

SIMPLY THE BEST...



**APS**

Advanced Prompting Systems

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# Why would anyone want to spend good money for a teleprompting service?

There are many answers.

To save **time**.

We've all been there. The simple shoot that should take an hour or so suddenly becomes a never-ending nightmare because the talent just can't get the words right. With prompting, you can be done on schedule. Or maybe you're trying to do several pieces and you need to keep stopping to give the talent time to study each new script. With prompting, it's 1-2-3 and you're wrapped.

To save **money**.

As the old saying goes, "Time is Money." See above.

To assure **accuracy**.

We live in an age of expanding technology. Many presentations include complex concepts and tongue-twisting terms. We also live in an age of increased litigation and regulation, so a lot of information has to be presented in very precise terms. People speaking extemporaneously or from memory may forget some important points or overstate others. With prompting, the words can be the same every time

To facilitate copy **changes**.

Once a speaker has memorized a piece, it is often difficult to make changes -- the speaker may inadvertently keep reverting to the previously memorized version. But with prompting, changes -- whether simple or complex -- can be made and read immediately.

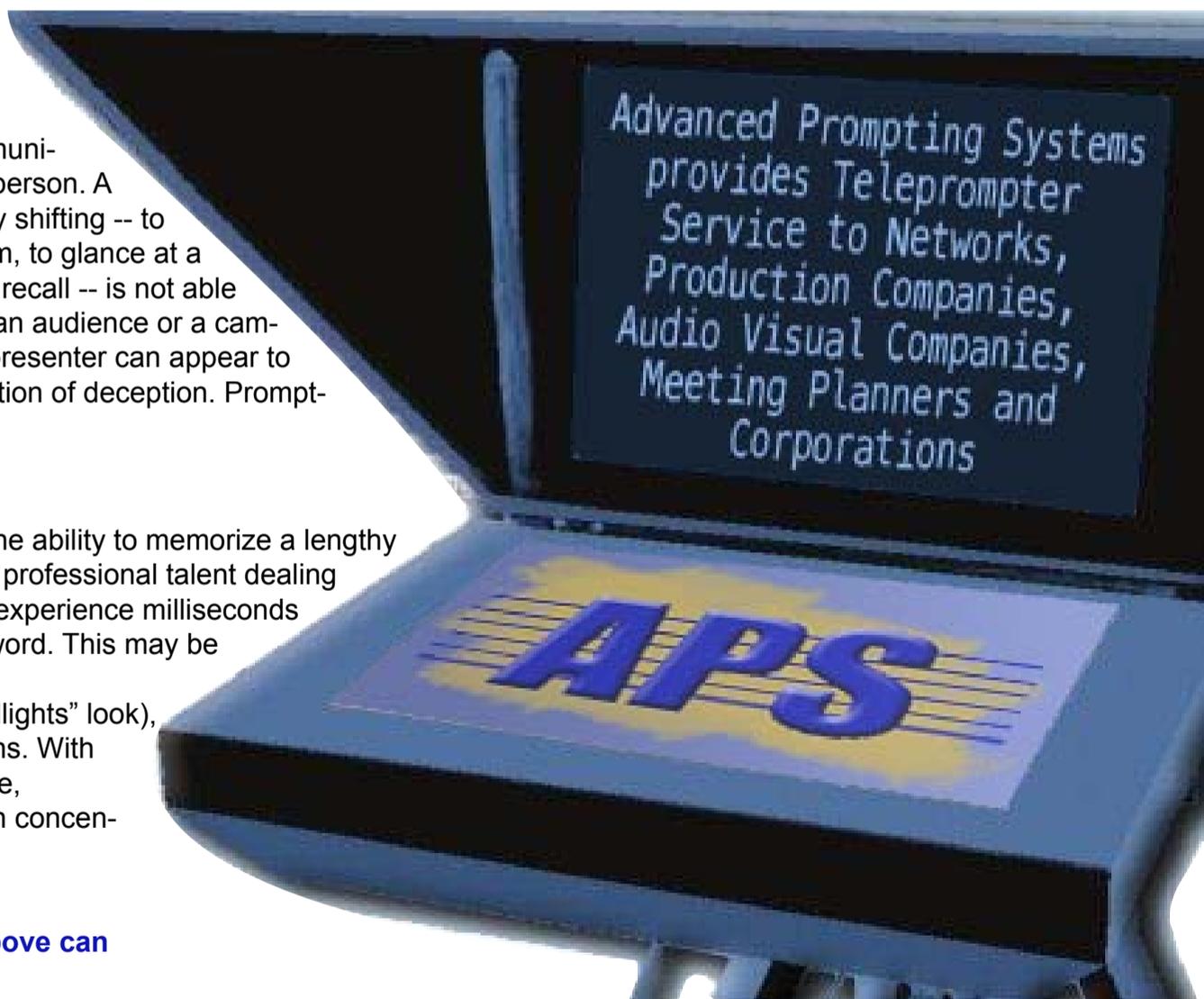
To assure positive **communication**.

