

Michael Bukay & Associates

Industrial Digital Video Production Services

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Value Proposition for Implementing Instrumentation Calibration & Maintenance Training Videos

Description of Services

Michael Bukay & Associates (MBA) works with your in-house experts to produce custom training videos that complement your written Standard Operating Procedures (SOPs). We specialize in the calibration and maintenance of complex instrumentation. The videos are uploaded to your company's network and become valuable training and technical resources. They can be wirelessly streamed 24/7 to anywhere in the world including laptop computers while technicians perform the procedures. Sample instrumentation training videos are available at <http://www.bukaymedia.com/instrument.htm> .

Improve Safety

Critical processes affecting safety are controlled by complex instrumentation. Improving the maintenance and calibration instructions can play a key role in protecting workers, the surrounding community, and the environment.

Reduce Total Cost of Ownership

These training videos are cost-effective and have a quick payback. For example, a Total Organic Carbon (TOC) analyzer that costs \$20,000 is often used in a manufacturing process that makes millions of dollars worth of product per day. If the company uses twenty-five TOC analyzers worldwide, and a web video costs \$5,000 to produce, the \$5,000 investment will help protect \$500,000 worth of TOC instrumentation plus billions of dollars worth of product in a large company. The web video cost per instrument would be only \$100. Typically, this is less than the cost of a set of high purity standards used for a single calibration.

Ensure Product Quality

Instrumentation is used to assess product quality at various stages of the production process. Well-maintained instrumentation helps ensure that quality standards are met and that problems are identified before they become serious.

Human Factors Benefits

Most SOPs are communicated in a long series of written steps and pages. These written procedures are necessary. However, by themselves, they do not fully serve those who are primarily visual and/or kinesthetic learners. These people learn more efficiently by watching a procedure and/or by performing it. The written SOPs tell how the procedures are to be performed. The videos show how the work is done properly. Both forms of instruction are complementary and enhance each other. Supporting written SOPs with video speeds up the learning process, improves retention, and reduces the risk of errors. Just recall a time when you struggled with written instructions to set up a computer, printer, or child's toy that required complicated assembly. Would a well-made video have helped?

Innovative Business Solution

Computer network systems, digital video acquisition, movie editing techniques, video compression, and wireless capabilities are now converging to make this elegant solution possible. Companies quick to harness this business solution will have a competitive advantage.

Proven Track Record

MBA has a proven track record of over 27 years of providing technical services to the semiconductor, biopharmaceutical, power, and other industries. We have hands-on experience; and have developed technical training programs for clients such as Genentech, Intel, AMD, and the Pipe Trades Training Center apprentice program. Now we are on the cutting edge of providing web-based instructional videos for our industrial clients. Sample instrumentation training videos are available at <http://www.bukaymedia.com/instrument.htm>

Let's Work Together

MBA is a small Point Richmond, California-based business specializing in harnessing "New Media" technology for the benefit of our clients. May we provide you with a pilot video for one of your SOPs so that you can further evaluate the advantages of this innovative business solution? The risk is minimal, while the safety and cost of ownership benefits at your company could be very large!

Sincerely,

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