

# FORUM

The Stiegmeyer-Group's company magazine

The screenshot displays the Stiegmeyer Group's company magazine website. It features a grid of product categories with images and brief descriptions:

- Regia**: Ihr komfortables und wohnliches Seniorenbett für... (1:51)
- Elvido**: Die Pflegebetten Serie mit digitaler Steuerung... (5:09)
- Libra**: Das Niedrigbett für die moderne Pflege... (2:27)
- Libra partner**: Das Doppelbett für eine erfüllte Partnerschaft... (2:19)
- Venta**: Wohnlichkeit und Sicherheit new design... (2:50)

Below the product categories, there is a section for functional videos:

**Funktionsvideos Evario** ▶ ALLE WIEDERGEHEN

Kurze Funktionsvideos, die die Bedienung des Krankenhausbettes Evario von Stiegmeyer zeigen.

The functional videos section includes:

- Bedienung mit den außenliegenden Bedienpanels (4:00)
- Bedienung mit den innenliegenden Bedienpanels (1:11)
- Pflegepersonal-Ebene auf dem LCD-Handschalter (3:01)
- Einfache Bedienung mit dem LCD-Handschalter für Patienten (1:21)
- Bedienung der Seitensicherung Protegra (0:36)

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## The team from life is motion has been a film partner of the Stiegmeyer Group since 2016

When Stiegmeyer and Burmeier present moving images, life is motion is very often behind the scenes. From the promotional film for the Elvido care bed to the 360° tour of our showroom, the creative team from Herford, Germany, has created content of the highest quality. How our partners from life is motion see the cooperation with us, they tell you here themselves:

"For me, Stiegmeyer is exciting, impressive, breathtaking, multifaceted ..." These words marked the start of life is motion's first film project for the Stiegmeyer Group. That was in 2016, when the creative team accompanied the "Apprentice Day". More than six years and a medium double-digit number of projects later, the film team can assure that the trainees' statements were true.



The films by life is motion show the products at their best.

The spectrum of films for the Stiegmeyer Group is huge. Product films present the advantages in a

A collective of film producers, designers, poets and thinkers - that is life is motion. As advocates of aesthetics and structure, the team from Herford sets itself one task first and foremost: to understand the company, to comprehend the products and to breathe the same air as the customer.



Creating a film is about having a lot of things in mind at the same time and weighing different elements. Product experts set different priorities than marketing experts. Sales staff define objectives differently than creative agencies. And yet each side of the coin has its justification and is a section, a perspective on the big picture. In all of this, it is important not to lose focus. After all, who wants average, mediocre? This is exactly what the life is motion team means when they say they want to understand their customers.

**The image video for the Elvido care bed is a particularly successful example of our collaboration:**

"We don't want to be the biggest. We want to arouse emotions, create identification with brands and consistently stick by this conviction. Before we don't get it right, we'd rather not do it at all," says Max Rahn, managing owner of life is motion.

[Stieglmeyer-Group - YouTube](#)