

**XCELARTS**

Unlocking visual communications

(512) 537-9235

[visual@xcelarts.com](mailto:visual@xcelarts.com)

# 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.



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

## Learning

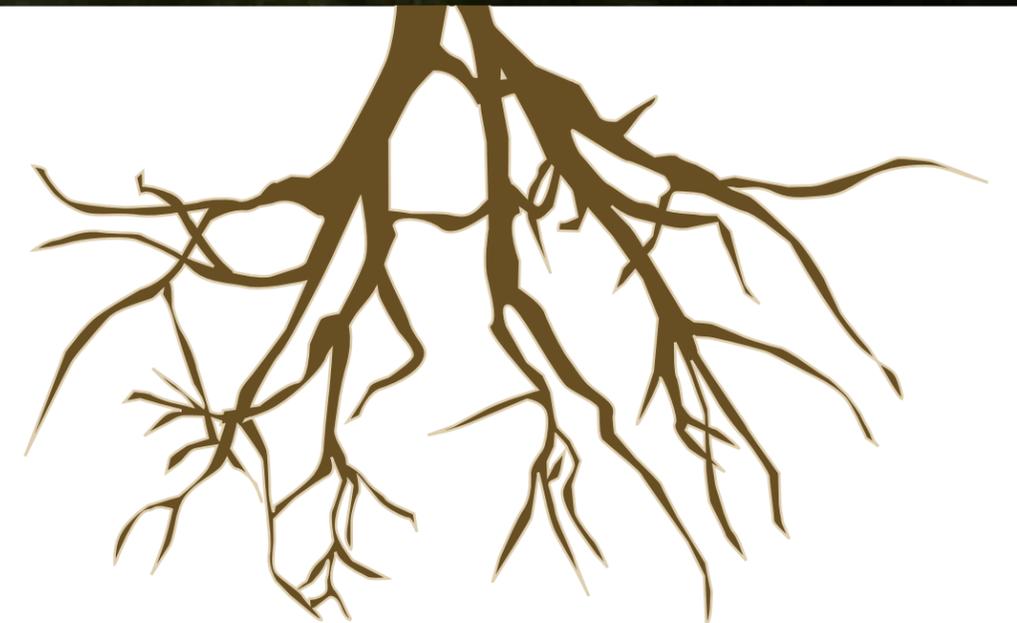
Discovery, history, questioning and technical mastery; we live to learn. On paper we are artists, animators, musicians, MBAs, and behaviorists. Life has educated us in nature, science, anthropology and business. We travel the world looking for the things that make us all different and unique, as well as the same. Then we apply this knowledge to the business world. We believe learning goes beyond just a product or process; it's how we understand our environment and is the first step to true communication. **We know there is always a simple way to illustrate or describe even the most complex.**

