



B P r o d u c t i o n s

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RUSSELL QUY JOINS B PRODUCTIONS AS HEAD OF DIGITAL MEDIA

New York: Russell Quy has signed with B Productions as Head of Digital Media. Recently, Russell was Senior Vice President of digital media for IMG Worldwide for seven years where he led teams in both New York City and London. While at IMG Russell initiated and oversaw the first original content studio exclusively for mobile devices called Sprint Powerview producing thirteen two minute videos per day of sports, entertainment and music programming. He spearheaded the launch of the first live streaming product from New York Fashion Week and the narrative series Model.Live with Vogue.tv.

While supervising the live streaming of Fashion Week Fall 2006, Russell worked closely with Bill Marpet, founder and director of B Productions and Andy Biskin, production manager. The duo was directing and producing fashion runway videos for the designers who showed at The Tents in Bryant Park. B Productions has been the primary runway video production company since the event's inception in 1993. For Spring 2011 Fashion Week, B created videos of runways and presentation for 160 designers. As an independent producer, Russell worked on B Productions team live streaming runway shows from Lincoln Center as well as off site shows.

Before landing at IMG Russell was Senior Vice President of Media Production at Sportsvision where he oversaw all creative and production activities around the world. Russell is the winner of four Emmy award including the George Wensel Outstanding Innovative Technical Achievement award for his interactive television product "Nascar In-Car on InDemand. Other Emmys were received for on-line productions "Nascar Pitcommand" and PGA Tour's "TourCast." His first position was head of new media for Betelgeuse Productions, one of the leading post-production companies in New York. There he began to leverage his innovative storytelling and creative problem solving through digital media productions.

"I was always impressed by B Productions work and their ability to deliver great product," states Russell. "I'm excited to evolve B's business into the digital space and my goal is to bring broadcast sensibility to the digital media," states Quy. "We want to drive business for our clients and get tangible results with live streaming and visual services. True ROI – Return on Investment.'

B Productions clients include Calvin Klein, Donna Karan, Oscar de la Renta, Michael Kors, Marc Jacobs, Isaac Mizrahi, Vera Wang, Alexander Wang, Proenza Schouler, Coty, Project Runway, Conde Nast, Wall Street Journal, First Comes Fashion, Mac&Milk Fashion Week, all the network and cable concerns. The award winning company also creates films and programming for the web, commercials, television segments, behind the scenes videos, documentaries and outdoor videowalls.

"We are thrilled to have Russell joins us," comments Marpet. "His vast knowledge of digital media and production on a global scale gives us a strong footing to build and grow B Productions. We've been working side by side for many years to creatively distribute and promote our mutual clients' brands on the web. Joining forces is logical."

For more information about B Productions visit the website www.BProductions.com.

