

Our Name and Vision

One hundred years ago the triode, a 3-electrode vacuum tube, started the electronics age by making it possible to amplify sound. This little tube kicked off a revolution in radio, telephone and television. At Triode Media Group we like to remember the history that brought us here and the work done by inventors like my grandfather, Frank Scudner Jr., who worked with vacuum tubes to create the technology that preceded the transistors of today. You might have even had one of the Gas Tube Surge Protectors Grandpa invented protecting your phone line back in the land-line days.

Triode is also derived from a Greek word that means where three roads meet. For us those three roads are: Story - Production - Delivery. Every client has a story they want told with the highest production quality and delivered seamlessly to audiences online, in-person or by traditional broadcast.

We start with Story. You have an entertaining narrative to tell your audience, whether they are customers, prospects or fans. And every story needs a hero. We use the Muse[®] technique developed by Stillmotion to develop the story around People, Places, Plot, and Purpose. We think along the lines of a narrative with a beginning, middle and end to each story. And we construct the story so people will watch it.

We focus on Production. That means having the right equipment for the job. Sometimes that's on location with cinema gear. Sometimes it's in the studio with broadcast gear and virtual sets. Our studio configuration gives us a platform for high quality, repeatable programs with a fast workflow that is easy on the client. Using tools from Brainstorm and Newtek we can deliver broadcast quality results in real-time in our virtual television studio. Using cinema tools we can work on our main stage with one of the largest permanent backgrounds in the mid-Atlantic region. And in the field we can capture stories on location.

We Deliver. That's not just the cliché of getting the job done. It means formatting the finished product to fit the location where your audience is watching. That might be on your website, on social media like YouTube or Vimeo or Facebook, on a screen at a live event, streamed live on the web or sent live or taped to a network for broadcast distribution. Every location has its format requirements. We won't leave you guessing. We'll deliver your story in the format needed to the location you desire.

As video grows we believe there's a need for the infrastructure to deliver fast, creative high quality stories for our clients on devices and in venues around the world. Visit us at Triode Media Group and tour our studios. We'll tell your story to the world.

Evan Scudner, Producer / Co-Founder