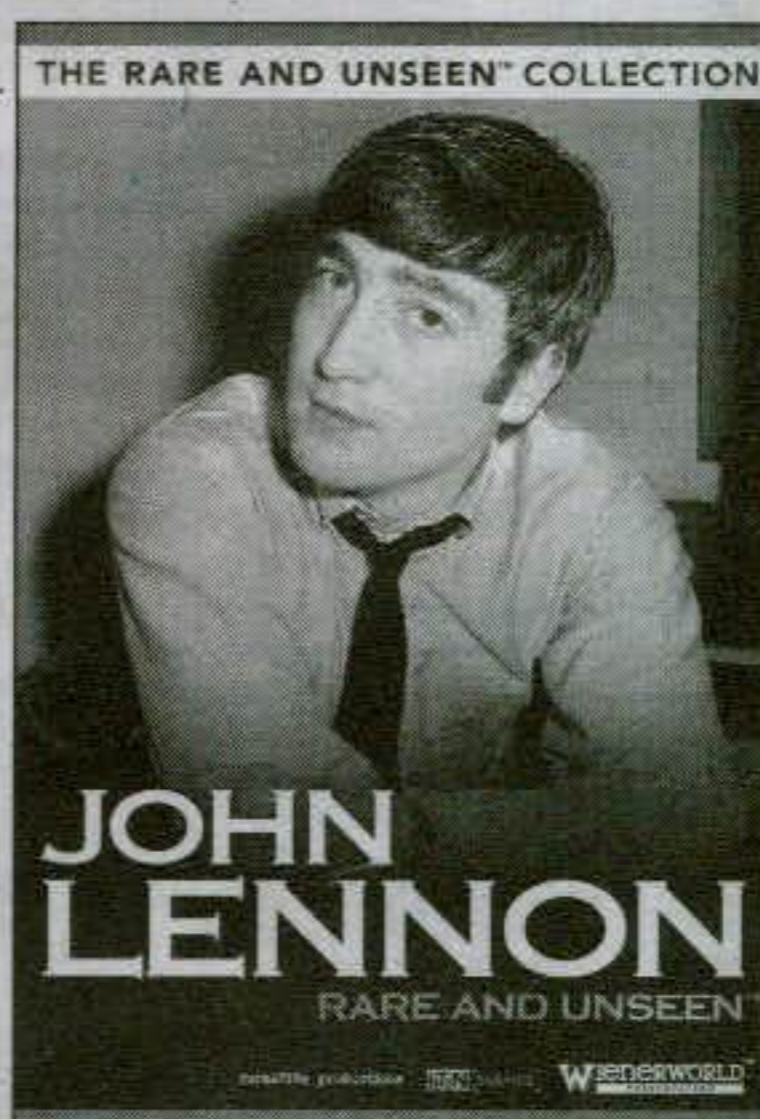
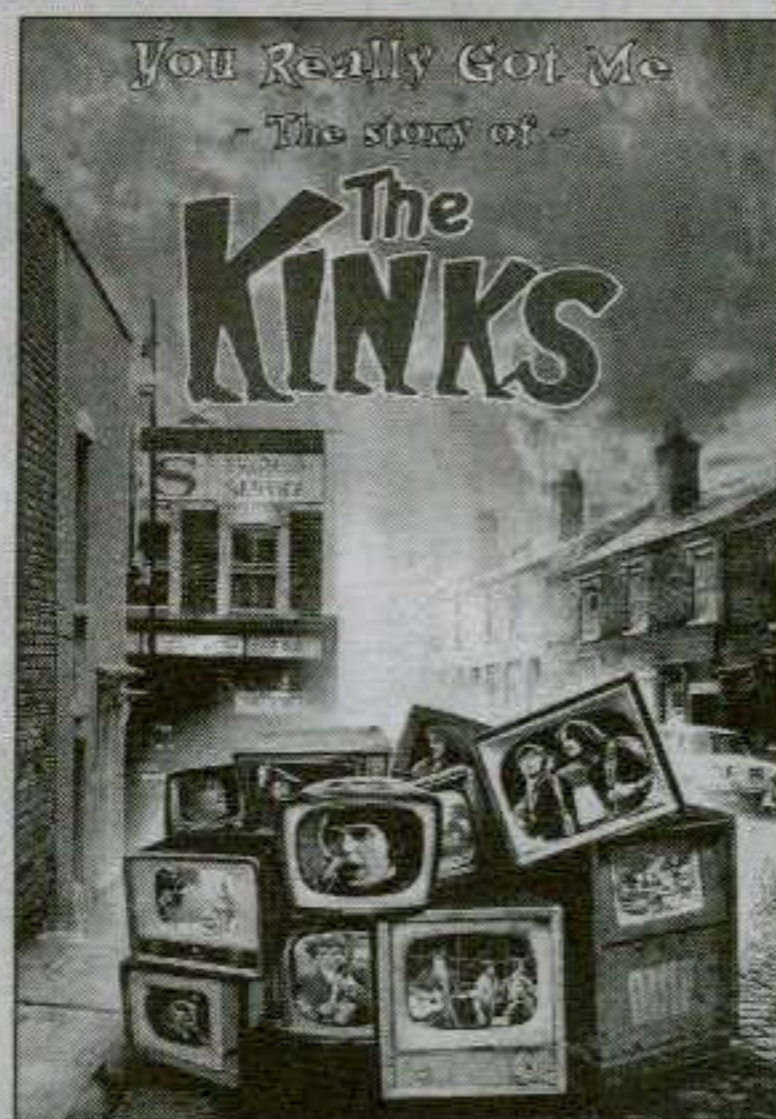


