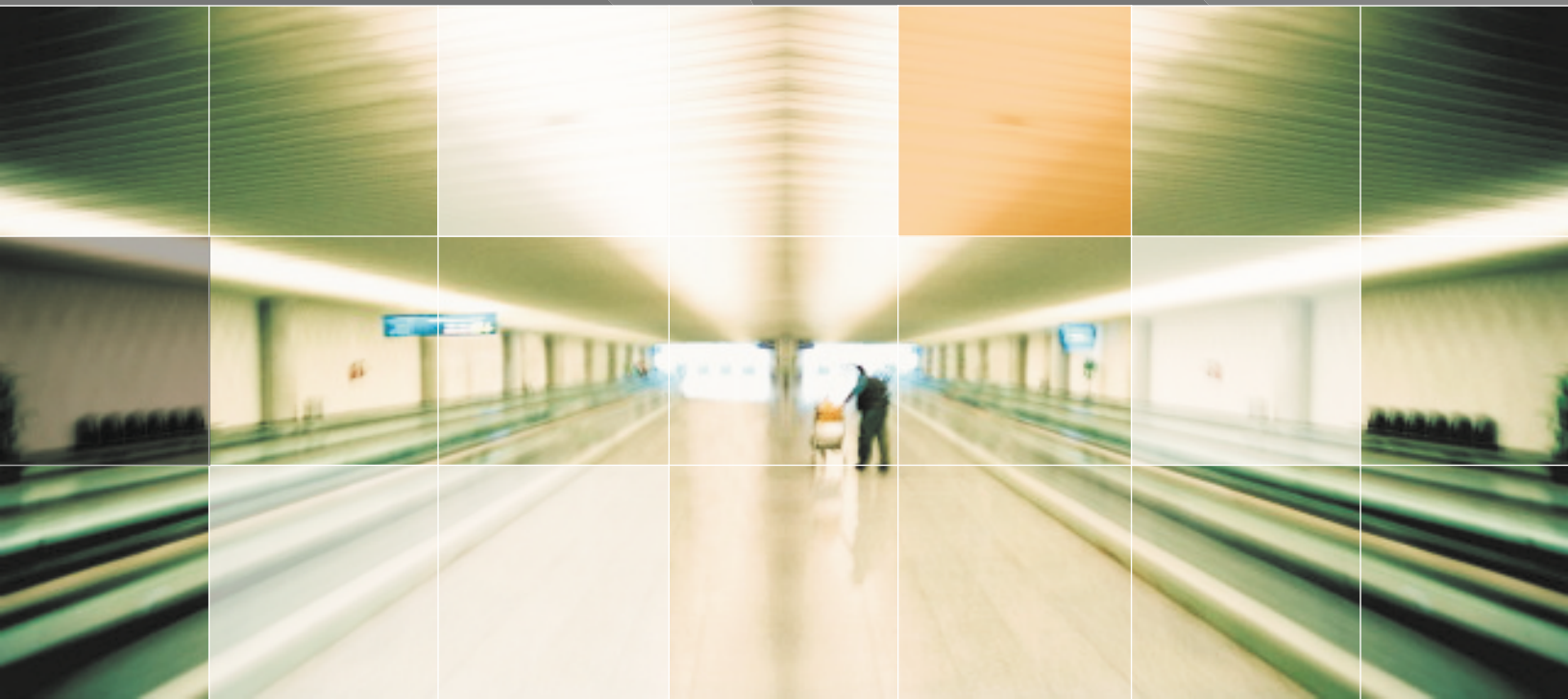




*Creating a new culture and extending it to others.



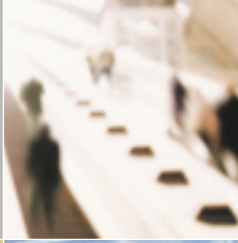
ECHOMEDIUM
INTERACTIVE TECHNOLOGY SOLUTIONS



E C H O M E D I U M



WHAT'S INSIDE:



0.1

ECHO WHO?