Eye contact with the audience is a principal element of effective communication -- whether on-camera or in-person. A speaker whose eyes are constantly shifting -- to look at a script or notes on a podium, to glance at a cue card, or as a reflex of memory recall -- is not able to maintain good eye contact with an audience or a camera, especially in a close-up. The presenter can appear to be shifty-eyed, leading to a perception of deception. Prompting eliminates this problem.

To **relieve** stress on the presenter.

Very few people have the time or the ability to memorize a lengthy presentation. What's more, even a professional talent dealing with 30-seconds of copy will often experience milliseconds of panic in remembering the next word. This may be reflected in facial expressions (that "deer in the headlights" look), body language, and vocal inflections. With prompting, the words are right there, so the presenter is relaxed and can concentrate on delivery.

**And let's face the fact...  
that with a prompter all of the above can  
and will be achieved.**



**"Poor Planning Promotes Poor Performance in Production"**

**Don't be a producer that exhibits the 6 P's in your production.**

**Be sure and get a Prompter!!**



# Our Company History

**A**dvanced Prompting Systems provides prompting services to Networks, Production Companies, Audio Visual Companies, Meeting Planners, Concert Promoters, Party Planners, and Corporations.

Originally Robert D. Pinson founded Advanced Prompting Systems with Jose Sainz in 1988. The main purpose of the company was to supply the finest prompting services to the film, television and audiovisual industries.

Bob's then 30 years in television, and Jose's new eyes had shown them both the advantages prompting could bring to a production and the disadvantages of dealing with existing prompting systems, especially when working on remote locations.

The advantages were obvious: Prompting saved time, increased productivity, and saved money.

The disadvantages were that the systems then were large, heavy, and unwieldy, requiring heavy-duty tripods. And the PCs that ran the systems were big and needed large monitors and keyboards. Plus all of it required AC power.

But changes in technology were coming.

QTV and other suppliers began to develop smaller, lightweight prompting heads. Laptop computers were then coming on the market and we saw other components that complemented these key pieces.

One of the first lightweight APS systems was built around QTV's Flat Display Panel or FDP-9 prompter head that was 9 inches and weighed 9 pounds and was ideal for ENG/EFP productions. The early Windows® operating system was crash prone so Bob decided at the time on a reliable DOS-based laptop system. He used a small Sony Watchman® TV as the operator's confidence monitor. The QTV software supported a scroll control incorporating a potentiometer that ensured precise scrolling to match the precise pace of the speaker.

The FDP-9, at the time, did not produce an image bright enough to be seen in daylight or exterior conditions. But Blue Feather made a slightly larger and considerably brighter prompter head, which APS utilized then for daytime exteriors.

For 35mm film setups or TV studio cameras, APS furnished the QTV 15-inch CRT on a sturdy mounting plate.

Bob also devised batteries to power every component of the prompting system in the absence of AC power.

APS then acquired sufficient equipment to service multiple clients at a time and found a group of people with a wide variety of professional experience to serve as operators.

Then, co founder Jose Sainz, left APS to pursue career opportunities, serving as producer for a Network show. He always remained as a backdrop of inspiration for APS and remained available for APS productions on his off time.

As time passed, the FDP-9 and Blue Feather prompters have given way to newer QTV FDP-11, -12, and -15 high-bright through-the-lens prompters as well as smaller above-the-lens monitors for use on camera stabilization systems, jibs, and hand-held situations.

Lisa Delmonico joined the team in 1996 managing APS and serving as a prompter operator.

