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FOR IMMEDIATE RELEASE  
Tuesday, March 19, 2013  
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## **RecordClick Offers ReelGenie's New Digital Movie Making Product**

### **RecordClick, in Conjunction with ReelGenie, Adds Family History Videos to Its Service Offerings**

**Denville, NJ** – RecordClick.com continues to expand its roster of family genealogy research services by offering ReelGenie's online service for making a movie. Using a Web-based movie platform, RecordClick clients can now create and share family videos online through easy-to-follow instructions, guiding them through the process of uploading photos, videos, and historical documents, as well as recording voiceover narration and adding background music. Starting March 25<sup>th</sup>, family genealogy researchers can access this first-of-its-kind technology through RecordClick.com.

Until now, it has been daunting to make a video online, since all the necessary tools were not available in one easy-to-use location. Through ReelGenie, everything needed to produce a video is available on one site, including creative design templates, storyboards, a music library, and historical photos. No additional software or complicated programs have to be downloaded. Aviary, the incredibly powerful tool for editing pictures, is even included for customer use.

Chosen from hundreds of applicants to present in the Social Technologies category at South by Southwest (SXSW) Accelerator in Austin, Texas, ReelGenie's CEO and Founder David Adelman unveiled his company's new technology in mid-March. "Anyone should be able to make an emotional, expressive movie they are proud to share," says Adelman. "We make affordable, easy-to-use tools available to the masses."

Recognizing the value of digital storytelling to its clientele, RecordClick has affiliated with ReelGenie to offer the extraordinary high-tech tools. In February, selected RecordClick clients sampled the movie making product. "It was a lineage project that involved young and old," explains a trial participant. "The process rekindled the heart of the family through conversation and video storytelling."

Starting in March, RecordClick will make ReelGenie available to its ancestor search clientele as part of its genealogy research services. The online video-making technology

will allow personal history movie makers to work autonomously or collaboratively with other family members. The finished product – whether 30-seconds or 30-minutes long – can be shared with friends and family members through social media tools and other publishing options. Users can easily create and share birthday videos, family reunion videos, or movies for special occasions.

"ReelGenie films are the perfect complement to genealogical research, providing our clients with yet another avenue to tell the stories of their ancestors' lives," explains Elizabeth Khan, Founder and CEO of RecordClick. "Our family genealogy clients can turn paper research into a multi-media product that has an emotional impact. At RecordClick, we are dedicated to creating a meaningful and powerful legacy for families, and David Adelman's company offers a great and affordable way to help us do that."

### **About RecordClick.com**

RecordClick is a full-service genealogy research firm that specializes in investigating lineage cases throughout the United States and internationally. With research teams in several European countries – including, but not limited to, England, Germany, and Ireland – RecordClick also covers Argentina and Canada. RecordClick's headquarters is strategically located on the East Coast, providing an advantage based on proximity to immigration documentation. Offering more than just traditional look-ups and pedigrees for tracing ancestry, RecordClick pulls away from the pack by offering alternative research processes for big and small projects – such as DNA testing, forensic genealogy research, and customized ancestor search – allowing its clients to skim the surface or do a deep dive into tracing ancestry. For more information on RecordClick, please visit <http://www.recordclick.com/>. Follow RecordClick on [Facebook](#) or on Twitter @recordclick.

### **About ReelGenie**

ReelGenie makes it easy for anyone to create family history videos by turning pictures, documents, text, and voice narration into engaging movies. Featuring intuitive interfaces, a collaborative production process, and seamless social media integration, ReelGenie lets users bring stories to life and preserve them for generations to come. Dubbed "The Genealogy Technology to Watch in 2013" by thought leader Thomas MacEntee, ReelGenie is revolutionizing how you make a movie with its Web-based platform. For more information on ReelGenie, please visit [www.reelgenie.com](http://www.reelgenie.com).

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