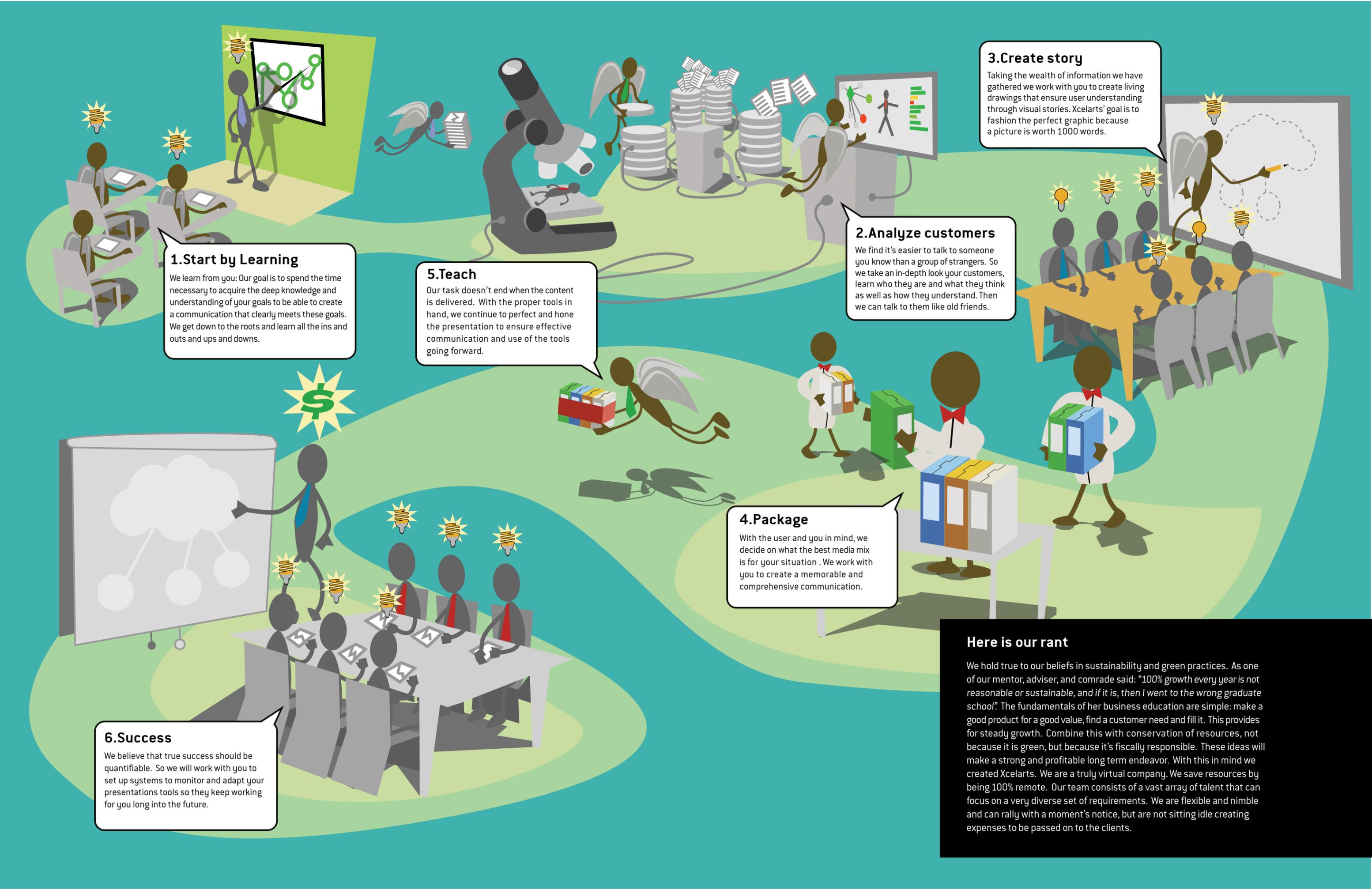
## Goal-visualizing

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.**





### 1. Start by Learning

We learn from you: Our goal is to spend the time necessary to acquire the deep knowledge and understanding of your goals to be able to create a communication that clearly meets these goals. We get down to the roots and learn all the ins and outs and ups and downs.

### 2. Analyze customers

We find it's easier to talk to someone you know than a group of strangers. So we take an in-depth look your customers, learn who they are and what they think as well as how they understand. Then we can talk to them like old friends.

### 3. Create story

Taking the wealth of information we have gathered we work with you to create living drawings that ensure user understanding through visual stories. Xcelarts' goal is to fashion the perfect graphic because a picture is worth 1000 words.

### 4. Package

With the user and you in mind, we decide on what the best media mix is for your situation . We work with you to create a memorable and comprehensive communication.

### 5. Teach

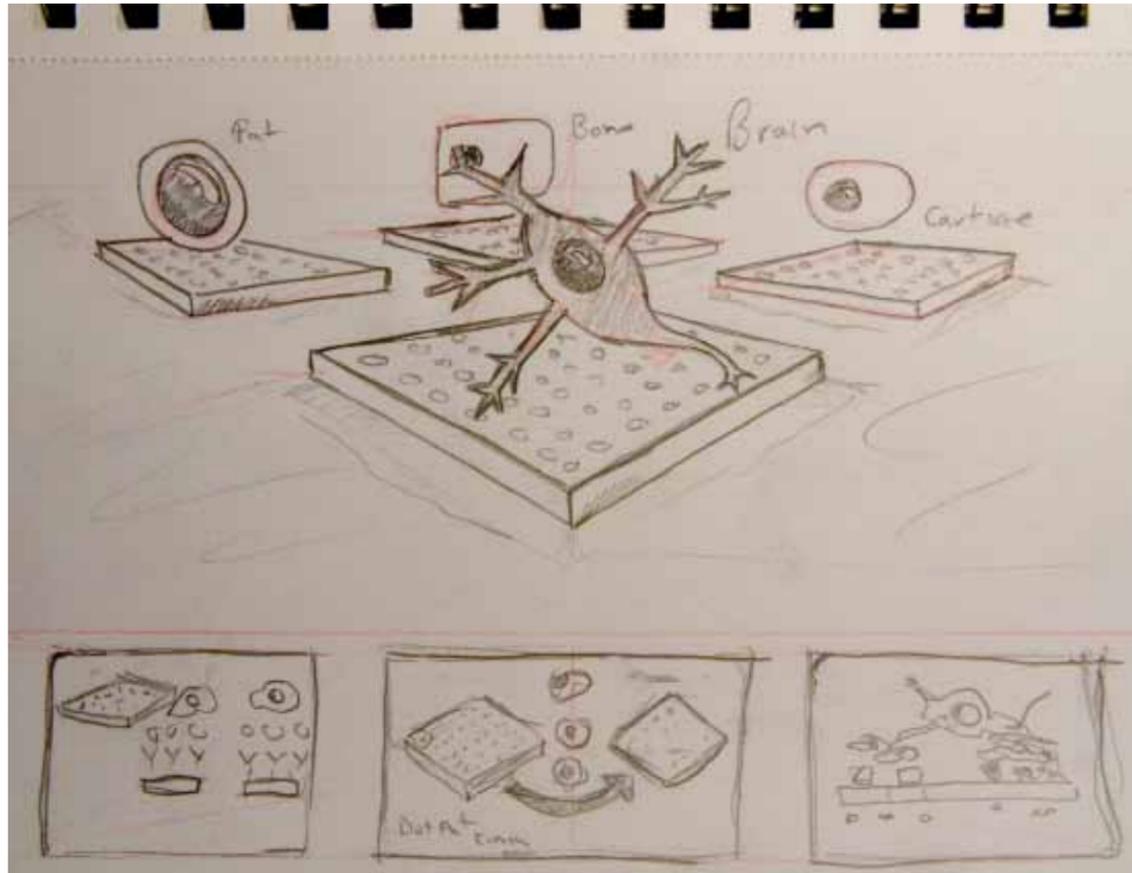
Our task doesn't end when the content is delivered. With the proper tools in hand, we continue to perfect and hone the presentation to ensure effective communication and use of the tools going forward.