The need to run separate video and AC cables from the control area to the camera or podium was eliminated by custom-made snakes devised that carry video and AC in a single strand with no interference between AC and video.

Bob and the APS team also developed a custom support plate that allows the use of the FDP-11 (our smaller unit) with 35mm cameras.

On the audiovisual, public speaking, award show side of the business, APS has provided "Presidential" (podium) teleprompting setups to countless businesses, governments, and political speakers. In many audiovisual or awards show situations, we have used downstage monitors or large in-audience monitors to serve as the prompters, thereby freeing the talent or speaker from the podium.

Responding to the needs of a multilingual market, APS offers prompting services in English, Spanish, Portuguese, and other languages.

Advanced Prompting Systems has come a quite a way since 1988 and will continue to keep adapting and innovating as technology and the marketplace change.

Sadly, on June 30th, 2006, Robert D. Pinson passed away from a chronic illness. He entrusted the future of Advanced Prompting Systems to Lisa Delmonico, his longtime colleague and friend ensuring that his spirit in doing business and innovating will carry on.



# FAQs

## Public Speaking:

May the speaker move away from the podium?

No. Movement greater than 2 or 3 inches will take the speaker out of eye contact with the prompter.

What happens when you have speakers of different heights?

We make a happy medium between all of the speakers so everyone is able to see.

Can the executive prompting system be seen outside?

Yes, we have tinted glass or under the brightest situations we utilize a dark backing.

What happens when the order of speakers changes?

Speeches may be accessed in any sequence.

Can changes be made to the copy on location?

Certainly.

How quickly can the changes be made?

Our program can go into edit mode with one or two key strokes and then depending on how lengthy the change or changes are.

Can you accept any type of word processing format?

Yes, see script saving instructions.

How late may I get the copy to you by e-mail?

8 hours prior to the event.

Do I need to notify you of any dress code?

Yes.

If we haven't answered your question please call or e-mail us [aps@cofs.net](mailto:aps@cofs.net).

## Camera mounted Teleprompting

Can the prompter be seen outside?

Yes. We have the QTV FDP HB liquid plasma screen monitor and the QTV studio configuration (15 or 17 inch monitor) that can be seen outside or inside.

Will I need a heavier tripod and head?

Not necessarily. Our FDP11 weighs 12.5 pounds and most tripods can support that extra weight. However, if you are using a digital camera or a 8mm we can bring a heavier tripod at no extra charge. Also if the studio configuration is needed, we can facilitate an adequate head and tripod to support the camera at no extra charge.

Can the size of the letters be changed on the prompter?

Yes. There are a variety of choices.

Does APS travel?

Yes. But please see our terms/conditions.

Can the prompter be mounted on a jib?

Yes. Our FDP11 can be mounted on a Jimi Jib, crane, Crab Dolly or Mini Jib.

Can the prompter be mounted on a camera stabilization system?

Yes. Our FDP 11 can be mounted on most of those devices.

Does the prompter require A/C power?

No. We have our custom made batteries that can support every component of our system for up to 20 hours.

What if I can't e-mail my script to you?

No problem. We do accept 3 1/2 floppy disk to be delivered the day before or brought to the location. We also can type the copy received from a fax, however depending on the size and clarity there might be a charge. Please see script saving instructions for more information.

What is the furthest distance that the prompter can be read?

That depends on the size prompter head that is being used and how large the letter size is. With our smaller unit approximately 15 feet, with the larger unit 25 feet.

Do rent your prompting equipment only?

Unfortunately people who rent equipment usually destroy it. Few people know all of the various prompting programs. Operating systems vary. Our personnel know our equipment top to bottom. We can provide the best service for you at a price you can afford.



# OUR TEAM

## The APS Team

Advanced Prompting Systems is powered by its knowledgeable people. You can have all of the equipment in the world; without someone with experience to operate it, all you have are nuts and bolts. It takes an exceptional person to be successful in the prompting business. So, let me introduce you to our contractors:

**Turk Harley** has more than 30 years experience as a production manager, writer, producer, director, and prompter. He has prompted in Spanish, Portuguese, and Serbo-Croate – none of which he speaks – as well as English and un petit peu de Français.