Echo Medium, that's who.

- Strategy
- Team
- Alliances

0.2

ECHO SERVICES

It's what we do, what we know.

- Technology
- Design
- e-Business

0.3

ECHO WORK

It's all about the work.

- Partial Client List
- Case Studies



FYI:

ALL RIGHT HERE.





0.1 ECHO WHO?

LISTEN UP. THIS IS WHAT WE DO.

Strategy

Today, companies need to stand out. Industry requires an identity. Once a company develops a successful identity it will be recognized and remembered. To make it happen in a spirited economy rife with intense brand competition, companies need to listen to what people are looking for and react.

At Echo Medium, we do things differently. Our goal at the beginning of a project is to create a culture for our client, and then extend that culture to others. In order to help our clients "make it happen" we encourage them to listen for the ECHO our definition of what the people are seeking. Once the ECHO is identified (examined, assessed, evaluated and then some), we then utilize the latest in creative technology, approaches and design to develop advanced Internet and multimedia projects that get noticed.

Echo Medium is not afraid to think big. When a client begins a project with Echo Medium it is like taking a methodological journey (groovy) - we begin with a completely open mind and consider every option within our grasp.

Feasibility is evaluated and the Echo Medium journey continues on to architect the framework for a high-end custom solution. We take the client through a stimulating design process composed of artistic inspiration checked by functional requirements.

Our journey then delves into the intricate development phase where we bring it all together and "make it happen".

We learn everyday and share with our clients the approaches that best conform to their budget, environment, resources and strategy. Our journey involves the client in every step along the way - so you know and understand exactly what you're getting. Your finished product has listened to what the people want and has responded with a presence they will identify with.



0.1 ECHO WHO?

CREATIVE FORCE. THIS IS WHO WE ARE.



Team

Our Management team consists of versatile professionals that work hard to make Echo Medium the best it can be. We love to push our creative boundaries and take great pride (and pleasure) in developing innovative solutions to complex issues. Our love for what we do causes us to become more involved with every project and radiates our pride into everything we do.

ADAM BOALT Information Architect



As Information Architect, Adam Boalt, is responsible for the organization, management and communication of all our technology projects.

Adam has over eight years experience in MIS development and has a Computer Science background from Florida International University. Prior to working at Echo Medium, Adam was a developer at Burn World-Wide, Ltd. where he assisted clients such as: Lucent Technologies, Avaya Communications and Florida International University.

CARLOS MUSSO Strategic Branding Director

As Strategic Branding Director, Carlos Musso, is responsible for coordinating creative strategies for online and offline marketing ventures.

Carlos has a graphic design background from the University of Miami and Rhode Island School of Design. Before coming to Echo Medium, Carlos was a marketing coordinator and Webmaster for Regali, Inc.





01 ECHO WHO?

CREATIVE FORCE. THIS IS WHO WE ARE.



FRANCISCO RIVERA Creative Director

As Creative Director, Francisco Rivera, is responsible for all design online and offline including multimedia production.

Francisco has been creating computer graphics since 1985 and has a educational background from UDLA in Mexico and Berklee College of Music in Boston. Prior to working at Echo Medium, Francisco was the Senior Designer at the Miami Herald and previous to that he was the Art Director for ZDNet Latin America, a CNET Networks Company.



MATT ZEMON Director of Sales

As Director of Sales, Matt Zemon, is responsible for generating new business and assisting in project management.

Matt has spent much of his career in travel marketing, creating and executing campaigns for United Airlines, USAir Vacations, Southwest Airlines, Funjet, and Atlantis Adventures. Matt is a graduate of the Jepson School for Leadership Studies at the University of Richmond and is a frequent speaker on creativity and customer service throughout the Caribbean, Central America and Florida.