### 6. Success

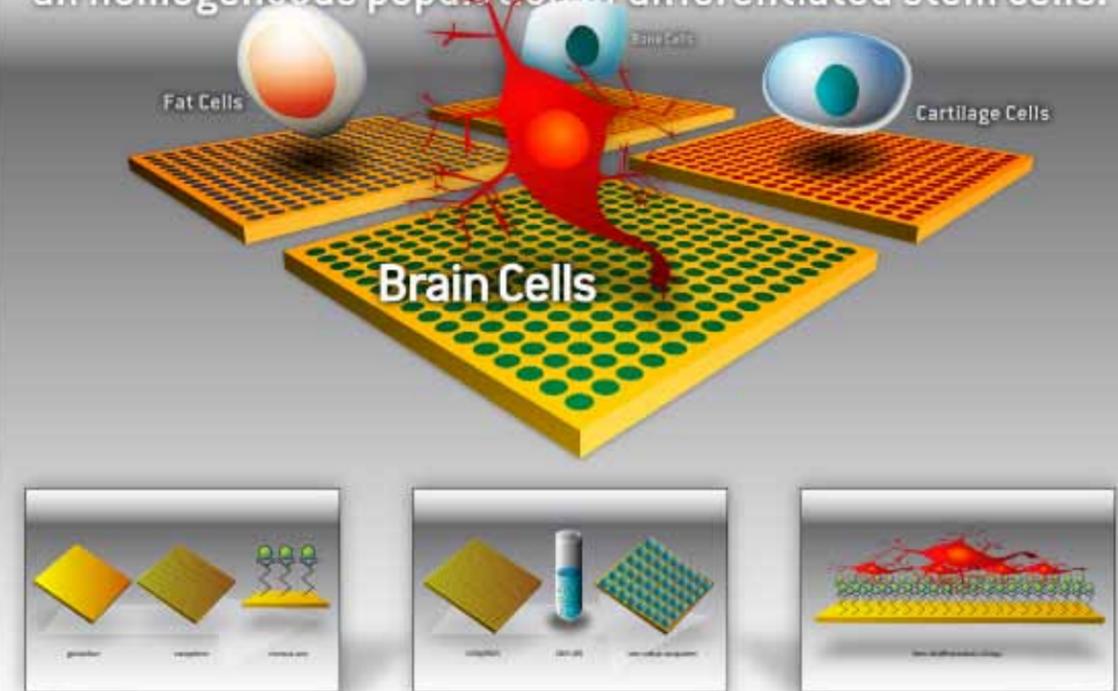
We believe that true success should be quantifiable. So we will work with you to set up systems to monitor and adapt your presentations tools so they keep working for you long into the future.

### Here is our rant

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.



