Beard Boy Productions Turns a 20-Ton Green Monster Loose on CES

Beard Boy Productions is an Emmy award winning Orange County video production company that specializes in TV commercials, radio spots, videos, augmented reality and animation.

IRVINE, Calif. (PRWEB) January 24, 2019 -- Here's a logical question: What was a 40,000-pound 700-Series John Deere harvester doing at last week's Consumer Electronics Show in Las Vegas? Answer: Exactly what we wanted it to do.

The 20-foot-tall harvester garnered wide-eyed attention from showgoers young and old, who were then further dazzled by six touchscreen-interactive and big-screen videos -- including a scoreboard-sized simulated farm field -- each created by Beard Boy Productions' Adsmith division. View the booth here: https://youtu.be/7vdHOOhOIPA

Farming Made Cool

For this, its first-ever exhibit at CES, John Deere called upon Adsmith's team of writers, graphics designers, animators, editors and programmers to develop the entire exhibit's visual and moving-picture experience, which traced how a dig-in-the-dirt, 182-year-old farm-equipment company has become the premier farming technology entity in the world.

National Media Attention

The bigger-than-life exhibit helped yield bigtime media attention, with the Wall Street Journal, New York Times, Chicago Tribune and The Today Show highlighting the exhibit as proof of John Deere's technological innovation in leading farmers to greater productivity and sustainability.

Leveraging the talents of Clio and Emmy-winning storytelling professionals, Beard Boy's Adsmith division utilizes interactive video production, augmented reality, 3D animation and advanced special effects to help position companies from John Deere, a large American bank (whose name we can't mention), Miller Beer, Lexus, Los Angeles Angels of Anaheim and Olympus to Silk Soy Milk, Taco Bell and Blue Cross and Blue Shields nationwide, as forward-thinking pioneers in their field.

“Our productions are a simple, affordable, impactful way for marketers to position their brand, and in so doing, leverage their products and services for greater ROI,” stated Mike Smith, Beard Boy president.

Visit them at beardboy.com or on YouTube at youtube.com/user/beardboyproductions
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