LISA STEVENS Director of Business Development

As Director of Business Development, Lisa Stevens, is responsible for creating strategic alliances and consulting our clients.

Lisa has an Ed.M from Harvard University and a B.A. from the Jepson School of Leadership Studies at the University of Richmond. Prior to working with Echo Medium, Lisa was a project manager for Razorfish and previous to that she was a Senior Consultant for Arthur Andersen Business Consulting. In 1999, Lisa was recognized by Arthur Andersen Worldwide for creating the best business continuity plan.





0.1

ECHO WHO?

CREATIVE FORCE. THIS IS WHO WE ARE.



CARL CELLE

Interactive Media Designer

As an Interactive Media Designer, Carl Celle, is responsible for the coordination of all multimedia projects.

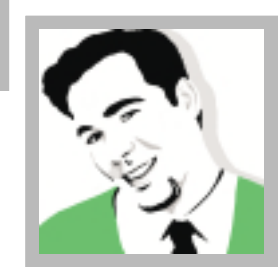
Carl has a diverse background in 2-D and 3-D design and has worked in a variety of mediums including furniture, retail displays, packaging, print and multimedia campaigns. Carl's ability to combine his business education from the University of Arizona with his artistic talent make him an integral part of our team.

GINO GALLI

Marketing Director

As Marketing Director, Gino Galli, is responsible for our marketing efforts and media exposure.

Gino has over four years experience and has a Marketing background from Barry University. Prior to working at Echo Medium, Gino was the Marketing Director at Burn World-Wide, Ltd. where he assisted clients such as: Weber Shandwick, Avaya Communications, Vitas Healthcare and Florida International University.



ERICK PARDI

Operations Manager

As Operations Manager, Erick Pardi is responsible for making sure our day-to-day activities run smoothly and provides essential support to project management.

Erick specializes in the organization of Echo Medium's infrastructure making sure that each business segment is satisfied with the right person. Erick also consults the financial segments and sales department of the company. Erick holds a Bachelor of Finance from Florida International University and has over nine years of consultation experience.



NICHOLAS VAN AMBURG

Sr. Animator/Illustrator

As Senior Illustrator, Nick Van Amburg, is responsible for all multimedia animation and illustration.

Nick has a strong foundation from Dartmouth College where he graduated in 1999. In the past he has worked with cartoon giants like Pumpus Toys and BuzzCO Associates.

**CLOSE FRIENDS. A LITTLE HELP NEVER HURTS.****Alliances**

Echo Medium believes that the whole is nothing without the sum of its parts. We understand that everyone needs a little help from their friends and incorporate this ideal into our methodology. For this reason Echo Medium has developed strategic alliances with the following development partners:

3COM

From network telephony to broadband connectivity, 3Com gives Echo Medium access to the latest solutions in networking technology. As a Focus Partner, we receive support tools and incentives to help you optimize your business activity.

ADOBE SYSTEMS INCORPORATED

Founded in 1982, Adobe Systems Incorporated builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications.

IBM

IBM's Web Integrator Initiative helps professional Internet service firms develop mission critical, scalable e-business solutions for their clients through access to IBM hardware, software, services, technical training, certification and support.

MACROMEDIA

Macromedia is passionate about what the Web can be. Its award-winning products empower developers to provide the most engaging experience on the Web and enable more effective e-business.

REAL NETWORKS

Real Networks is the pioneer and recognized leader in media delivery on the Internet. It develops and markets software products and services designed to enable users of personal computers and other consumer electronic devices to send and receive audio, video and other multimedia services using the Web.

MICROSOFT

Microsoft is an essential partner and key to our success. Microsoft provides Echo Medium with the most current technical readiness tools and business information to help us win together in today's marketplace.

NORTEL

Our strategic alliance with Nortel Networks combines our technology leadership and strategic vision with the expertise of industry leaders to deliver first-mover advantage to our customers. By collaborating with Nortel Networks we are driving high-velocity change to assist service providers and enterprises in delivering sustainable competitive products and solutions.