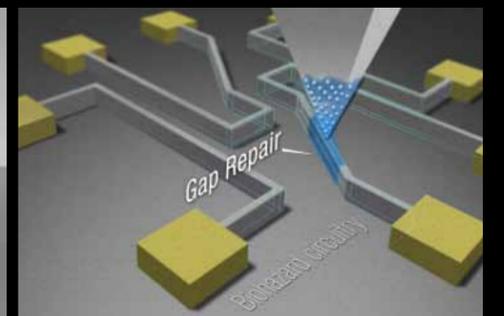
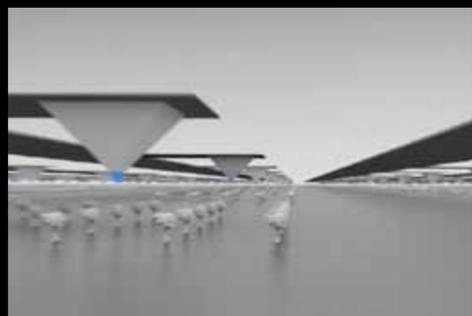
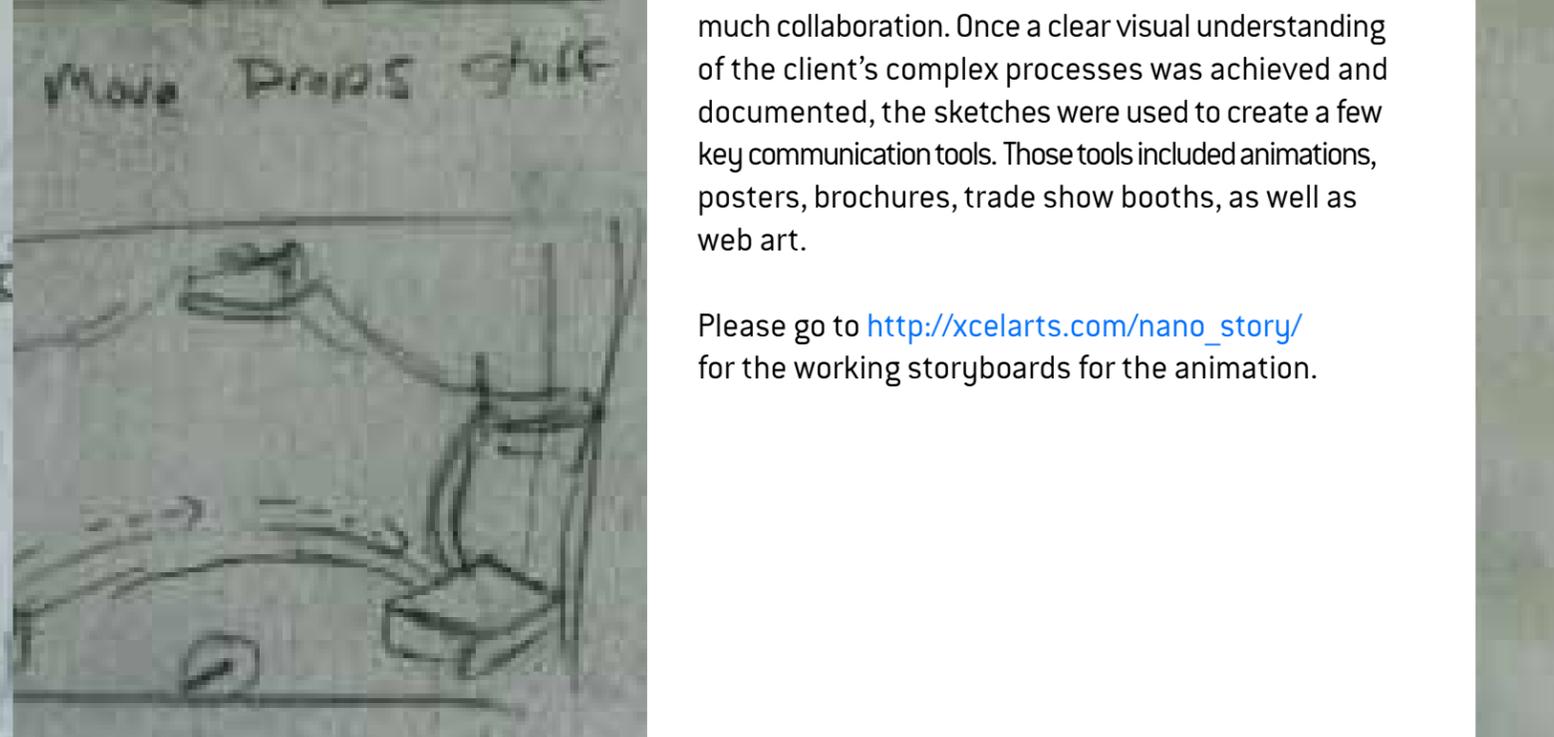
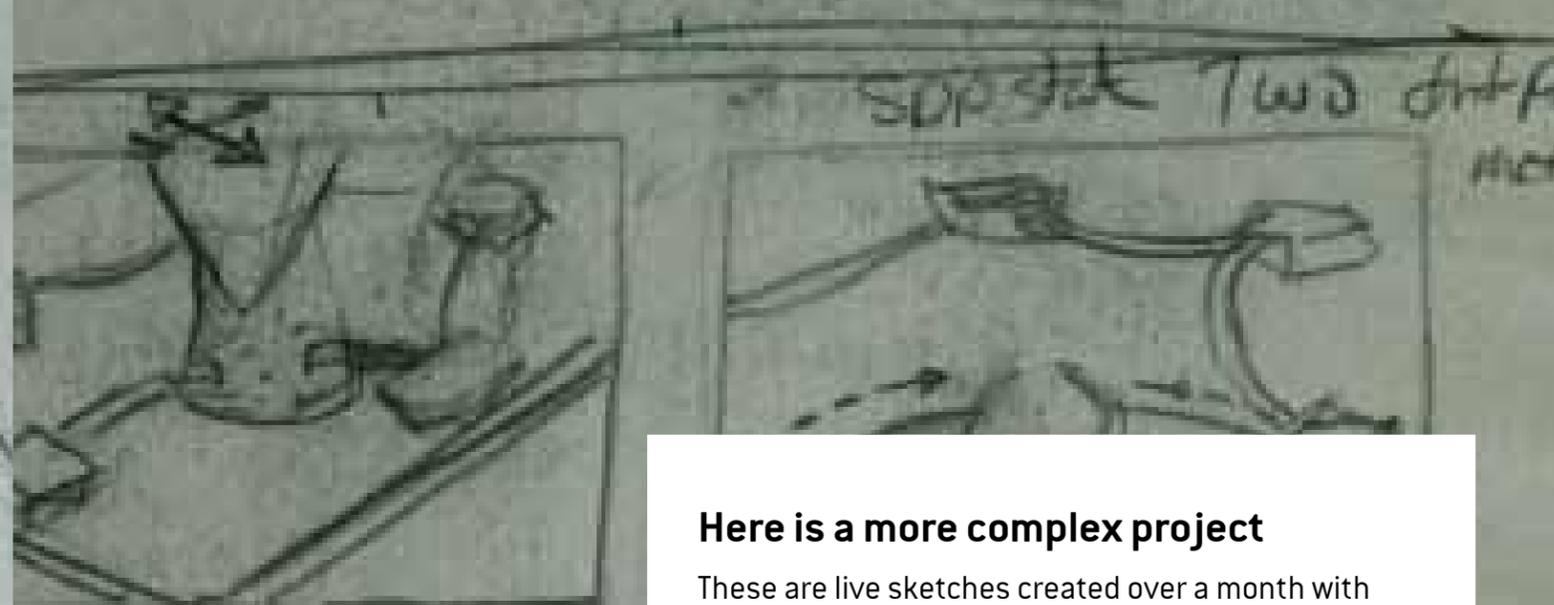
