

The 2007 Consumer
Electronics Show is
just a few months
away. **Are you ready?**



150,000 visitors from 110 countries will descend upon Las Vegas. The press and all your important customers will be there...and so will your competition. Are you ready to take full advantage of the year's most valuable marketing opportunity?

(BTW: The dates for CES 2007 are January 8 -11)

Don't worry. We can make you look great in Las Vegas!



We're a brand marketing firm based in Silicon Valley. We're very good at what we do, helping some of the world's best known technology companies build their brands - which includes making them look good at CES!

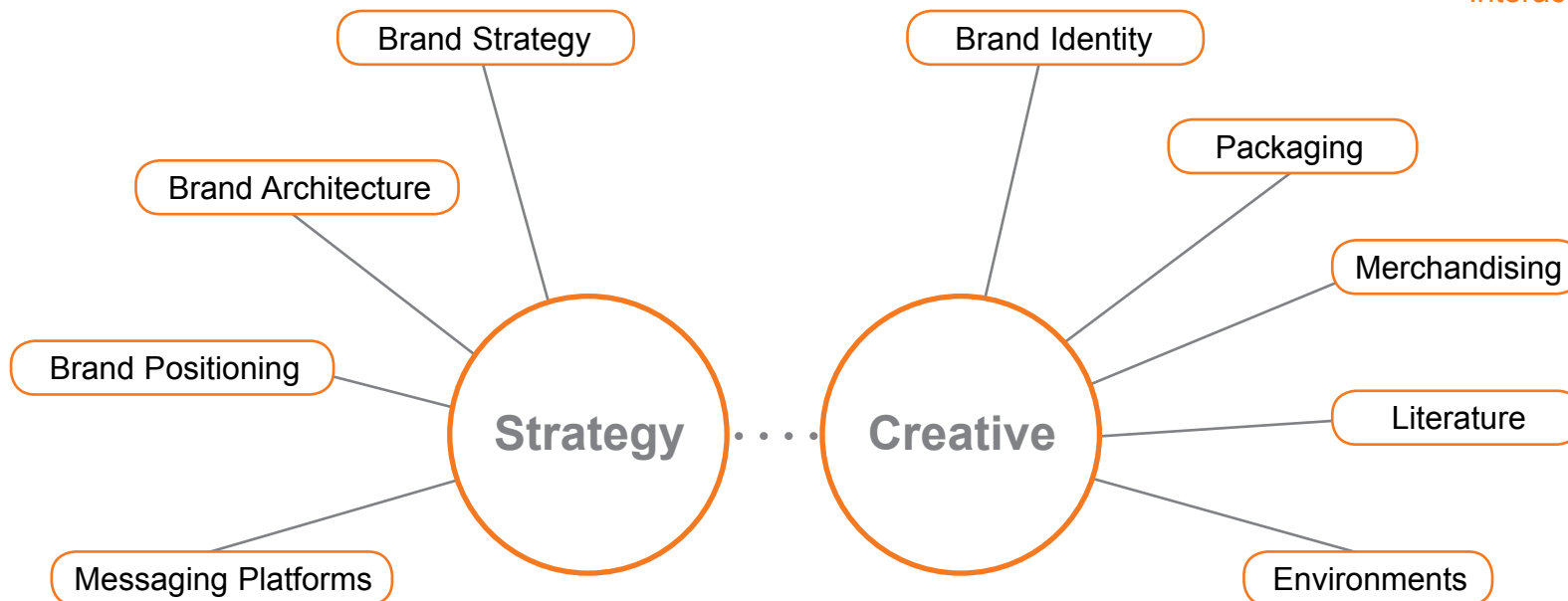
This document includes an overview of our capabilities and a glimpse at some of our work - as well as our observations from last year's show. We hope you'll enjoy it.

And...if you need someone who knows what it takes to stand out at CES, please contact us. We would love to talk and see if we can help make this show a huge success for you. For more information about what we can do for your brand, please call Scott Gardner at [408.850.8832](tel:408.850.8832) or send him an Email at scott@liquidagency.com.

From bland to brand. We build awareness, differentiation, and preference for our clients' brands. We do this through a combination of strategic and creative services.

