

The Story Behind Lavalobe

In 2005, three specialists in their respective fields set out to create a new kind of company for an emerging market in both the creative and technology arenas. Our objective was not just to provide post-production services, as so many companies already do, but to help our clients grow their business by focusing on their needs in the digital marketing realm.

Gernot Kalcher, CG Producer & Digital Media Specialist

Gernot is a successful entrepreneur in the online media, advertising and marketing space. As Lavalobe's computer graphics producer, he specializes in rich media productions, 3-D animation and special venue graphics for live events, multiple resolutions and various other media outlets. With a strong technical background in video production, IT management and 3-D pipelines, Gernot manages Lavalobe's in-house technology infrastructure. He also provides consulting services on how to optimize digital marketing strategies and digital production environments.

In his spare time, Gernot stays active by hitting the ski slopes, playing tennis and perfecting his swing on a golf course. He can also be found at the racetrack, where he enjoys motorsports as a driver, not a spectator.

Joshua Downs, Art Director

With over 16 years experience as a graphic designer, Josh knows a thing or two about making things pretty. He has created and supervised award-winning graphics and animations for many top clients, including the Seahawks, Sonics, Starbucks and Microsoft. As an incredible concept and 3-D artist, he starts with pen and paper, and brings imagination to virtual life. Josh provides the creative team the flexibility to be innovative, yet always balances the message and the brand.

His work is busy and sometimes stressful, so Josh likes to unwind by releasing a little adrenaline. Bungee jumping, rock climbing, rappelling and navigating class 4 rapids are among his favorite activities, though they've taken a back seat to bottle-feeding and diaper-changing since the births of his daughter and son.

Keith Nealey, Broadcast Producer

Keith has been around the block a few times, and not just on his commuter bicycle. By doing broadcasts for ESPN, ABC, FOX, CBS and various Olympic Committees (among others) in every major U.S. venue, Keith has developed a knack for getting live graphics on the air. And, he has numerous awards to prove it. Keith combines the technical knowledge of today's fast-paced digital and multi-resolution broadcasts with effective design and project management skills needed to turn each show into a hit.

It's almost difficult to say what Keith does in his spare time, because there isn't much left after traveling every week and balancing numerous responsibilities. Rumor has it, though, that he has been seen on the basketball court coaching the Seattle Blues and under the hood of his '51 Chevy pickup.

You might be curious what the name **Lavalobe** stands for. It is simply made up of two words that have been combined into one. 'Lava,' as in **hot lava** and 'lobe,' as in the **occipital lobe** of the human brain. Thus the name Lavalobe stands for "**Hot Ideas.**"