**Ivan Sanchez** has worked on numerous productions and audio visual events. Ivan is fluent in English and Spanish and is able to prompt in Portuguese and other languages. Ivan is a musician at heart who teaches guitar on his off time.

**Robert Whitman** has 15 years in advertising & PR industry IT operations; making sure things work, so that presenters have what they need to perform. He's fluent in English and Spanish. On his days off, he's a music composer, writer, visual artist & chef, and can navigate the NYC metro with eyes closed.

**Jose Sainz** was APS' first prompter and developer of many of the procedures APS uses today. Jose is fluent in Eng-

lish, Spanish and Portuguese and is also able to work in other languages. He has been working in the television industry since 1987 for various networks as producer, writer, and director.

I, (**Lisa Delmonico**) own and manage Advanced Prompting Systems. I have been working with the company as prompter since 1996. I originally studied to be a stenographer and started working as a transcriber for closed captioning in broadcast television. My passion for the prompting business has been a great part of some of our accomplishments. I primarily prompt in English, but have prompted in Spanish, Portuguese, French, and German and by downloading a language patch and working with a translator, even Arabic.

We all take great pride in our work. Prompting is an important niche in the production business and it is not limited to film and television, but also includes live public speaking events, corporate meetings and concerts. We understand the needs of the production. We pay attention to what's going on, staying alert to work with the crew or talent at any time; and not just during setups and formal rehearsals. We also are able to operate certain other prompting programs other than our own. From time to time we have been asked by various networks to operate their in house prompting system and have been able to. Thanks for stopping by, and we'll see you on your next production

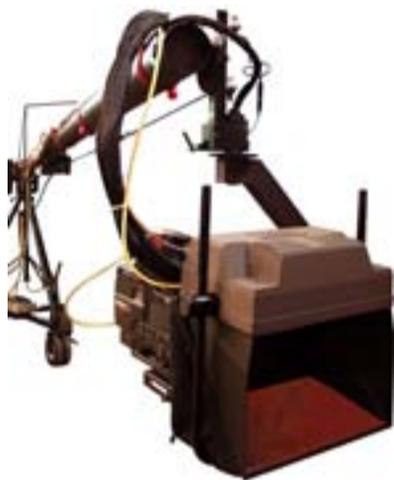


# EQUIPMENT

## QTV FDP-II Prompter

The QTV FDP-11 prompter head uses an 11-inch color, active matrix LCD. It operates at 1200 NITS of brightness so it can be seen outside. Its compact size makes it deal for cramped quarters. At just twelve pounds, this system can be used with most portable video or film cameras. It can be mounted on a tripod, jib or camera stabilization device. Quick set-up and tear down. Sliding mounting plate allows instant repositioning of the camera and prompter for perfect balance.

- Lightweight - 12.5 pds.
- Operates in any lighting conditions. The High Bright setting punches through intense sunlight, while - low bright setting reduces light reflectance during close ups in the studio.
- Can be use robotic.
- Outstanding readability.
- Color screen allows you to accent words in different colors for emphasis or to distinguish between multiple speakers.
- AC/DC capabilities.
- 10-pound tripod head capacity required.
- Top mounted monitor with glass.



QTV FDP-II Prompter on Jib Arm



QTV FDP-II Prompter mounted on Steadicam® universal mount

## QTV FDP-II Prompter Hand-Held and using a shoulder pod



**\*\*The QTV FDP-11 Prompter on 16mm Camera\*\***



The **15-inch Flat Display Panel** is a 15-inch color, active matrix LCD generally used with larger film and video cameras mounted on dollies, pedestals, or heavier tripods. Its weight is 25lbs. It can also be used with smaller cameras in situations where a larger image is desirable because talent has poor vision or must work at greater distances from the camera. This system operates at 1500 NITS of brightness and can easily be seen outside.

The **8-inch and 9-inch Flat Display Panels** mount easily above the lens on any camera with their unique mounting arm. It's deal for very small cameras, jibs, camera stabilization devices and handheld situations. It operates at 1000 NITS of brightness for exterior shots.



# SCRIPT SAVING

## Script Saving and E-mailing Instructions:

The most common way to save your script is in a word document file although many other formats exist.

Your existing script may include elements that should not be on the prompter, such as camera directions, stage directions, music and sound-effects cues, or, in the case of a speech, excessive descriptions for cues supporting graphics or applause.