ORACLE

Oracle is an important development partner that helps keep Echo Medium abreast of important technology and cutting edge solutions and enables us to easily integrate with existing Oracle services and products. We incorporate Oracle solutions into several of our projects and benefit greatly from our communal relationship.



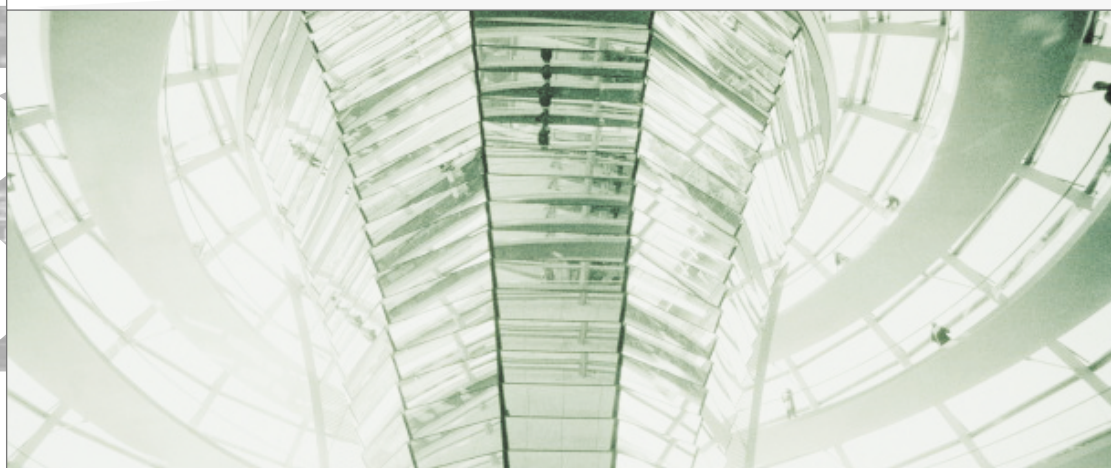
0.2 ECHO SERVICES



FORM VS. FUNCTION. MAKING IT WORK.

Technology

At Echo Medium the service we provide represents what we do. By focusing on technology we are able to develop solutions that help optimize company infrastructures, sell products online and update resources in a time efficient and cost effective manner. Through our cutting edge web-enabled applications we provide innovative technology solutions that are tailored to your company's needs.



INTRANET/EXTRANET DEVELOPMENT

Today companies are trying to find more effective ways to organize their internal structures in order to yield more effective operations. To meet several of our clients needs we have developed custom intranet and extranet solutions that conform to each client's unique environment.

Intranet/Extranet service allows a company to have a secure corporate application that stores, manages and shares company information. Web-enabled, this program allows employees to access information from any location using a verified username and password. The company can display a file manager, company forms, corporate memos and a variety of other functions. This solution reduces several corporate costs and vastly improves communication.

CONTENT PUBLISHING/MANAGEMENT SYSTEMS

We understand the importance of control and have developed systems that empower our clients to simply manage and update web content on their own. Through our user-friendly content publishing solutions we create web-enabled applications that allow the client to update content and make changes to their site without any programming knowledge.

By implementing a content management system one is able to maintain a current site with little maintenance. This solution yields high results due to functionality and ease of use.

TECHNOLOGY



FORM VS. FUNCTION. MAKING IT WORK.

TECHNOLOGY

eCOMMERCE APPLICATIONS

eCommerce by definition is any business transaction performed online. Sales is the most important element in business. Therefore it is essential you have a secure, capable and results-oriented system set in place for your online venture. Echo Medium works in conjunction with our clients to find the most effective solution to promote, track, evaluate and manage sales online. By using dynamic applications we develop a solution that allows for secure and real time transactions through the World Wide Web. We use advanced programs to securely establish a seamless and smooth connection between your financial infrastructure, inventory system and online presence that allows for dependable and rapid B2B or B2C transactions via the Internet.

