



# HAGEN'S HEADLINES

## Return on Investment

THE  
**JESUS**  
FILM PROJECT

### *Language Count...*

- 1050** JESUS film
- 420** JESUS audio drama
- 133** *The Story of Jesus  
For Children*
- 26** *Magdalena: Released  
from Shame*

Over **223** million decisions to follow Christ after JESUS media exposures



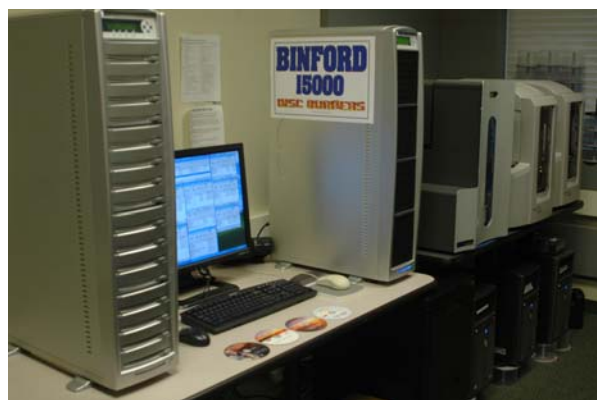
### Studio 4 Payback – 100 to 1

In this tumultuous financial time a good return is hard to find. Well, in Studio 4 of our JESUS Film Postproduction Studios we are seeing **100 times return** on our automation investments.

### We Build DVDs!

Studio 4 is used to **author** DVDs & duplicate DVDs, CDs & VCDs (Video CDs).

DVD **authoring** is the creation of video menus, organizing video files & audio soundtracks, subtitle options and all the logic & programming that goes into a DVD.



### Automation Pays...

Our engineers have developed an automated system that can build a custom JESUS DVD of any selection of 8 languages in **40 minutes** of machine time instead of **3 days** of an engineer's time! This DVD can then be used as a master to duplicate **hundreds or thousands** of DVDs, or it can be used as a final copy for ministry. As a result we can sell the master DVD to our partners for \$15 instead of \$1500.



### Let the Machines do the Work!

After the DVD is authored, an "image" of that disc is sent by computer to our robotic DVD burner where the movie is burned onto the disc & the label is automatically printed. Oh yes, and the machine can work at night while our engineers sleep... zzzzzzz. This increased efficiency allows us

**Kary & Maria Hagen**  
serving The **JESUS** Film Project  
of Campus Crusade for Christ  
International for 17 years

kary.hagen <at> ccci.org  
maria.hagen <at> ccci.org  
[www.happyhagen.com](http://www.happyhagen.com)  
[www.jesusfilm.org](http://www.jesusfilm.org)

to build thousands more DVDs per year, servicing more customers & ministries at much lower cost.



### No More Tape...

One reason we can do this is that we store all of our audio language soundtracks for each movie as **computer files** on a Storage Area Network (SAN). Then any of 1000 language soundtracks can be grabbed by the program to build the DVD.

We used to use “Digital Betacam” video tapes as video masters, but **1000 tapes can fill a room. 1000 soundtracks all fit on a hard drive.**

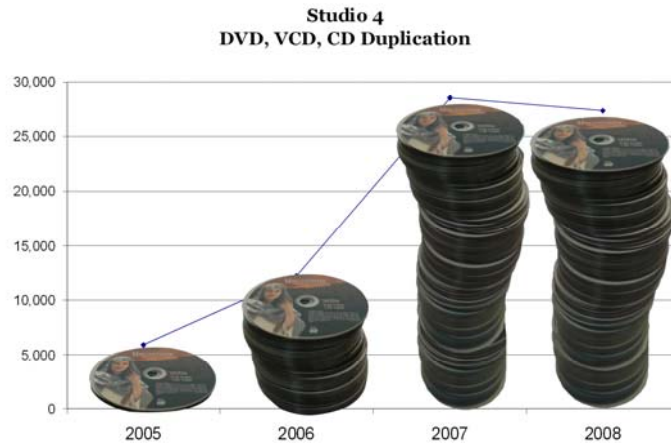
### Praise the Lord:

- \* Our “custom” discs can now be made by a machine.
- \* Disc automation is saving us time, manpower & money
- \* For the vast numbers of discs we are able to make & ship which are changing lives.

### Doubling each year until 2008...

Our orders for custom discs have doubled each year from 2005-2007, while 2008 remains steady. These are discs shipped to phone or web customers, missionaries & partners organizations. Some orders are for one disc & some are for 100 or more. When an order exceeds 300 or so we usually duplicate out of house. When the quantities get into the thousands, we have a glass master made out of house & each disc is “pressed” instead of burned.

This graph shows the number of custom discs burned in Studio 4 over the last 4 years.



**We exceeded 28,500 discs** burned last year. Many of these are multi-language discs and many are masters that were used to make hundreds or thousands more at other locations.

These numbers don’t reflect our standard “off-the-shelf” DVDs we sell from our [www.jesusfilmstore.com](http://www.jesusfilmstore.com) website.

### Future Developments...

We continue to push the envelope of what can be done with automation in Studio 4. Currently in design is a dual layer disc that contains *The Story of Jesus for Children* and *JESUS...* two movies on one disc, each with 8 languages. Also we are working on a 16 language *JESUS* disc. These custom discs have been made manually in the past, but we are now preparing to make them in a “semi-automated” fashion. **There is likely no one else in the world who is building multi-language discs “on-demand” let alone in an automated fashion.**



### Please Pray for...

- \* Continued wisdom as we develop our automation capabilities and leverage technology
- \* That we can effectively serve ministry organizations & our customers
- \* That every disc would **impact the lives** of many for eternity.

Thank you for praying!! God bless.