

## Green Bay company wows clients and their customers

Scott Koffarnus, CEO and creative director of Cineviz, credits the UW-Green Bay SBDC in helping him focus and grow his business.

Cineviz aims high - "Do the impossible" is the company motto - and scores, illustrated by this video overview and the client list represented.

The creative juices fueling Cineviz started with Scott Koffarnus, creative director and chief executive officer. He launched his first business, Freshpaint Digital, in Green Bay in 2003 and earned a reputation in the digital media industry. In 2008 he added a second business, Cineviz, providing interactive brand experiences and advanced display technologies like gestural and multi-touch. He rolled both companies into one on Jan. 1, 2012, keeping the Cineviz name and focusing on experiential media and digital communications. Their mix of audio visual expertise mixed with IT and creative content developers on staff makes them a hybrid in interactive experience space. Cineviz represents some of the leading audio visual companies in the world, including Christie Digital, Gesturetek, Luma (UK) and Trumedia (Israel). They continue to push the limits of interaction between the physical and digital worlds.



"A lot of things have blossomed ridiculously," Scott says, explaining that Cineviz continues to focus on the corporate market while expanding into retail and educational work. "We're doing a lot more national work."

Clients include major brands like Tyco, Intel, Symantec, Nickelodeon, Nike, Fair Oaks Farms, Bemis and global advertising agencies. The company's main markets are corporate, retail, experiential (event) marketing and museum/exhibit design.

Some educational experiences include interactive exhibits for the [Children's Museum of Green Bay](#) [1], MOMA in New York and the Detroit Historical Museum. Cineviz is also branching into agritourism through a first-of-its-kind Indiana pig farm tour and design of the related education center.

Experiential media work includes creating a Diet Pepsi social media kiosk for a Miami food and wine festival, an iPad app for a Mother's Day promotion and large video wall gestural displays for Nike in New York, Los Angeles and Las Vegas. Corporate work focuses on marketing and network digital

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communications.

Over the years, Scott has tapped the resources of the [University of Wisconsin-Green Bay Small Business Development Center](#) [2] (SBDC), part of the Wisconsin SBDC Network managed by UW-Extension. That includes training on business plan development, assistance securing funding through America's Recovery Capital Loan Program and advice on avoiding growing pains.

"Chuck has been great in helping me to focus and giving me advice on expanding," Scott says, referring to SBDC counselor Chuck Brys. "Little mistakes can cause a lot of damage. The SBDC has really helped us grow."

The company has grown from 10 employees in 2011 to 17 in 2012 and, if Scott can find the talent he's looking for, he'll soon employ at least 20.

### **For information please contact us at:**

Toll-free Wisconsin Business AnswerLine: 1-800-940-7232

E-mail via online form at: <https://secure.wisconsinsbdc.org/busanswer/> [3]

### **Links:**

[1] <http://vimeo.com/45158400>

[2] <http://www.wisconsinsbdc.org/SBDC/Offices/UW-GreenBaySBDC.htm>

[3] <https://secure.wisconsinsbdc.org/busanswer/>