DATABASE INTEGRATION

In order to get results, companies need to be efficient and move at the speed of today's modern world. To help our clients get results we often need to implement dynamic technology into a project. Dynamic refers to projects that incorporate database driven applications. These applications check legacy systems in order to present increased volumes of information at a more rapid rate. The economy is moving fast and to keep up industry needs to make the necessary changes and advancements. Implementing database technology through scripting languages and platforms, we are able to meet our client's needs and deliver a return on their investment.

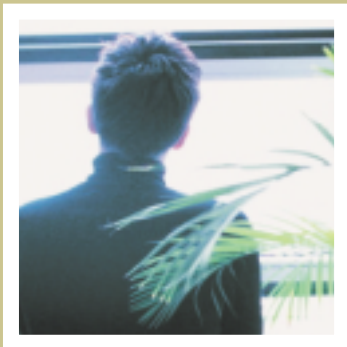
WML/PDA

Wireless solutions are innovative applications that provide cutting edge results. At Echo Medium we look to the future to help our clients stay at the forefront of their market. WML and PDA solutions utilize the latest wireless mediums such as cellular phone and Palm technology. This service allows clients to access web enabled applications real time through wireless mediums. Through these innovative solutions we strive to push the envelope of our industry.

STREAMING MEDIA

Streaming media is sound and/or video data packets that are transmitted over the Internet in a streaming or continuous fashion. Streaming media makes for a richer web experience and is proven to be one of the most effective means online to get people to retain your message. With the help of development partners such as Windows Media and Real Networks, we create streaming media presentations that can be viewed almost instantaneously regardless of bandwidth constraints and can be easily integrated into your existing online presence.





0.2 ECHO SERVICES

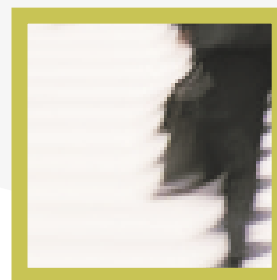
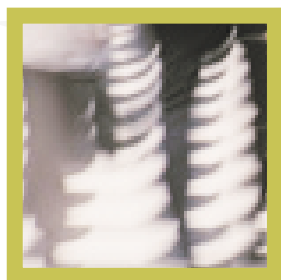


COOL LOOKS. MAKING IT LOOK GOOD.

Design

Echo Medium utilizes the latest in creative technology to design and develop cutting-edge Internet and multimedia projects. We specialize in creating visually stimulating front-end design that engage your customers and make your competitors jealous.

After all, first impressions do count, and when it comes to the many choices offered by today's Internet, so do looks...



INTERNET

While it is important to make a site visually attractive, we never lose sight of the fact that every site must be easy to use and intuitive. Echo Medium combines technology know-how, proven online strategies and artistic talent to make this happen. Your presence on the World Wide Web is a direct reflection of your company, so you have to put your best foot forward. To maximize the look and feel of a company's identity, Echo Medium emphasizes the importance of effective, front-end design in all projects. We incorporate sound design principals that focus on ease of navigation, web site usability guidelines and smart, clean content layout. We provide our clients a variety of concepts and directions and work hand in hand with them to produce an appropriate solution that exceeds industry standards.

MULTIMEDIA

Taking design and technology to the next level is exactly what we do through our multimedia services. The purpose of any presentation is to communicate a message or group of messages. Everything in your presentation should support the message you are trying to convey. Multimedia presentations combine 3-dimensional graphics, sound, text, animation, still images and digital video into one package. We can create exciting multimedia projects in most major languages and with a cornucopia of options to choose from. We provide this service for use on the Internet, CD-Rom, store kiosks and even television and video. Please browse our case studies for examples of our work.

