companies that have the experience and knowledge in the multiple disciplines necessary to bring the various technologies that create complete AR applications entirely in-house. We have integrated our creative, design, branding, animation, programming, and motion media knowledge and experience to create AR Apps that not only actuates or plays basic videos or animation, but that also gives the user the ability to interact with the AR application and content – not just view it.

The possibilities are literally endless! We are able to educate, entertain, and engage patrons in a way they have never experienced before by creating AR interactive books and promotional products for children, museum exhibits integrating multi-dimensional Augmented Reality touch screen interactions, working with national and international retailers on shelf-popping retail and point of sales experiences, creating unique games, and AR Apps that allow clients to update their AR Apps in real-time, on the fly. We are seeing firsthand the awe-inspiring way AR is attracting attention.

In a world where it seems everything ‘has been done’, we are in a rare and very fortunate position of being at the cusp of this technology allowing our clients to offer an experience never before seen. AR can set new benchmarks for product lines, museum exhibits, marketing, entertainment, literature, gaming, and promotions.

Let’s set the new standards. Let’s set the new expectations.
Let’s take the leap into the next reality.
SEE WHAT CLIENTS ARE SAYING

“I would like to take this opportunity to again offer our enthusiastic thanks for the honor of working with you and your talented team on our new multi-media exhibit, Alan Kulwicki: A Champion’s Story. From our first meeting, we were impressed with your passion for sharing Alan’s story, your creativity in developing a plan for doing so, and with the obvious and sincere respect, humbleness, and pride you displayed in telling such an inspirational, but also sad story. Your work was truly exemplary and the success of this effort is in large part due to your tremendous talents.

I look forward to staying in touch and hope we are privileged to work with you again in the future. Thanks!”

Scott Stroh, Former Executive Director – Milwaukee County Historical Society

“The Seymour Historical Society has had a working relationship with Balance Studios for the past several years. When it came time to build and equip our new community museum/learning center we wanted to work with a company that took pride in conveying the proper historical message in a manner that was innovative and engaging. Having done personal business with Balance for ten years, I knew they were the right choice.

The Balance staff is on the cutting edge of innovativity (a new word - a combination of innovation and creativity) in utilizing the latest in technology to bring exhibits to life. Their digitized version of Horatio Seymour is a real attention getter as is the custom touch-screen kiosk featuring Seymour businesses. In addition to technological acumen, Darren, Tina, and Heidi, with whom we worked, possess positive people skills that put the client at ease. Their infectious enthusiasm and positive attitudes reflect their business plan...

1. Ethics and communication - The best! Darren, Tina, and their staff are excellent people of high character.

2. Creative process - Darren and the technicians can do amazing things. Darren is a great idea person. Tell him what you want and he will come back with many possibilities.

3. Technological know-how - The best. They are on the cutting edge. They have a process where they won't sign off until you are happy and then they follow-up. Our exhibits have held up really well.

4. Ability to meet your needs - They will work with you. No hidden costs.

Expect the best from Balance. They have my highest recommendation.”

Bill Collar, President - Seymour Community Historical Society

“H.E.R.O. cannot say enough good about the great job Balance Studios did on all of our websites, branding, print materials, and social media development. This unique brand combined with engaging and very-user friendly websites with easy information sharing, automation tools, and with almost every aspect updatable, we have been able to reach our pledger sign-up goals, now have members on all 7 continents and have increased our emailing lists exponentially. Your visual brand development and design has truly defined what we look like and helped us to gain tremendous recognition. You guys are rock stars. Get ready because there is a lot more coming your way. Thank you!”

Jason Jones, President – H.E.R.O.

“In Summer 2011, the Wisconsin Veterans Museum made a giant leap forward in its exhibitions, using a large format, interactive touch table for the first time. We hoped that the new table would provide an active learning experience for all visitors, a chance to select images of Civil War soldiers, battle flags, and maps, and with the technology available, expand their size to see the most minute details, and share them with those nearby. In addition, we had a number of artifacts from our collection digitally rendered and modeled in 3-D. All of this would not have been possible without Balance Studios expertise with digital interactive technology. With a quick turnaround and a tighter deadline, Balance Studios created an interactive experience that suited the exhibit and the space to a tee, provided the necessary staff training, and laid the groundwork for future digital experiences at the Wisconsin Veterans Museum.”

Jeff Kollath, Former Curator of History - Wisconsin Veterans Museum
SAMPLE CLIENT LIST

Having worked in the media industry for over 30 years, Balance has had the opportunity and experience to design and develop 1000's of projects while working with a unique, worldwide and multi-cultural client base.

Sample Client List

Advertising & Creative Agencies/Entertainment:

- Augment Image: Montréal, Quebec
- Bader Rudder & Associates: Milwaukee, WI & Lincoln, NE
- Campbell-Ewald: Detroit, MI
- Dos Corazones Films: Mexico City, Mexico
- Jacobson Rost Advertising: Chicago, IL
- UserXMetrics: Sydney, Australia
- Total Advertising, Inc: Syracuse, NY
- Believe Animation: Green Bay, WI
- Beati Productions: Mesa, AZ
- Celli Rain: Syracuse, NY
- Blue Star Group Int’l: Sydney, Australia
- Lindsay, Stone & Briggs: Madison, WI
- Metonia Films: Los Angeles, CA
- WineStudios, Inc: Sendai, Japan

Corporate:

- Adirondack: New York, NY
- Catholic Exchange: Atlanta, GA
- Creation Museum: Cincinnati, OH
- Exante Bank: New York, NY
- H.E.R.O.: Worldwide
- KD Dance International: New York, NY
- KI: International - Multiple Divisions
- Milwaukee Historical Society: Milwaukee, WI
- National Railroad Museum: Green Bay, WI
- North Carolina Aquarium: Fort Fisher, NC
- OCP (Oregon Catholic Press): Portland, OR
- Pomp’s Tire: Green Bay, WI
- Screen Magazine: Chicago, IL
- The Field Museum: Chicago, IL
- USCCB: Washington, DC
- Wisconsin Veterans Museum: Madison, WI
- The Avenue Radio: WI, IL, FL
- Children’s Health Alliance: Milwaukee, WI
- Door County Maritime Museum: Sturgeon Bay, WI
- Grape City, Inc: Japan, Seattle, India
- Hoffman Corp: Appleton, WI
- Living His Life Abundantly (Women of Grace): Orlando, FL
- Manitowoc Public Library: Manitowoc, WI
- Movie To Movement: Nationwide
- Neville Public Museum: Green Bay, WI
- OptumHealth & Optum Bank: New York, NY
- Paradox Energy Group: Dallas, TX
- Rich Foods: GA, NY
- Spirit & Song: Portland, OR
- United HealthCare: Hartford, CT
- Walk4Life SoCal: California
- Wisconsin Historical Society: Wisconsin
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