Freedom Software by Shamrock Solutions

From Silent Demo to Board-Ready Video

Witmer Group turned an eight-minute silent screen recording into a narrated Board presentation for a university partner, **on a fast turnaround.**

The challenge

Our client had just signed a new university customer and wanted a video for that university's December Board meeting. It needed to show how the university's AI initiative was moving beyond the classroom and into administrative work, starting with AI-powered transcript processing and fraud detection in admissions.

The only starting material was an eight-minute screen recording with no sound. There was no script, no narrator and no room for a traditional studio production. And the university rebranded partway through.

What we did

We built a story for a Board audience, **"AI moving beyond the classroom,"** and carried it from the first script through every revision.

1. **Script from silent footage.** We broke the demo down scene by scene and wrote a voiceover timed to the action, describing capabilities rather than claiming results, since the system hadn't gone live yet.

At a glance

Client
Freedom Software by Shamrock Solutions

Industry
Higher education software

Audience
A university partner's Board of Directors

Deliverable
4:48 narrated, full HD (1080p) Board presentation video

Timeline
Under two weeks, vs. a typical 4 to 6 week cycle

Services
Scriptwriting, AI voiceover, motion graphics, video editing

2. **A story built for a Board.** An introduction to the software company, a full product demo and a partnership close, focused on what Board members care about: return on investment, security and audit readiness.

3. **AI voiceover.** Instead of booking a voice actor, we produced the narration in ElevenLabs with a custom voice matched to the client's brand: professional, warm, authoritative and educational. Because AI narration can be re-recorded in minutes, each of three rounds cost hours, not days.

4. **Motion graphics and polish.** Branded title cards, step diagrams and a partnership end card, with footage synced to the narration. We also fixed on-screen typos and hid a student's name visible in a browser tab, protecting both client and university.

5. **Adapting to a rebrand.** When the university's name and logo changed, we updated the script, narration and every on-screen reference in one revision round.

Results

Freedom Software went into Board season with a polished, executive-ready video, and the university partner loved it.

- Board-ready video in under two weeks
- Faster than a typical 4 to 6 week production cycle
- Three drafts to client approval
- No studio, voice actor or reshoots

As an ongoing marketing partner who already knew the client's brand and product, we could move fast and keep the work cost-effective.

In their words

> *"This is great, Kristina. The client loved the video. Nice work."*
>
> **Brian, Chief Revenue Officer, Freedom Software / Shamrock Solutions**

Have a demo, partnership or Board presentation that needs telling?

Witmer Group can build the story and every piece that carries it.

witmergroup.com