IDENTITY & BRANDING

In addition to our digital design services, Echo Medium also helps our clients design traditional offline marketing and corporate identity materials. From letterhead to print advertisements, our team of designers is experienced throughout the broad range of professional design.

DESIGN



0.2 ECHO SERVICES



NOT AFRAID TO THINK BIG. AN ESSENTIAL ELEMENT.

eBusiness

Echo Medium integrates: our client's needs & objectives and experienced development methodologies to create successful eBusiness solutions. These services help our client's web initiatives and provide scaleable means to improve business development.

CONSULTING

Our most important service is consulting our clients on how to reap the rewards of their eBusiness investment. Today, technology is in a constant state of flux. If it is not properly evaluated and assessed it does not serve an effective purpose. At Echo Medium we provide consultation to help identify the most effective manner to implement technology within your company. We help prepare your business for the necessary changes that must be made in order to compete in today's changing economy.

MARKETING

Marketing our client's brand and identity is an important goal at Echo Medium. Several of our latest marketing services have involved mail registry and customized HTML emailers. These services work in conjunction with a company's existing marketing strategy and can be segmented and recorded to analyze the results at each step. Our marketing solutions empower our clients to track the results during each step of the process and check the return.

STRATEGY

Increasingly everyday, companies are beginning to expect Internet projects to provide the same real return expected of their traditional business investments. Companies are using the lessons learned to develop second-generation web sites and more elaborate multimedia applications. This time around, the aim is getting value out of what could be a significant investment rather than simply putting up a site at the lowest possible cost. Echo Medium understands that companies rely on strategy more and more every day and we provide them with a strategy that identifies goals and lays out the framework for attaining them.

SECURITY

Our eBusiness solutions make online transactions happen safely and securely. Echo Medium offers best breed of security management systems for eCommerce applications, policy enforcement and intrusion detection as well as consulting and educating our clients on offerings that significantly reduce the complexity and expense inherent in protecting online assets.

BUSINESS



0.3

ECHO WORK

IT'S ALL ABOUT THE WORK. SEE FOR YOURSELF.

Partial Client List

Quality. Not Quantity.



Dewar's®



MB
Marie Brizard
WINES & SPIRITS USA



Agilvy



U N I S A®

To view our full list of clients, please visit www.echomedium.com

CLIENTS

CASE STUDIES

CASE STUDIES

BACARDI

Profile

Originally founded in Santiago, Cuba in 1862 and internationally known as one of the world's premier wine and spirits firms, Bacardi sells beverages in 170 countries and distributes many of its drinks worldwide. The company manufactures the world's best-selling rum, Bacardi, as well as the popular Martini & Rossi brands, Bombay Gin, DiSaronno Amaretto, the B&B and Benedictine liqueurs.

Challenge

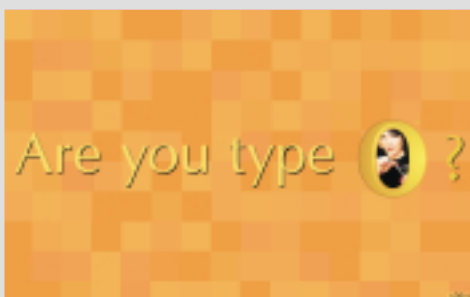
Bacardi was planning an introduction of a new brand to its flavored-rum product line, Bacardi O, and needed an effective online marketing tool that would get people excited about their new product.

Discovery

Echo Medium worked with Bacardi's marketing department to develop an interactive e-mail campaign, banner ads and a promotional Internet site revolving around a central theme. As a means to extend the brand to new customers, visitors to bacardiO.com could send friends a Flash-generated O vite directly from the site as well as look up drink recipes or opt-in to the Bacardi mailing list.

Results

The BacardiO.com consumer web site integrates custom music, Macromedia Flash technology and cutting-edge design into a high-impact Internet experience. After a successful launch, BacardiO.com visitors could send O vites to their friends. In addition, the online campaign complemented traditional promotional efforts and exposed the brand to a national audience.