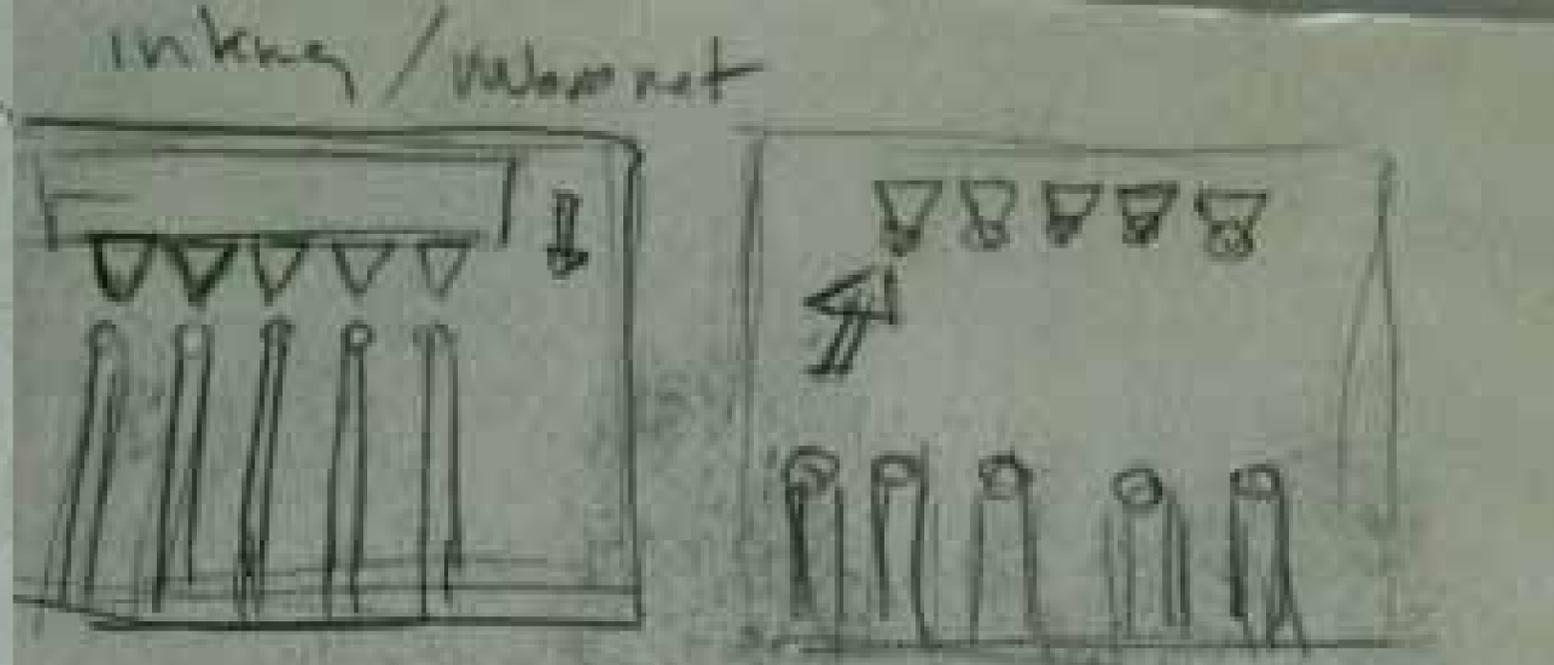
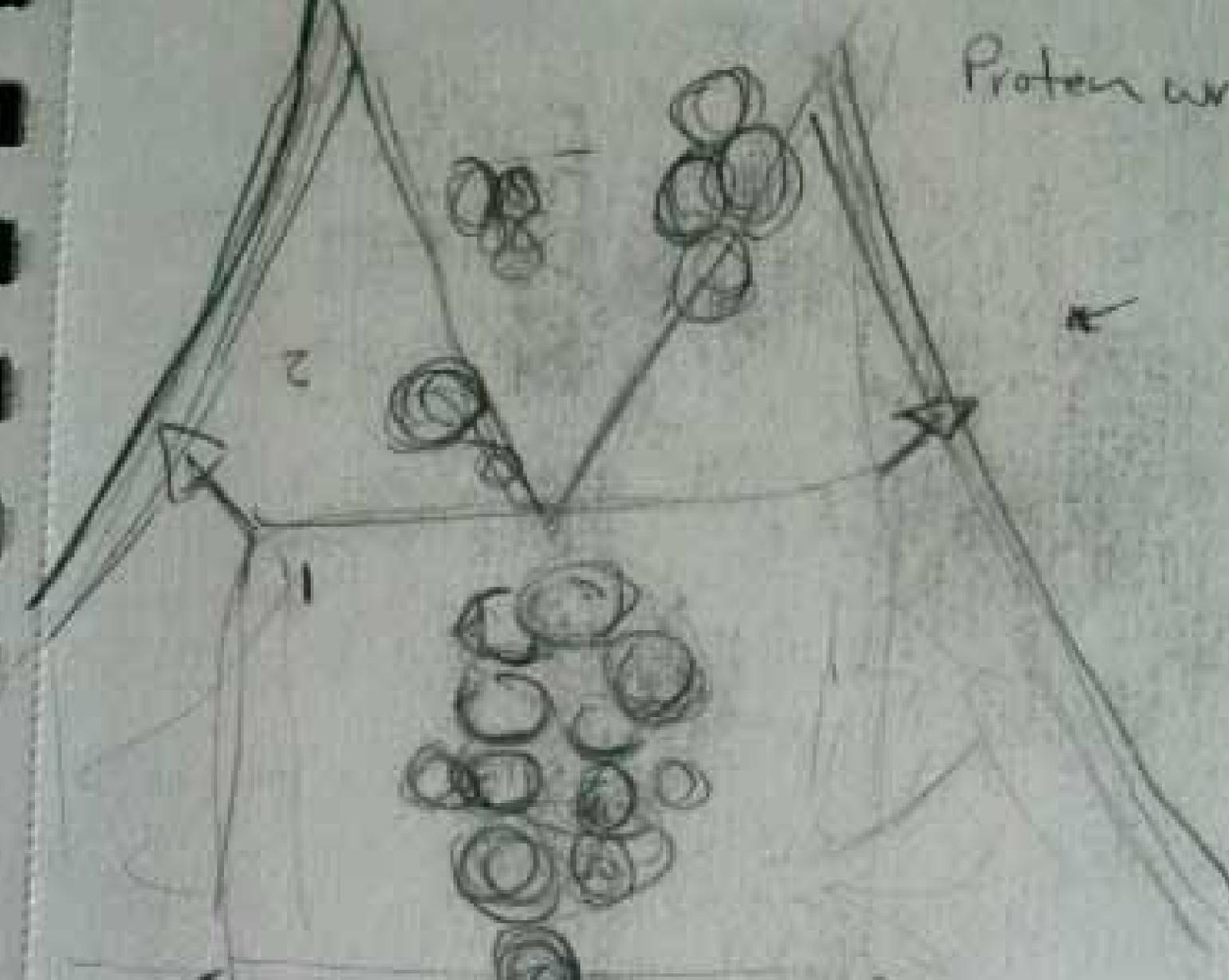
DPN renders a precise nanopattern is capable of producing an homogeneous population of differentiated stem cells.



