

W2 Productions— “Return on Investment”

Cyber Movie: Return on Investment

Have you ever had to make a decision on a large expense? Have you ever eliminated things that are needed to pay for a large expense? Of course, you have, hasn't everybody? This movie is about things that should NEVER be eliminated. The cost of eliminating it is just too large!

Biography:

W2 Productions - Glenn Wright and Michelle Wright, no traceable relations, are the creators of W2 Production, a film production entity within the Delaware Department of Technology and Information, (DTI). Glenn and Michelle's first theatrical endeavor was a corporate film with the now defunct Delaware Office of Information; the film, "We Make A Difference" (1999) showcased products and services OIS provided to other state agencies. Glenn's predominant roles are cinematographer, sound technician and lighting specialist. Michelle's roles include script writer, director, producer, composer and motion graphics. The duo continued honing their skills with webcasting projects and minor commercials over the years. In 2010; the duo received their first major commissioning by State Chief Security Officer, Elayne Starkey; she wanted to raise the bar on the typical promotional commercial shown during the State of Delaware's Cyber Security Exercises and mini-conference Cyber Brief. After much brainstorming, the two decided that a dramatic short film was the way to go...and thus, W2 Productions was officially a name. "37.5" (2009) was the debut and hit movie produced; it was a Cyber Security spoof of Fox Network's hit television, "24". The movie featured budding actors, whose primary livelihoods are employees of the State of Delaware. The movie was a success and had its premiere screening at the 2010 Cyber Brief Conference. A year later, the team produced its second film, "Dimensions of Deceit"(2010), which followed the same Cyber Security genre, yet with a more serious and practical plot line. W2 Productions has developed corporate infomercials for the Delaware Office of Management and Chief Security Office of DTI; the films highlighted Employees of the Year nominees, sexual harassment training and Cyber Exercise disaster training promotions.