BACARDI O 

CASE STUDIES

DEWAR'S

Profile

Dewar's is one of the world's most long-standing and refined scotch whiskeys. To remain the #1 Scotch Whisky in the world, Dewar's needed to expand and impact into a younger demographic market. Dewar's asked Echo Medium for a marketing service that would help them target the 21-27 year old age market.

Challenge

Echo medium created a prototype email solution that could play several roles. By developing a customized HTML animated emailer, this solution advertised the Dewar's brand and simultaneously developed a mail registry that can be implemented within several existing marketing strategies.

Discovery

To create an HTML emailer that appealed to a younger audience Echo Medium developed a fully animated online cartoon. To accent the animation, custom voice overs and music were added. The Illustrators and Flash designers based the animation on a recent Dewar's ad campaign that proved popular with independent focus groups.

Results

Through Echo Medium's multimedia service Dewar's was able to create their desired message to a fresh audience. Dewar's can also add the cartoon as part of a Multimedia presentation.



CASE STUDIES

FEDERAL EXPRESS

Profile:

The FedEx Corporate umbrella provides strategic direction for five major operating companies: FedEx Express, FedEx Ground, FedEx Freight, FedEx Custom Critical and FedEx Trade Networks. A brand recognized the world-over; FedEx is a global market leader in integrated transportation, information and logistics solutions.

Challenge:

FedEx needed to train over 140,000 employees this year on new products and services. FedEx required a cost-effective, comprehensive training method that could be deployed in a short period of time and leave a lasting impression upon its employees.

Discovery:

An economical alternative to traditional corporate training methods, Echo Medium developed an interactive multimedia presentation in multiple languages. Due to the comprehensive nature of the information, Echo Medium designed a navigation scheme that would allow employees to effortlessly review subjects, locate detailed product information or browse general categories with just a click of the mouse. Created with custom technologies, professional voice-over and effective navigation, the training presentation runs over 45 minutes / per language in its entirety, is compatible with all FedEx workstations and is cross-platform so employees can access the training session from home.

Results:

The FedEx eBusiness Tools Training Module CD-Rom eliminates the need for time-consuming and costly classroom training as employees can train themselves from their workstations or home. Interactive applications provide employees with an effective training session and an easy way to refer back to specific information. The CD format offers standardized training in multiple languages and is easy to distribute to FedEx employees all over the world.



To view our interactive case study, please visit: www.echomedium.com



Please select your language

English

Por favor elija su idioma

Español

Por favor escolha seu idioma

Português





CASE STUDIES

CASE STUDIES

UNISA

Profile:

Unisa, founded in 1973, designs premium women's shoes, handbags and accessories for distribution in the USA, Canada, Europe, Central and South America and the Pacific Rim. Unisa's retail division operates stores in New York on Madison Avenue and throughout the United States. Unisa's products are sourced globally from Italy, Brazil, Spain and Asia.

Challenge:

Unisa desired to capitalize on the Internet to extend their retail presence to a global audience and create a new medium that would increase sales, promote brand awareness and support the company's long-term objectives.

Discovery:

Communication and Echo Medium's Client Extranet enabled Unisa to monitor and assess the project throughout all development phases. Echo Medium's front-end solution emphasized usable navigation, simple product purchase and visually stimulating design. Extensive search engine submission and online marketing techniques were performed to maximize Unisa's online presence. Back-end development consisted of a secure, fully customized e-Commerce application, scalable database architecture and an Administrative Area that allows for easy uploading of products, images and press releases.

Results:

Echo Medium developed and designed an aesthetically pleasing e-Commerce site with measurable results. The site's sales revenue has exceeded expectations and generated numerous satisfied customer and industry reviews. The Echo Medium-designed site enables Unisa to track online sales, develop and maintain a customer database, provide customer service and effortlessly maintain site content.



UNISA®

CONTACT



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