

By Jody Robinson



Family Flix Helps Clients Preserve Cherished Memories – Both Past and Present

Some businesses are born of an innovative concept coupled with a niche that needs to be filled. Other are the result of the passionate pursuit of turning a favorite pastime into a profitable entrepreneurial endeavor. For those business owners who are able to capitalize on both scenarios and come armed with the skills necessary to differentiate themselves from the competition, the formula is a recipe for success.

Such appears to be the case with the Huntington Beach-based Family Flix, a company founded by local entrepreneur Scott Resnikoff, that “creatively transforms” a client’s personal photos, videos and priceless keepsakes into unexpectedly artful and entertaining DVDs.

“Family Flix brings your very own footage, photos and keepsakes to life by creating a truly one-of-a-kind video specific to your family’s unique dynamics,” says Resnikoff. “We know we’ve done our job when the final product elicits laughter, tears and the feeling of reliving the event or experience.”

Clients provide Resnikoff and his team of experienced editors with their cherished mementos (i.e. birth certificates, marriage certificates, passport stamps, baby hand and footprints, souvenirs, etc.) and documented memories and Family Flix turns the inanimate objects and home video footage into a personal, unique “movie” produced as archival-quality DVDs complete with “scene selection, intro/outro, menu, special effects and simple motion graphics, titles and transitions.

“Projects are based on an event or a subject,” says Resnikoff. “No two families are alike, so each project starts with an informal conversation and clients fill out a questionnaire to help us better understand their family dynamics. The music selected is a critical component because it really sets the tone and personality of the finished piece and determines how we will edit the video.”

Upon completion, the final product varies in length from five to 15 minutes (for event videos such as birthdays, weddings, anniversaries, graduations, etc.) or can be much more comprehensive (i.e. video biography encompassing interviews with various individuals). Clients are provided with two

DVDs standard per project and Resnikoff will also post the video online through a video sharing network line (i.e. YouTube) or on a secure online portal requiring a user name and password, so that clients can easily view and share their videos with loved ones.

Among the most popular of Resnikoff’s offerings include the “Maternal Memory Videos,” which document the most important memories in a mother’s life surrounding the birth of her child(ren). Footage for these videos can incorporate everything from the pregnancy, baby shower and ultrasounds to the birth and first few month’s of your newborn’s life.

According to Resnikoff, his company’s niche is “family-friendly applications” and helping his clients preserve cherished memories – both past and present.”

“Our focus is and always will be in working with families, so our software, editing techniques and business structure all lend themselves to making the most of your family memories. With the technology available today, there’s no better time to gather your favorite family footage and transform them into a cherished family heirloom.”

“It might sound a little cliché, but my inspiration for starting this business was my own family. Fortunate to have grown up in a very tight-knit family led to my getting married and starting my own family at young age. I’ve always had a passion for documenting special events, memories and occasions so this business is truly is a labor of love for me.”



For more information, call Scott Resnikoff, Family Flix Creator @ 877-fmlyflx (365-9359) se habla espanol www.familyflix.com info@familyflix.com