What sets us apart is our ability to visually explain abstract ideas. We excel at communication, strategic thinking and creativity.

Goal-visualizing
We work directly with you, learning by asking questions and digging deep for your true objective. We work past the surface to the root of your goals, then we seek out the who, what & how. With that wealth of information, we put together the best creative communication possible. We strive to be a true advocate for end users explaining the abstract, and making the complex simple. In short, creating understanding, so you can achieve your goals.

Transparent communication
Communication is our passion. Every situation is unique. Each client receives focused attention and a custom product determined by the information and its required delivery. We see ourselves as a visual interpreters, we learn in order to help people understand, no matter the presentation medium. The idea becomes the art and the art becomes the message.

The perfect project
To create something that allows others to understand complex ideas and concepts easily and clearly. “The more difficult and complex the problem the better”

We do this by learning and understanding your product and service and the goals you want to achieve. Together, we conduct discovery and sketch out a plan to create a living story board. Then, it’s about selecting the best media, and fashioning a message that is creative, clear and concise. Success is achieved when the audience has absorbed the information and obtains complete understanding of the story.
We hold true to our beliefs in sustainability and green practices. As one of our mentor, adviser, and comrade said: "100% growth every year is not reasonable or sustainable, and if it is, then I went to the wrong graduate school." The fundamentals of her business education are simple: make a good product for a good value, find a customer need and fill it. This provides for steady growth. Combine this with conservation of resources, not because it is green, but because it’s fiscally responsible. These ideas will make a strong and profitable long-term endeavor. With this in mind we created Xcelarts. We are a truly virtual company. We save resources by being 100% remote. Our team consists of a vast array of talent that can focus on a very diverse set of requirements. We are flexible and nimble and can rally with a moment’s notice, but are not sitting idle creating expenses to be passed on to the clients.
Here is a simple example

This is how we worked with NanoInk on a small poster job. We connected with multiple scientists, engineers and product managers using phone, web sites, and Skype. We then crafted a live sketch that held everyone’s input. Once we all agreed on the drawing we turned that initial sketch into powerful tools: a trade show poster, an illustration for uses in print, a Power Point presentation and an online presentation. This is scan of the original sketch.

This is a final posters that explains the DPN stem cell process. The poster was created to enable scientists and salespeople could walk clients through the process of growing specific stem cells.
Here is a more complex project

These are live sketches created over a month with much collaboration. Once a clear visual understanding of the client’s complex processes was achieved and documented, the sketches were used to create a few key communication tools. Those tools included animations, posters, brochures, trade show booths, as well as web art.

Please go to http://xcelarts.com/nano_story/ for the working storyboards for the animation.
The reusability approach

Departing from @hand's standard presentation-making approach, we jointly created a digital icon library which contained an extensive set of over 100 icons and characters. These versatile icons and characters could be mixed and matched to create an unlimited number of presentations for almost any vertical segment. While adding consistency to @hand's brand, this approach encompassed the additional benefit of reducing and in some cases, eliminating the cost of outsourcing for future presentations. This approach allowed them to do the updates themselves, saving time and money.
Understanding is not just for customers

While creating this graphic explanation of advanced robot controllers for Delta Design, we learned that visual communication can have more benefits than the original intended purpose. In many situations, miscommunications or gaps of understanding within a team or within a management chain can cause roadblocks that can impede a project's success before it ever gets out of the conceptual phase.

This lead programmer was able to provide the team with illustrations to help bring the other programmers on his staff to a unified understanding of the overall project. Then these same illustrations where used to help foster support from the management team. This was an additional benefit beyond creating materials for use at the upcoming trade shows.
A brand is more than a name and a cool logo

Although our main focus is not naming, we have successfully branded a few companies and products using the same process we use for our visual design. So when our clients have asked us if we could step up to a challenge we have gladly accepted. For example, we helped Freescale rename their Code Warrior gaming tools platform to the “Radix architecture”. This was needed to help get rid of negative expectations of the past product and highlight the new cutting-edge architecture. During the rebranding process, we even shot a documentary film so we could learn more about the gamers’ world.

