

## Once again highest award for film production from WorldFest in Houston/Texas



**25 April 2008: For the second time in a row the company impulsWERKSTATT receives the Platinum Remi Award – the highest honour at WorldFest in Houston/Texas. This time however for the business film *The Story of "Better Solutions by Cooperation"* in the category "Sales & Marketing – Industry".**



"Howdy from Houston", or better: "Houston is calling again"!

*" ... congratulations ..for the outstanding creative excellence of your fine award-winning entry in the 41<sup>st</sup> Annual WorldFest-Houston. ...*

*Since WorldFest gave first honors to Spielberg, Lucas, Lynch, Ang Lee, The Coen Brothers, Ridley Scott and many, many more! We expect to find your name in that selected group very soon!"*

(J. Hunter Todd, Chairman & Founding Director of WorldFest)

Although this seems to be a bit anticipated and to some extent of course exaggerated, such high awards do reflect the recognition of excellent work. Moreover, they help new directors and filmmakers, like Steffen Söhner, to establish one's reputation within the business on an international level.

After also the second work – this time referring to the business genre – has received the highest honour at WorldFest Houston, Steffen Söhner is already asking himself, whether a forgotten, distant uncle might be part of the jury. The festival with its approximately 5.000 entries a year is one of the biggest independent film festivals in the world. The distinction itself is just a framed document and so not at all as impressive like a Bambi or Oscar. The immaterial value of this reward, however, is more important than any object of honour can ever be. Looking into the highly competitive TV market it is almost impossible to gain a foothold as a filmmaker, being new in this business, due to the contraction of time slots for high-quality entertainment regarding content and artwork. On TV, documentary films are to a great extent driven out by docu-soaps. Such a development is also a threat to the majority of motion pictures, mainly financed by broadcasters. Receiving such an award in the booming market of business films, particularly with regard to the opportunities rising out of the new media, is something that Steffen Söhner is all the more very proud of.

The company impulsWERKSTATT has settled down in the Loft 16/1 together with other start-up businesses in Heilbronn about 2 ½ years ago. Once managing director of a global player of the automotive supply industry, Steffen Söhner took the chance and launched his second carrier as author and filmmaker, mainly producing documentaries and business films. While focusing on social and economic innovations in the documentary field, he handles all formats and presentation forums within the business field. Based upon long-term experiences from the industries and making use of systemic consulting methods, the company impulsWERKSTATT together with its partner "starpic", responsible for the artistic and technical realization, creates lasting impulses for the success of your customers.