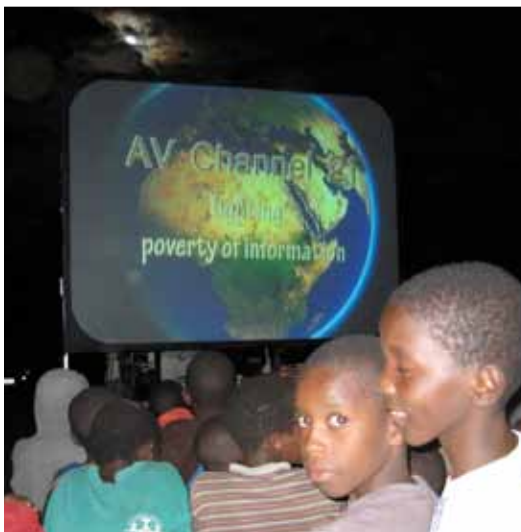


# Agri Visual

Fighting the Poverty  
of Information



A group of school children in blue and grey uniforms are gathered around a large white projection screen outdoors. A white van with equipment is parked to the left. The scene is set in a rural area with trees and a dirt ground.

**AgriVisual** has been instrumental in pioneering the delivery of mass communications to rural communities.



# The AgriVisual Mission

**The greatest impediment to economic and social development on the African continent is the poverty of information that exists at all levels of society. The communication of vital health, agricultural and education information has become a major priority for many governments and organisations, and is increasingly recognised as the most appropriate basis for sustainable development.**

AgriVisual has been instrumental in pioneering the delivery of mass communications to rural communities and our mission continues to be the transfer of knowledge and techniques to empower people to improve their own lives.

AgriVisual has been working with governments and key NGOs to tackle this major issue for nearly 40 years. Using the latest digital technology and mobile communication units, AgriVisual delivers information campaigns to the remote parts of countries such as Nigeria, Ghana, Tanzania, Malawi, Zambia etc.

With a wealth of experience in media production and distribution, AgriVisual has advised and delivered communication projects funded by the World Bank, African Development Bank, European Commission and many United Nations Agencies. Our services include the planning, design and implementation of behaviour change communication campaigns, including the establishment of media production and broadcast centres.





The **AV DRUM 21** is the definitive communication platform. The specifications are tailored to meet the needs of individual projects and budgets, with a choice of vehicle, equipment and technology available.



# AgriVisual Products

Our products, developed over many years, enable the communication of vital information and messages to communities in urban and rural areas, from the **AV DRUM 21**, an all-terrain 4x4 vehicle packed with the latest digital multimedia technology, to the **AV MESSENGER**, a powerful public address system mounted onto a vehicle of choice. The AgriVisual range has been built to address the varied communication challenges in Africa.

The specifications are tailored to meet the needs of individual projects and budgets, with a choice of vehicle, equipment and technology available. The AgriVisual team works with the client to ensure that the best solution is delivered.



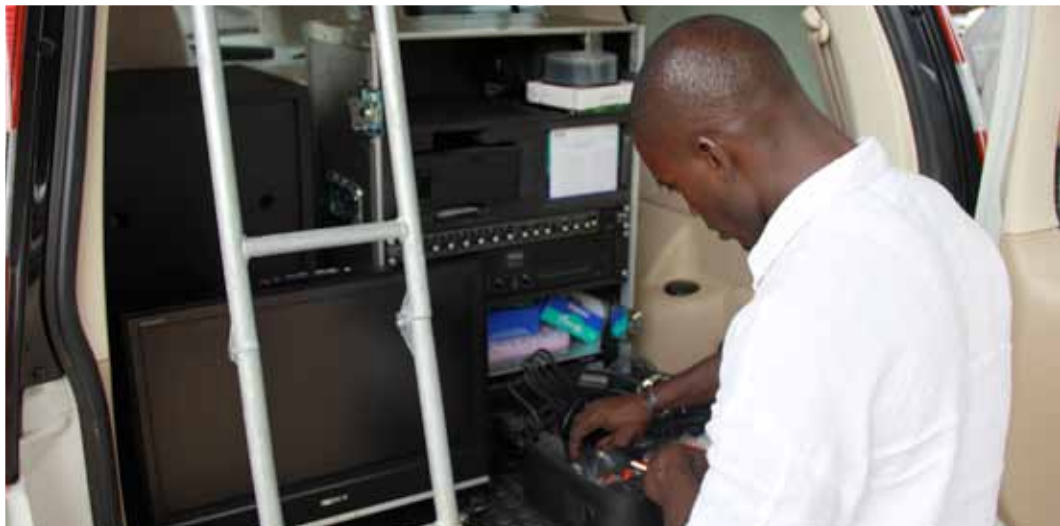
## AV DRUM 21

AgriVisual's flagship product, the **AV DRUM 21** is the definitive communication platform. It is built into an appropriate vehicle, such as the Land Rover Defender, Ford Everest, Toyota Land Cruiser or Nissan Patrol and includes the following facilities:

- DVD video programmes; CDs and MP3 audio programmes for rural and urban audiences
- Big screen DVD-based programmes projected for large audiences
- TV monitor for training smaller groups
- Video camera, camera light, tripod and battery pack to record events in the field
- Powerful public address system with microphones and CD audio player for pre-recorded messages and music
- A portable generator to supply power at any time, anywhere
- Integrated shock absorbing platform and lockers to protect the equipment in the toughest environments
- Conduit protected wiring loom with RCD circuit breakers for equipment and operator protection
- Internet connectivity on request

**AV DRUM 21 is the most effective means of mass communication in the difficult and remote areas.**





**An event deep in the rural areas** can be recorded, prepared for broadcast and sent back to base within a matter of minutes using a satellite internet connection.

