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FOR IMMEDIATE RELEASE

“IMG turns 40 and the media masters play on!”

For immediate release

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When the iconic rock band “Foreigner” begins its 40th anniversary tour will it ‘Feel(s) Like the First Time,’ - probably not. The same holds true for Interface Media Group (IMG) as they hit 40 - it never gets old!

As Interface Media Group, IMG, celebrates being the longest running full-service media production facility based in Washington, D.C., we find ourselves challenged as to how to mark this momentous occasion.

Should we gather past guests such as:

George Clooney. Nicolas Cage. Bryce Harper. Hillary Rodham Clinton. Clarence Thomas. Mitt Romney. Chris Matthews. Mia Hamm, et al. They all utilized D.C.’s premiere digital media company because their productions required the highest caliber artists & finest tools to achieve their high expectation goals.

Forty years of media orchestrating takes a great deal of resourceful application to keep in front of creative changes, with constantly evolving styles and state-of-the-art tools. As a long time strategic communications company, IMG is embracing its role as a digital agency and the transition feels natural.

“It’s THE classic question - how does one measure success? Sure the financial picture, growth & a sound reputation all factor in. But you really don’t reap those benefits without the talent to motivate & instill a creative work ethic that keeps on giving”, says Jeff Weingarten, IMG’s CEO.

If we tried to list the vast volume of technological advances and creative styles we’ve experienced over the last five decades, we’d be producing a historical timeline video series instead of a press release.



To stay viable and competitive in a digital world a well-maintained *media portfolio might look something like this:

- Commercial Advertising
- Broadcast Programming
- Web sites for your digital foothold
- On-Air Promos
- New product launches
- Marketing campaigns
- Museum & other experiential interactives
- Event Videos (media)
- Webcasts
- Social Media Campaigns – Facebook; LinkedIn; Twitter et al.,
- Educational pieces
- Multi-media campaigns

IMG’s work has been seen around the globe. From PBS to Intelsat– National Geographic to Smithsonian – our range has been challenged & we can proudly say we have consistently met those challenges.

IMG’s evolution and staying power is a testament to how IMG employees keep it fresh, always looking & designing innovative ways to engage the target audience. “IMG’s sustained existence can, in part, be measured by our adaptability & ability to consistently re-design our methods as the tools of our trade change – and they will always change,” says Weingarten.

To maintain a media business for 40 years in a perennially evolving, creative and technology based industry is not for the faint of heart. IMG has a resolve that accepts this, as it is part and parcel to our survival & success. Helping others effectively communicate is what we do.

IMG – it’s in your **IMaGination**

Interface Media Group (IMG) is Washington D.C.’s premier Digital Communications company. IMG develops, creates, and manages all aspects of media, across every platform, in a 360° production environment.
www.interfacemedia.com.