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**Stunning Immersive Video Art
Helps Define Brands in Hotel Industry**

Video art content is changing the way hotels and the hospitality industry define their brands, and provides better content choices for large-screen HDTV users.

New York, NY January 12, 2005 – "Stunning." "Very engaging." "I've never seen anything like this before." These are all comments by both clients and prospective hotel clients who have seen the beautiful motion graphics and video works developed by Billijam, a video art and motion graphics company in New York City.

Headed up by entrepreneurs Pat Lewis and Marya Triandafellos, Billijam specializes in creating spectacular immersive video content and motion art to help build hotel and other industry brands. Their customized motion art, for temporary and permanent installations and digital signage, enhances ambience, mood and environments, and communicates their clients' brand message to their customers. Billijam's art brings life and culture to hotels, restaurants, bars, lounges, trade shows, event spaces, museums, corporate lobbies and retail establishments, and to any public space! "We want to make an impact on every public space in New York City with our video art content," exclaims Triandafellos.

After conducting a site survey and a branding evaluation, Billijam evolves a concept and theme for their clients' project. They work with some of the top artists in motion graphics, 3D animation and editing to produce the final content. If required, they will engage their associates, who specialize in hardware and software solutions and installation. They can work independently, or with their clients' communications and IT staffs. "Our goal is always to elicit a "wow" reaction from clients, and to be unique enough to generate press for their business," said Lewis. Current motion art and video works shown or scheduled to be shown include: Hotel 41, Club Avalon, and the Remote Lounge.

For additional information, contact Billijam, Inc.

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