Website verbage 10-31-2012

Solutions Categories

(Do we want to pick out some key words and put them in all CAPS for emphasis? Want your thoughts on this. Also, ‘Helios’ as third person? First person?) \*\*\* no caps and 1st person “corporations are people too my friend!”

**Branded Experience**– Helios lies squarely at the crossroads of branding and design. Our team builds applications that are both beautiful and on target for your brand. Helios creates applications and experiences that are engaging, compelling, and most importantly - memorable.

**Content Development** – Our collective years of expertise in the creation of consumer experiences within the context of new media technologies truly sets us apart. Traditional methods of content creation no longer apply in today’s ever-changing media landscape. Our studio designs applications and UX utilizing a wide variety of cutting edge interfaces such as AUGMENTED REALITY, MULTITOUCH, GESTURE platforms, and more.

**Multi-Platform Approach** – Helios creates experiences that span multiple consumer touch points - live events, mobile devices, retail, and more. We can leverage these touchpoints to extend the reach of the branded experience resonate with consumers well beyond the initial point of contact.

**Social Media Integration** – Almost every application we build leverages some social media element – whether that be creating something of perceived value that consumers will want to share, a contest/giveaway that provides incentives for social media connection with a brand, or by pulling in the buzz around a brand and packaging it in a unique and interactive format.

**Technology Integration** – Our expertise with various cutting edge display technologies allow us to help our clients select effective development platforms and hardware form factors to ensure engaging, immersive, and memorable brand experiences.