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Alan Delarosa, *Executive Assistant*  
Lemon Films, Santa Monica, CA

**Challenge**

Compensate for time and energy spent copying and distributing notes taken in high speed brainstorming sessions.

**Solution**

Record meeting notes and brainstorming diagrams digitally with the eBeam Edge™ systems for easy and immediate distribution.

**Benefits**

- No time wasted copying and distributing meeting notes.
- More time spent creating ideas and planning projects.
- Streamlined note presentation process—no need to erase the board to make room for more notes.
- More ideas generated in monthly brainstorming sessions.

**Location**

Santa Monica, California



## Lemon Films Boosts Productivity and Efficiency with eBeam Edge Whiteboard

Founded in 2005, Lemon Films is a film development, production, and financing company based out of Santa Monica, California. In addition to support for film and television, the company also develops and produces content for videogames and the Internet.

Integral to the development processes for all of Lemon’s projects are bi-weekly collaborative meetings in which the team gets together for two to three hours and lays their ideas out on the table—or whiteboard. These meetings mark the start of all of the company’s new projects, from film to web.

Alan Delarosa, executive assistant to the president of Lemon, explains the process: “As a team, we’ll come into our think tank, and we’ll talk about story ideas or a list of ideas we’re trying to creatively get through and put them up on the board. Using the Edge and marker sleeves, we’ll map out our ideas and the story, and while we’re doing that, we’re capturing the info and saving it on our computers.” It is this last step of digitizing, saving, and distributing their meeting notes in which his eBeam Whiteboard system comes into play.

Before purchasing the eBeam system in the fall of 2009, Delarosa would have to spend thirty minutes to an hour typing up the notes that had been taken on the board or scribbled onto various pads of paper during every brainstorm session. All of these notes would then get compiled into a document that would get sent out to his colleagues. Occasionally, Delarosa would skip retyping the notes and instead just send his team a collection of photos of the whiteboards. These photographs would have to be pieced together before they could be used for further idea development. >>





With his eBeam system, Delarosa and his team can now write their notes on the board and immediately save the notes from their brainstorming sessions as digital files for fast and simple distribution.

Although the team usually has their meetings in a central location, the portability of the eBeam system proved useful when Delarosa and a friend recently spent an entire weekend in Seattle generating ideas. Their two-day brainstorm produced multiple whiteboards full of notes that didn't need to be recopied after the brainstorm session.

In addition to improving the efficiency of their meetings, Delarosa and his colleagues have found that their eBeam system has lengthened their meetings. "They've gotten longer because it's so much easier and faster to display and alter the ideas going up on the board! My team loves that they can create multiple panels and open multiple pages for one set of ideas," he says.



Delarosa believes the entertainment industry is a hot market for interactive whiteboard technology. Screenwriters and production teams for television shows and motion pictures require idea management tools that allow them to rapidly patch together different ideas, while at the same time neatly organizing and physically displaying the content in a dynamic and easily alterable manner. Until recently, the majority of this idea management was done by hand. Writers would put elements of the story on note cards that the writing team would shuffle around and reorganize, or write their ideas on whiteboards that would be erased and re-populated with new ideas. Recent software has allowed this process to be mostly digitized, but presenting and collaborating at the fast pace at which many screenwriters work, is still a challenge. Interactive whiteboards present the ability for a team to display, edit, and share their ideas immediately which gives Delarosa and his team a faster way to generate new ideas.