

# SPROCKET

## MEDIA WORKS

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### Video Production Executive Launches Sprocket Media Works in Richmond

**RICHMOND, Virginia, November 20th, 2014** - Former Chief Operating Officer of Metro Productions, Patrick Bedall, announces the launch of his own full-service media production company, Sprocket Media Works.

Of his approach, Bedall says, “at Sprocket we take raw creative concepts and ideas and forge them into effective visual media tools. We do this by understanding our clients’ needs and executing an effective plan using the best possible people and technology.”

Located in the heart of downtown Richmond, Sprocket creates compelling digital content for a variety of clientele nationwide and abroad. Services include creative development, scriptwriting, production planning, HD video production, animation graphics, editing, and multimedia development. Among the advancements that Sprocket brings to Richmond is complete 4K Ultra-HD production including image acquisition, edit and delivery.

Bedall’s understanding of the media industry from the bottom up is a key ingredient to his success. A firm believer in passion and creativity, he skillfully worked his way from Production Assistant to COO during his 16 years with Metro Productions. His time spent learning the ins and out of media industry have given him the expertise to effectively build and lead his own business.

Sprocket Media Works is looking forward to forging new relationships with businesses and clients from all industries and to call its home Richmond, Virginia. For additional information, contact Candice Heath at (757) 771-5439 or email her at [candice@sprocketmediaworks.com](mailto:candice@sprocketmediaworks.com).

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