# AgriVisual Products

## AV REPORTER

**The digital revolution marches on and so does AgriVisual.**

This new addition to our product range is designed to meet the needs of electronic news gathering in the field of high-quality material for radio and TV. Ministries of Information, Health and Agriculture are requesting these upgraded units, designed to produce programmes, ready for broadcast on their national stations.

**AV REPORTER** has all the functionality of **AV DRUM 21**, plus high definition video and audio recording, digital photo shooting and on-location editing.

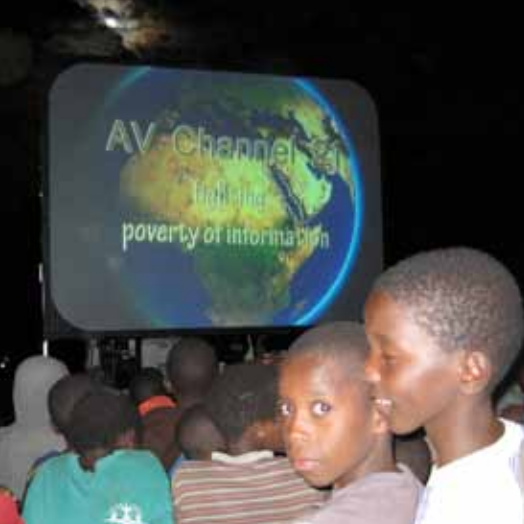
All those activities that once required a purpose built studio can now be done almost anywhere. An event deep in the rural areas can be recorded, prepared for broadcast and sent back to base within a matter of minutes using a satellite internet connection.

**AV REPORTER** includes an advanced professional package of specially selected equipment for shooting, editing and post-production for video and audio programmes of national broadcast quality.

Our other products include the **AV ANNOUNCER**, **AV MESSENGER**, **AV MARINE MOBILE**, **AV HUB** and **AV TRACKER**. For detailed information on these and other products visit [www.agrvisual.com](http://www.agrvisual.com)







**AV CHANNEL 21** is our latest initiative aimed at increasing the impact and adoption of vital messages.





# Our Services

**AgriVisual products are part of the solution in bringing about behaviour change. It is also crucial that the communication and the messages are compelling. Following extensive research into the area of behaviour change, with particular emphasis on health and agriculture, AgriVisual has developed a series of media and communication training solutions to ensure all project staff have the necessary tools and skills to successfully deliver a campaign.**

Our services include the training of operatives on the use of AgriVisual products as delivered by the **AV ACADEMY**, as well as the basics of script writing, shooting, editing and reproducing DVD's with **AV PRODUCER**.

Many of our clients choose to involve AgriVisual consultants with the creation, implementation and delivery of the overall communications campaign, using our **AV PLANNER** service to:

- Determine the information policy and broad messages to be broadcast
- Refine the messages to maximise impact and adoption
- Choose the appropriate media for the most effective results
- Select the appropriate digital production tools and formats for the products
- Provide distribution solutions using modern digital platforms
- Prepare a business plan and budget
- Assist building the information system
- Monitor and evaluate performance and recommend improvements

**AV CHANNEL 21** is our latest initiative aimed at increasing the impact and adoption of vital messages.

**AV CHANNEL 21** is a DVD magazine combining news, information, entertainment and sport. It is intended to engage the audience more effectively and make for a more compelling and memorable experience. By presenting targeted health, agriculture and civic education messages interspersed with lighter content, it creates a greater connection and impact with rural communities.

**AV CHANNEL 21** is provided free of charge by AgriVisual as part of our contribution to the fight against the Poverty of Information. This has been made possible by the generous support of broadcasting companies and production houses including the BBC, Sesame Street, The Football Premiership, Flooded Cellar Productions, Channel 5 and other production houses, all of whom have donated content to this initiative.

For more information on these and other AgriVisual services, please visit [www.agrivisual.com](http://www.agrivisual.com).





# Our Experience

**AgriVisual's contribution to the fight against the Poverty of Information in Africa is immense and the company has a wealth of experience in working with Governments and NGO's on vital and innovative communications projects. Over 35 years the company has worked in 26 countries in Africa and has local representatives in 22 of these.**

**AgriVisual** brings vital messages, news, sport and entertainment to the villages and towns in Africa.

We are proud to number amongst our clients, the following ministries and organisations:

The Moda Corporation, Cameroon  
Tea & Coffee Authority, Ethiopia  
Ministry of Information, Ghana  
NCCE, Ghana  
Ministry of Food & Agriculture, Ghana  
Cocobod, Ghana  
Lilongwe Forestry, Malawi  
Malawi Social Action Fund  
Ministry of Health, Malawi  
Ministry of Health, Namibia  
Ministry of Information & National Orientation, Nigeria  
State & Federal Ministries of Agriculture, Nigeria  
Avian Influenza Project, Nigeria  
Coscharis, Nigeria  
Commercial Agriculture Development Programme, Nigeria  
Nigerian Army  
TACAIDS, Tanzania  
Ministry of Agriculture Food Security & Co-operatives  
Cotton Board, Tanzania  
Tea & Coffee Federation, Tanzania  
Ministry of Agriculture, Uganda  
Ministry of Health, Uganda  
NAADS Secretariat, Uganda  
Ministry of Agriculture & Co-operatives, Zambia  
ZANIS, Zambia  
Ministry of Information & Broadcasting, Zambia  
Ministry of Finance & National Planning, Zambia

# Agri Visual

Fighting the Poverty  
of Information



AgriVisual presents President  
Nelson Mandela with audio visual  
systems for his HIV/AIDS charity.



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