



AerialExtreme.com  
Mark Lichtle

**Summary:** Anyone who gets married while freefalling several thousand feet knows how to have fun. But Mark Lichtle also knows when to get serious. And when he realized that it was time to take his extreme video company to the next level, Sonicfire Pro was the answer to all of his soundtrack creation needs.

**W**hen most people get married, saying that they are “Taking the Plunge” is just a figure of speech. But for Mark and Nancy Lichtle, it was quite literal. For their wedding ceremony, they decided to combine their love for each other with their love for skydiving and perform their vows during freefall. Instead of saying their “I Dos,” they held up signs saying “I Do” while being prompted by a skydiving minister.

It makes sense that Mark and Nancy would chose to incorporate skydiving into their wedding. After all, Mark met Nancy during a skydiving outing, and extreme sports have always been a big part of their lives. Mark is an Emmy Award-winning cameraman and photographer specializing in extreme sports, specifically skydiving and BASE jumping footage. In addition to shooting video and photos for print and broadcast media such as ESPN, Fox, CBS, the Discovery Channel, Time Magazine and Sports Illustrated, Mark’s company, Aerial Extreme ([www.aerialextreme.com](http://www.aerialextreme.com)), provides video and photos of aerial sports activities for a variety of uses.

Recently, Aerial Extreme has seen an increase in the number of clients looking for stock footage of extreme sports. This led Lichtle to decide it was time to get really serious about the business. One of the first steps was taking his demo reel of footage and turning it into a DVD. And when Lichtle decided to get serious about his demo reel, he knew that the music he used had to change.

In the past, Lichtle had used music from one of two sources. Like many small businesses, Lichtle had used lower grade music to score some of his work, but he knew that he needed to move to high quality, royalty-free music if he wanted to effectively promote his videos to a broad clientele. He tried several pieces of music from “buy out” libraries, but he found that the quality of the music didn’t match the quality of his visuals.

“Unfortunately, after using the first song, all the other songs sound too similar to use in the same production,” he said. “It left me needing more music right away.”

The answer to Lichtle’s problems came when reading a trade magazine, where he happened upon a review of SmartSound’s Sonicfire Pro. The combination of SmartSound’s music library and the software’s ability to create a soundtrack that perfectly fits any length appealed to Lichtle.

Purchasing and using Sonicfire Pro has made a believer out of Lichtle. He used Sonicfire Pro to score his demo reel DVD, and he was blown away by all aspects of the product, including how quickly he was able to find the right music to score his videos.



“I finished our company DVD in only a couple of weeks, where it would have taken a lot longer if I had needed to hunt for the right music elsewhere,” he said. “Finding the right music among several hundred selections might be difficult if it weren’t for Sonicfire Pro’s wonderful song selection system. I just tell the software what type of music I need, and it presents me with a selection of music. I then simply sample these choices and I’m on my way.”

Not only has finding the right piece of music been a breeze for Lichtle with Sonicfire Pro, turning a piece into a fully composed soundtrack is simple too. Even though Lichtle admits to having “no musical talent whatsoever,” he’s found it easy to use Sonicfire Pro to create just the right piece of music that sounds great every time.

“When I edit, I’m usually on a roll and need to quickly be able to use all of my editing tools,” he said. “When it comes to music, Sonicfire Pro gives me great flexibility in terms of choosing exactly the right length and feel for a music track.”

But perhaps what has impressed Lichtle most about SmartSound is the quality of the music library, which features more than 1,000 tracks of pre-licensed music in a wide range of styles. Using the SmartSound music library helped give Lichtle’s demo reel what he considers a “polished, professional feel.”

“Until Sonicfire Pro came along, the music simply sounded canned,” he said. “With Sonicfire Pro, each song doesn’t sound like it came from the same band or synthesizer. The music is rich in sound and offers great flexibility when producing videos.”

Now that Lichtle has finished his demo reel DVD, he is using Sonicfire Pro to score a host of new projects. And he’s looking forward to seeing how Sonicfire Pro can enhance his already top-quality visuals, because he is a firm believer in the power of music in a project.

“To me, music is as important as the visual content,” he said. “It’s the producer’s way of establishing how the viewer should feel.”