Here are some tips for preparing your script for the prompter program:

First, open your existing file and rename it. Now you have two saved copies of the script. One you keep in the original format; and the other will be revised for the teleprompter.

In the revised file remove all unnecessary elements, as stated above, that are not absolutely relevant to the per-

son/talent or people speaking, or to the prompter operator.

This should leave you with the text to be read. Headings that identify which talent or presenter speak and any identifying scene numbers can be retained for quick movement throughout the script.

If you are using any special punctuation such as ellipses (...), dashes (- -), or slashes (/), please separate them from the surrounding words with spaces, so the computer doesn't read them as one word.

Also, please reset your margins as wide as the word processor will allow, meaning to eliminate skinny columns. Normally the setting in the margins section of your word processor should be set to "0".

Now save the script as a word document.

## Next getting your script to us via e-mail:

You can e-mail your script as an attachment or include it in the text of your e-mail. Our e-mail address is: [aps@cofs.net](mailto:aps@cofs.net). Please remember to follow the preparation and saving procedures.

If you have more than one script to send, send each script as a separate attachment within the same e-mail. The reason for this is there are so many different programs used to compress multiple documents such as Zip it, Stuff it etc....

Providing your script on location i.e. the day of the production...

We realize there are times when you are unable to e-mail your script to us ahead of time; so we ask that you bring the script on an usb jump-drive or flash-drive using our formatting and saving instructions and in addition, bring a printed copy of the text. Of course this always takes a

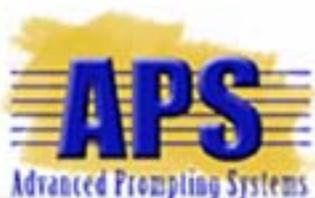
little extra time, opening and formatting the script for the teleprompter program.

Delays may occur when we do not have the prompter copy ahead of time. In unusually rare cases, when the file is not saved correctly or contains hidden errors, or extraneous characters, these can interfere and cause problems when trying to access the script.

In the worst case scenario, the teleprompter operator is unable to open the file and has to type the script on location, and this why we request a printed copy.

As you know, this takes time and time is money. We try to prepare ourselves for any and all situations.

If you have any questions when preparing your file for prompting, please do not hesitate to call. We are here 24 hours a day.



# SERVICE & RATES

## Camera Prompting

(Film or Video)

Single On-Camera Prompting Package includes one camera-mounted prompter head, totally redundant computer-driven operating systems, and technician:

**\$400.00 per 10-hour day.**

Each additional on-camera prompter head is \$100.00.

**\$100.00 for 10 hours.**

Off Camera Prompting Package for interviews or dialog situations includes one 15 inch or 22 inch monitor on a "C" Stand with Pancake or on a floor stand plus totally redundant computer operating system and technician:

**\$400.00 per 10-hour day.**

• Each additional monitor and stand is \$100.00

## Computer Services

For any stage presentation where there are existing monitors. Computer services include: primary computer system, backup computer system, all necessary cables and connectors for either VGA or Video signal with the technician.

**\$400 per 10 hour day**

Overtime rates applying to all jobs; is \$60 per hour after (10). For any additional charges for travel or cancellation please see our terms and conditions.

- **Discounts for multiple days, please call for a quote.**
- **No double time, holiday, or weekend charges apply.**

## Executive Teleprompting

(Podium)

Single Podium Prompting System includes: two 15-inch flat display panels with stands and skirts, two eye-line beam splitters (reflective glass), totally redundant computer-driven operating systems and technician:

**\$550.00 per 10-hour day.**

Double Podium Prompting System includes: four 15-inch flat display panels with stands and skirts, four eye-line beam splitters, totally redundant computer-driven operating systems and technician:

**\$850.00 per 10-hour day**

Large confidence monitors are available. Prices upon request.

Rehearsal rates vary, please call for a quote.

## Stage Prompting

(Concerts, Shows, Speeches)

For stage presentations such as speeches, concerts, talk shows, music concerts, and dramatic productions.