### 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.

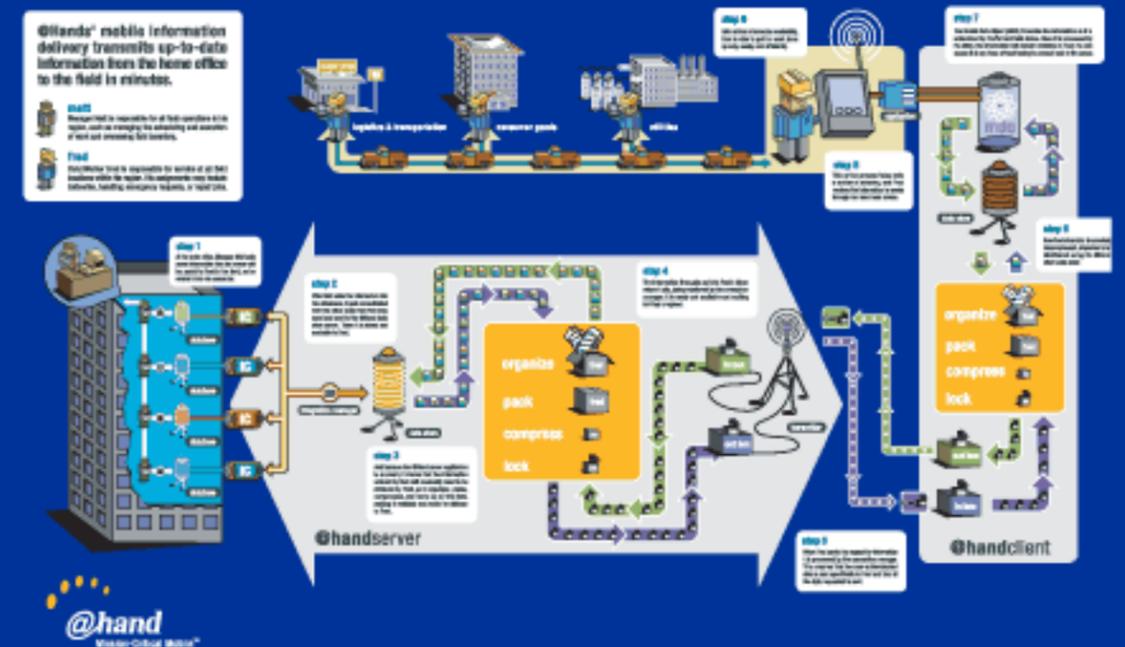
Please go to [http://xcelarts.com/nano\\_story/](http://xcelarts.com/nano_story/) for the working storyboards for the animation.

