

### DRTV-HIT made in Austria to blast rules and conventions of US-Product marketers!

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The Pro V Stainless Steel Slicer.  
A kitchen-slicer conquers the world.

In the summer of 2007 Austria's leading direct response television marketer, *WS Invention*, together with Vienna's most experienced DRTV film specialists of the *MKC-Totalmedia*, launched with the new Stainless Steel V-Slicer an international success-story leading this state-of-the-art product and its film to the mecca of the teleshopping industry: The USA.

The PRO V appears to be the first European Infomercial, shot in German language and nearly perfectly synchronized into English, to finally break through the impassable and fiercely protected US-guardring.

This unprecedented threat unsettled the US-Marketers. They counter: "*US films must be synchronized in foreign countries for better customer understanding.*" But US customers cannot be: "*confronted with non-english films or post-synchronized foreign language films.*" This does not correspond to the visual habits of US-DRTV-buyers.

What would happen if foreign products could achieve huge sales figures in the USA, despite of having been dubbed into English?

The last word has still not been said yet. *Hurray for Austria!*