Stage Prompting Services includes; three monitors (center, stage left, stage right or wherever) with either floor stands or skirts (Black) or "C" stands with pancakes, with our totally redundant computer-driven operating system and technician:

**\$550.00 per hour day**

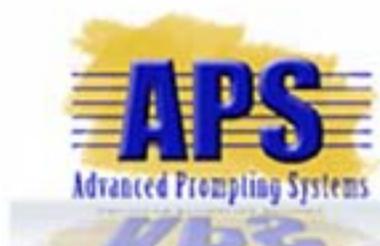
Large display panels can be placed in the audience, on a platform, or on a table, or stand. Prices are available upon request.

### Computer services

For any stage presentation where there are existing monitors. Computer services include: primary computer system, backup computer system, all necessary cables and connectors for either VGA or Video signal with the technician.

**\$400 per 10 hour day**

Overtime rates applying to all jobs; is \$60 per hour after (10). For any additional charges for travel or cancellation please see our terms and conditions.



# CLIENTS

Personalities: A sample of some of the people that we have had the privilege of working with.

## Government / Politics

**Vice President Joe Biden** - Press Release  
Haitian Earthquake Relief (multiple)  
**Sen. Joe Lieberman** - Democrat VP nominee  
**Bob Dole** - Republican Presidential candidate  
**Jeb Bush** - Governor of Florida  
Senator Bob Graham  
**Alex Penelas** - Mayor, Miami-Dade County (multiple)  
**Joe Corollo** - Mayor, City of Miami (multiple)  
**Perla Tabares Hantman** - Chair, Miami-Dade School Board  
**Roger Cuevas** - Superintendent,  
Miami-Dade Public Schools (multiple)

## Corporate

**Bayer Pharmaceuticals** - Diabetes Glucose meter re-  
lease - Awards Ceremony for Sales.  
**Microsoft** - Bill Gates, Chairman  
**BMW** executives  
**Alamo Rent-A-Car** executives (multiple)  
**Sunbeam Corp.** executives  
**General Motors** - Cadillac division executives  
**Hewlett-Packard** - Carleton "Carly" Fiorina, CEO  
**American Honda** execs (multiple)  
**Sensormatic Electronic Corp.** execs  
**Lennar Corp.** execs (multiple)  
**Ariba** execs  
**Office Depot** execs (multiple)  
**Pepsi-Cola** execs  
**Piper Aircraft** execs  
**Burdines** execs (multiple)  
**ANC Rental Corp** - annual meeting  
**Republic Services, Inc.** - annual meeting

## Sports

**Amber Productions** – William Hannah – Former Presi-  
dents The Clinton/Bush- Haiti Relief PSA's NFL, NBA  
PGA  
**Dan Marino** - multiple  
**Venus and Serena Williams**  
**Rafael Palmeiro** (Baltimore Orioles)  
**Chris Evert**  
**Tim Hardaway** - NBA  
**Alonzo Mourning** - Miami Heat  
**John Elway**  
**Pete Rose**  
**Jim Palmer**  
**Terry Bollea a/k/a Hulk Hogan**

## Television

**John Walsh** – America's Most Wanted (multiple)  
**Fox Sports** – The Jay Glazer Show  
**Local Affiliate CBS WFOR** 6am/11am/6pm & 11pm News  
from the Super Bowl  
**Forti Layne** for CBS Greatest Super Bowl Commercials of  
the decade Air Date: 02.03.10  
**Dan Berman** -- ESPN Sports  
**ABC Monday Night Football** (Frank Gifford, et al)  
**Andy Mill** -- Outdoor Life Network (multiple)  
**Leslie Visser** -- ABC Sports  
**Dan Hicks** -- NBC  
**Curt Gowdy**

## Actors/Celebrities

**Broad Cast Service Group for tbs / SONY Pictures**  
press promos for feature film "GROWN UPS" Adam  
Sandler, Chris Rock, Kevin James, Rob Schneider, David  
Spade  
**Robert Wagner**  
**Ivana Trump**  
**Loren Hutton**  
**Britney Spears**  
**Gloria Estephan**  
**Celine Dion** (multiple)  
**Joy Davidson** (opera singer)  
**Walter Mercado**  
**Robin Mattson**  
**CASH4GOLD.com** – Commercials for the US/UK – MC  
Hammer  
**Dr Sears** – Zone Diet Infomercial  
**Chuck Colson** - author, evangelist  
**Luthor Campbell** a/k/a "Luke Skywalker"

## Live to tape and Live Television Productions

**Latin Billboard Music Award Show** – 1999 - Present  
**Latin Premio Award Show** – 1999 - Present  
**Miss Florida USA Pageant** – 1992 - Present  
**Miss Florida Teen Pageant** – 1997 - Present  
**The Shania Twain Winter Concert Special** – 1999  
**The Source Award Show** – 2001

And many more...