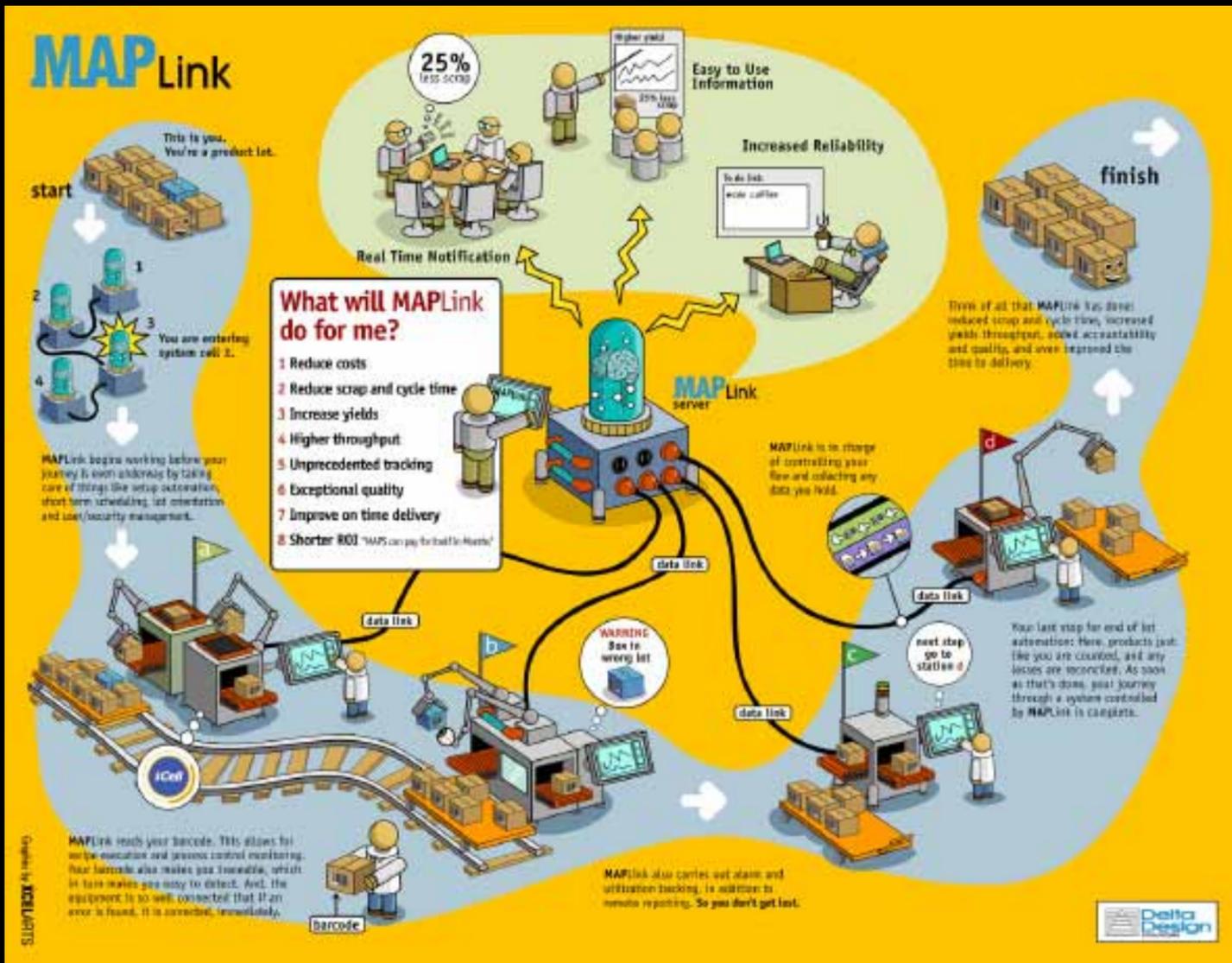
## The reusability approach

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.



## Go mobile—here's how...

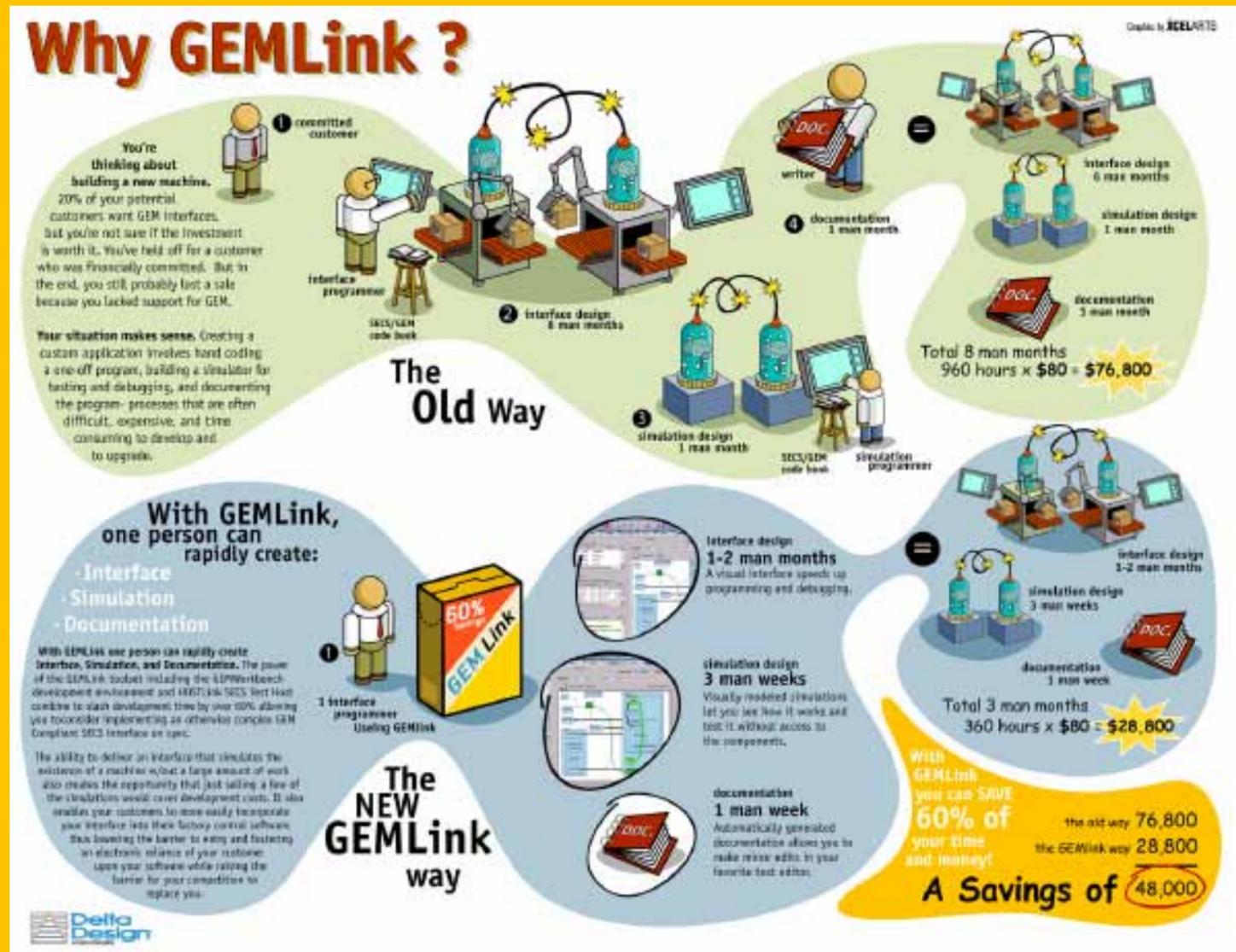




## Understanding is not just for customers

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 were used to help foster support from the management team. This was an additional benefit beyond creating materials for use at the upcoming trade shows.