Newly released music DVDs by Montgomery County's MVD Entertainment Group include 'You Really Got Me: The Story of the Kinks' and 'John Lennon: Rare and Unseen.'



THE LOCAL CONNECTION

Montco business rolls out rare-music DVDs

By Amy Longsdorf

SPECIAL TO THE MORNING CALL

What do "You Really Got Me: The Story of the Kinks," "I Need That Record!" and "John Lennon: Rare and Unseen" have in common?

Besides being three of the highest-profile music DVD releases of the spring season, they're all titles released by MVD Entertainment Group. The family-owned business is based in the tiny Montgomery County town of Oaks.

COO Ed Seaman, a frequent visitor to the Lehigh Valley where he checks out Musikfest and frequents Wegmans, says that since the company was founded in 1986 by Ed's father Tom Seaman, more than 1,000 titles have passed through the company's warehouse.

"Oaks has cheap rent and that's definitely beneficial to us," Seaman says. "The downside is that you can't get a meeting together in Oaks as easily as you could in L.A. or New York. But these days so much is done by e-mail."

Since 2006, MVD has also issued CDs but the company's top-sellers remain music DVDs like "Johnny Winter: Live Through the '70s" and "Rockers" (1978), a rollicking adventure set in the world of reggae music scored by Peter Tosh, Bunny Wailer and Burning Spear, among others.

MVD acquires distribution rights from record labels, filmmakers and rock stars. On occasion, the company also creates its own content. A few

years ago, Seaman visited CBGBs owner Hilly Kristal at the now-shuttered Lower Manhattan club and discovered that he was sitting on footage of the Dead Boys shot during the band's 1977 heyday.

"We knew this footage was historic," Seaman says. "So we cleaned it up, edited it together, designed the cover art and brought the DVD ['Dead Boys Live at CBGBs 1977'] to market."

"I Need That Record" is an elegy for independent record shops decimated by the download craze. "You Really Got Me: The Story of the Kinks" features concert clips dating back to the band's early days as a blues-influenced outfit through their years as chart-toppers and "John Lennon: Rare and Unseen" is a collection of obscure footage culled from TV shows like "Weekend World" and "Frost."

At the moment, Seaman is jazzed about a number of upcoming MVD titles including "Bird on a Wire," a September release that unearths a 1972 Leonard Cohen concert film that was believed to have been lost and "In The Hands of Fans," a fan-shot documentary of Iggy Pop and the Stooges performing "Raw Power" in its entirety at London's Hammersmith Odeon.

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