In addition, we worked with Freescale to create the name for their successful Flexis line of 8 to 16 bit controller's.
Visualizing and Launching new product lines

New products have their own challenges and communication needs, such as our client Molecular Imprints (MI). They needed to clearly communicate the new approach using Crystal, a concept that didn’t have a finished product yet, Molecular contracted us to help them explain this process in animations and 3D visualizations.

Once these animations were complete, MI decided our in-depth understanding of their product would allow us to create effective tradeshow booth communications, as well as ad campaign, posters, art work for scientific papers, products slicks, and even the logo for the SFIL process.

Working hand in hand with Molecular Imprints, we created a vast array of communications that when combined, told their story as a cohesive campaign.
Our creative goes beyond eye candy to functional ways of giving information. This idea is most evident in our interactive projects. We use the information we gather about the users to create a solid work flow, but it takes more than a good map to get them where they are going. With this strong backbone we create the visual cues needed to guide the way and carry the information seamlessly.
What others have said:

Dear Xcelarts,

Here is the latest feedback on the success of the SEMICON Taiwan show. Thank you for all your help in creating the graphics, DVD materials, new process gases slideshow and the entire design and marketing communications support you provide Praxair Electronics. Thank you for creating the vision that makes this place tick. I know that our sales and marketing teams are inspired when they show up at a tradeshow because they are proud to represent a company with a hi-tech image. I know we will continue to direct Praxair Electronics into the high technology image that is required to keep us vibrant in the market. Thanks again for being the best! And thanks for all the late hours and attention to detail.

Regards, Julianne Boden
Marketing Communications Manager
Praxair Electronics

“XCELARTS worked exhaustively with us when we launched our Imprio 250 line. Molecular Imprints was then just emerging and this was our very first ad campaign, so a great deal was riding on this product launch — our ideas for the semiconductor market segment were being introduced to the public for the first time and first impressions are everything! The project turned out to be a tremendous success. Thanks to XCELARTS, awareness of our product and our company has greatly increased, and we’re still very proud of our trade show booth: in fact, even three years later, we still receive compliments on it.”

Michael Falcon
Director, Marketing and Business Development, Molecular Imprints

NanoInk embarked upon a project to create a new 3D graphic animation which would be suitable to show our advanced nanofabrication technology to a wide range of audiences. Our applications engineers had concepts, but underestimated the difficulty of transferring our ideas to the actual animation. Xcelarts was instrumental in providing a successful outcome for the piece. Xcelarts was able to extract our ideas, create working storyboards and implement the scenes which showed our thoughts in the animation. This was done expertly, within our budgets and the creativity they showed to accomplish it was much appreciated. NanoInk is very pleased with the outcome and recommends their work enthusiastically.

Tom Levesque
Vice President DPN Business, NanoInk, Inc.

“Xcelarts is very talented and creative in communicating our basic concepts into something visually spectacular. I’m always amazed at what they can do with our budget...everything always looks better than it should! Xcelarts is quick to understand our products and technology. Their distinctive personality and great talent make them a joy to work with”

Sarah Kosar Raup
Designer and Producer, Technology Innovation Group, NanoInk, Inc.

Hey Xcelarts,

I wanted to re-iterate how much my group appreciates the work that you, and your team did. It was a great job! The ability for Xcelarts to immerse itself into our world made for a highly effective and ultimately perfect outcome.

Sincerely, Roger
General Manager — Games Platform
Freescale Semiconductor, Inc., Austin, Texas
Thank you

Creative visual communications is our passion. We wish to continue to expand our experiences, and believe that by working with you, we can shape effective visual communications, and enjoy the rewards and challenges we are seeking. We possess very diverse backgrounds and extensive knowledge that we feel would be a great value to your business.

Attached are the links to our websites for further review.

You can reference our work here:
http://xcelarts.com

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We ask that you only print this if needed.