We have worked on a huge variety of programs for clients attending CES, including:

- Product launches
- Theme development
- Exhibit design and graphics
- Demand creation materials
- Marketing collateral
- Promotional campaigns
- Interactive demos



The following pages showcase some of the work we've done for our tech clients, including a few projects for **CES. Check it out.**

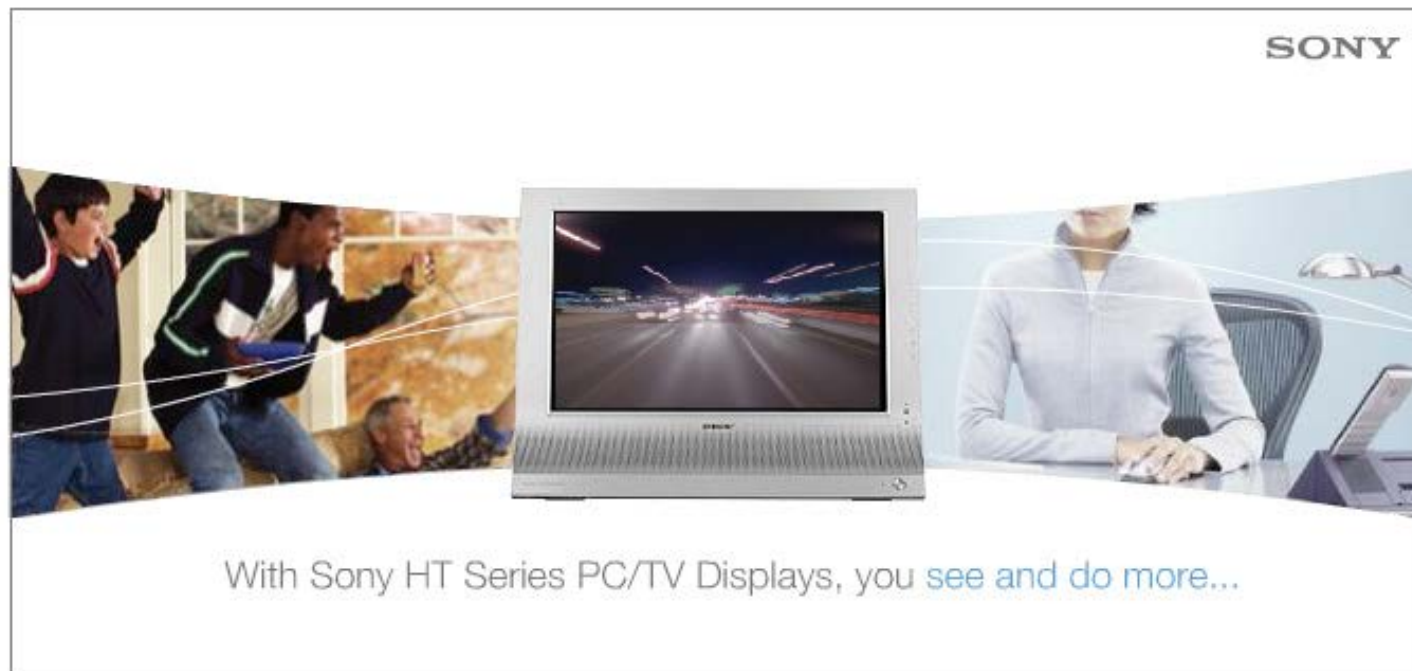
Microsoft. The software giant hired us to help them launch the Windows Mobile brand.



The retail campaign goes to CES

We worked with Microsoft to launch the Windows Mobile brand at retail, then extended the campaign to the show floor at CES - where we built merchandising and demo displays.

Sony. We designed a set of demos to help promote Sony's latest flat screen displays.



These CES demos did not leave you flat.

The teams at Sony are used to seeing exceptional creative work, and they are no strangers to engaging motion graphics. As such, we were very pleased at how much they liked the interactive demos we created to help them launch a new series of PC/TV displays at CES. A great product...and a wonderful project.

Plantronics. The leader in headsets needed a new brand strategy. We gave them the moon.



A giant leap for Plantronics.

As headsets started to become more of a consumer product, the company needed to shelf its B2B image and adopt a more approachable image. We developed a new Brand Strategy, focusing on their heritage as the headset worn by Neil Armstrong when he said, "One small step for man. A giant leap for mankind." Based on this idea, we developed designs for a new brand identity program, including packaging and merchandising, literature, demos, and a new exhibit for CES!

Logitech. In a way, a package is just a mouse trap. We designed a better one for Logitech.



Hard working packaging that sells.