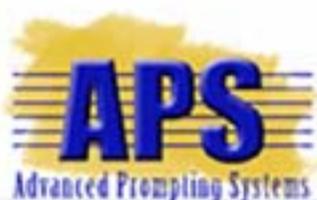


# PRIVACY POLICY

## PRIVACY POLICY

Pinson Enterprises, Inc., d/b/a Advanced Prompting Services, is a business engaged in providing services to businesses, associations, and government entities. Our Web site is a “business-to-business” site designed to help us communicate with clients and potential clients. The only information we gather from such parties is that which is necessary for us to conduct our business and serve our clients. We regard our client list as a trade secret and do not sell it. Nor do we release it to third parties except as necessary in the course of business. For example, the names and addresses might be provided to a mailing house that is doing a mailing for us, but only with the understanding that the list belongs to us and may not be used for any other purpose.

If you have questions or concerns about this policy, please contact us. [aps@cofs.net](mailto:aps@cofs.net).



# TERMS & CONDITIONS

## CONDITIONS APPLYING TO ALL PROMPTING JOBS

- Travel Expenses
- .46 cents per mile round trip outside of Broward County.
- Overnight accommodations (distanced greater than 100 miles from APS office to location, one way)
- \$45.00 per diem for meals or supplied by client.
- Transportation expenses by common carrier, including tips, for both equipment and personnel or supplied by client.
- Reimbursement of all out of pocket expenses.

## Terms

- C.O.D. unless arranged prior to final booking
- 50% booking deposit required on all out of state clients.
- Payment of invoices due upon receipt, unless net 30 is arranged with APS.
- Late charges of 1.5% per month assessed upon unpaid balances after 30 days.
- All collections costs, including attorney's fees necessary to resolve unpaid balances, will be assessed to the Client.
- Checks to be made payable to: Pinson Enterprises, Inc. or Advanced Prompting Systems.
- No credit cards accepted at this time.
- Client assumes all responsibility, liability, and copyrights for content and ownership of any materials given to APS for prompting purposes.

## Cancellation

Full day rate applicable to jobs cancelled less than 24 hours from the call time.

## Late Booking fee

An additional fee of \$100 will apply to jobs booked less than 12 hours in advance.

## Hazardous Conditions

Hazardous conditions required by the client, but necessary for the job, will entail additional insurance at the Client's expense covering APS's personnel and equipment. These include environmental, handling, and legal risks.



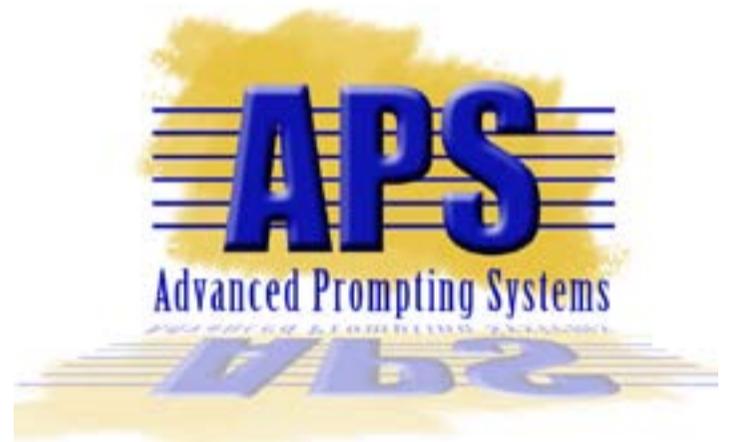
# CONTACT INFORMATION

## Advanced Prompting Systems

For Inquires and Bookings,  
Please contact us at: 305-688-0321

We are located at:  
1954 N.E. 149 Street, North Miami, FL. 33181

or email us at: [aps@cofs.net](mailto:aps@cofs.net)



SIMPLY THE BEST ...