When Logitech first asked us to re-design the packaging for their best selling mouse, we admit it was a bit intimidating. However, working alongside their team of experts, we were able to improve shipping efficiencies, product visibility, the durability of the package in the store, and, of course, shelf-impact. Who says you can't build a better mouse trap?

We've been attending CES for years. We walk the halls. Check out the booths. Evaluate the messaging and marketing strategies. Speak to people about their new products and markets. This way we're always on top of the latest trends. **Here's a scrapbook from last year's show.**

CES 2006. In the following pages we've featured a few of the companies that caught our attention at last year's show. It is simply a scrapbook of images and a few notes about our reaction to what we saw. We hope you'll find it interesting—or at least amusing.

Note:

It is important to note that Liquid Agency did not work on any of the projects featured on the following pages.

The photos that follow are little more than snapshots we took while at CES. The commentary on the marketing and design approaches of the companies we chose to highlight are simply our lighthearted opinion.

Sony is entertainment.

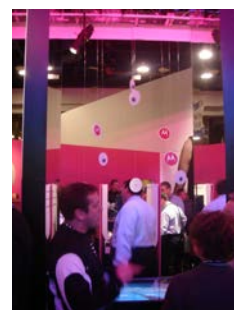
The consumer electronics giant dazzled visitors with spectacular lighting.



In an effort to position itself at the forefront of the latest trends in digital entertainment, as well as to leverage its substantial investments in film and music, Sony chose the theme of "Entertaining the Future." As such, it took over a sprawling space and created a futuristic environment with technology "pods" and illuminated "digital theaters" that shifted colors, creating vibrant eye candy.

Motorola defines cool.

Fashion photography made Motorola the coolest company at CES.



The photography at the Motorola exhibit was breathtaking. Huge images of models holding Motorola's latest products did a wonderful job of communicating the product's design features, while helping create the image of a youthful and energetic brand, with technology solutions designed for a stylish audience. Motorola's fashionable approach extended to the apparel worn by Motorola employees working the booth, who wore elegant, simple, black outfits with embroidered logos.

Microsoft creates buzz.

Vista created a lot of buzz, but the XBox displays got all the attention.



People were very curious about Vista, but Microsoft was obviously not ready for a big splash. The Vista graphics looked as if they were put together at the last minute and did little to communicate anything of value. On the other hand, the part of the booth that featured the XBox was packed with gamers testing and enjoying the newest 360° consoles. The bright color green, now inextricably tied to the XBox brand, made it easy to find and the graphics contributed to creating the sense of a hip and engaging brand.

Logitech wants to move you.

The products are very cool, but the booth failed to move us.



The Logitech brand is synonymous with sleek, interesting, and innovative design. Its audience is sophisticated and aware of trends. The company's products are cool. However, the Logitech booth at CES, unfortunately, did not quite live up to its brand promise. The images were somewhat dated and predictable, as was the booth's architecture and materials. There were some good ideas included in the approach - as in the desire to celebrate the 25th anniversary of the company, but the design failed to drive home the brand's spirit of innovation.

XM is strangely interesting.

At times, the exhibit was very clean and at other times, just a little strange.



The XM booth gets our award for strangest exhibit feature. The booth included several large illuminated structures featuring intertwined arms, heads, and legs that looked like they were a left-over prop from a low budget horror movie. Although there seemed to be products on the disembodied parts, it was really hard to tell. On the other hand, the table top displays were very clean and also featured casts of hands and heads that wore portable devices, but in this case they made perfect sense.

Philips is maybe too simple?

The brand is about sense and simplicity, but it failed to excite us.



Philips' tagline is "sense and simplicity"...and this theme was obviously behind the design of the booth. In our opinion, however, the exhibit failed to deliver in terms of impact - and lacked the details necessary to make it stand out. Some exceptions included the white mannequins, which at least added a sense of the unexpected, and the spheric pod that showcased one of the new products. However, the packaging design and the way that they were displayed came across as "generic" as opposed to "minimalist."

Only at CES.

The world's largest portable device and new fashion trends can be exhausting :)



For a moment we thought we might see King Kong coming into CES to reclaim his lost portable device, which was being presented by a voluptuous blonde doing a Vanna imitation. The photo in the middle is one of the most puzzling fashions that we saw at the show. This young lady is wearing a vest, a tube top, miniskirt and half pant legs? After a long day of checking out the latest technology, a few of the visitors tested the latest in massage chairs.

Our teams are working on projects for CES right now...and we would love to help you make a splash at the world's most important technology event as well. Contact us and let's talk about what we can do for your brand.

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