Our goal at Xcelaris is to create effective communication tools, but we consider ourselves truly successful when we make the people that hire us look good in the process. Success is not just creating a great project, but also creating the marketing tools to message a clear end goal and product.



## Growing brand

Yes, we have some peachy ideas on branding

First off our seed is more than just a seed or do we they say a product, grow products or more services, its more than just that.

We as kids, a lot of learning branding early that's worth more than the sum of it parts, but to get to that, we will need to do a lot work to make it grow big and bear fruit (whatever)

Strong roots are need like a solid brand positioning, ad/cr strategies, and brand maintenance is vital for A&P consistency.

Brand positioning is how we want the customer perceive us think and feel about our peaches. They will get to know us and why our peaches are the best, we will be sure to tell them why we are not like the others peaches ( whatever) its important to be different in a world of sameness.

Its also important to keep identity consistent, we don't need to be every thing to every one. We just need to be the best peach tree ever so we will need keep focused positioning.

We don't need to cut all those plum trees down we can take them and start a plum farm.

If too many types of trees are to close they will back the right and we just to able discover our peach love from the forest trees.

Hey thats these ( whatever) peaches, there the best!

Hey they are my main favorite ( whatever) peaches you has been using them for years.

This research and profiling we point out our target market then use creative advertising and pr we speak directly to them. We educate, inform, and build a relationship with them on why they should they should by our peaches over any others. All ways consumer perception is really, its what they think is true.

With good sound plan solid positioning, creative ad/cr strategies, and diligent brand maintenance an brand can go on forever growing and enhancing its product lines.

fresh jam cand

WELCOME to the peach farm

I like your peach

I think I want to join

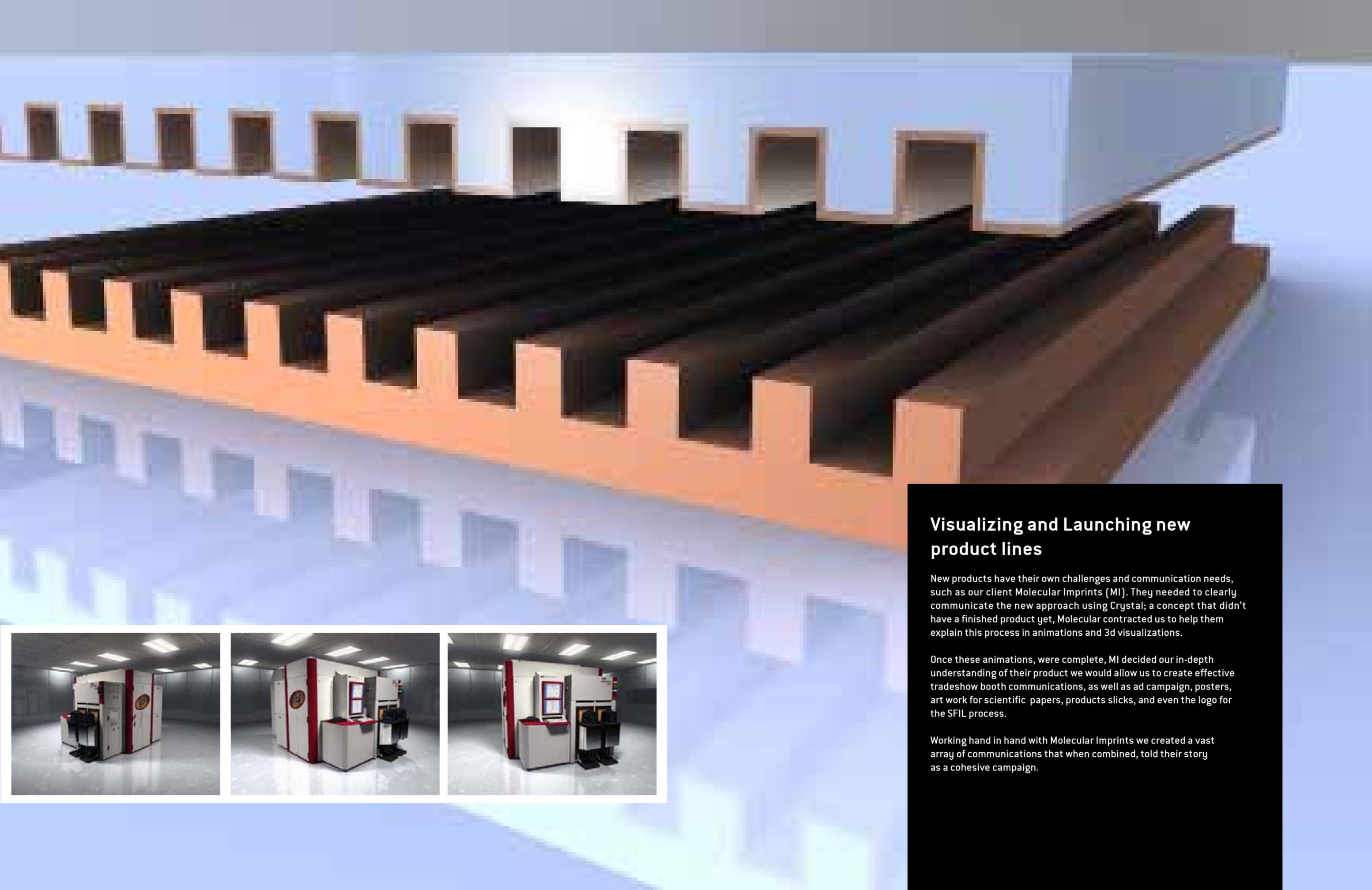
Just what I need

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### 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.



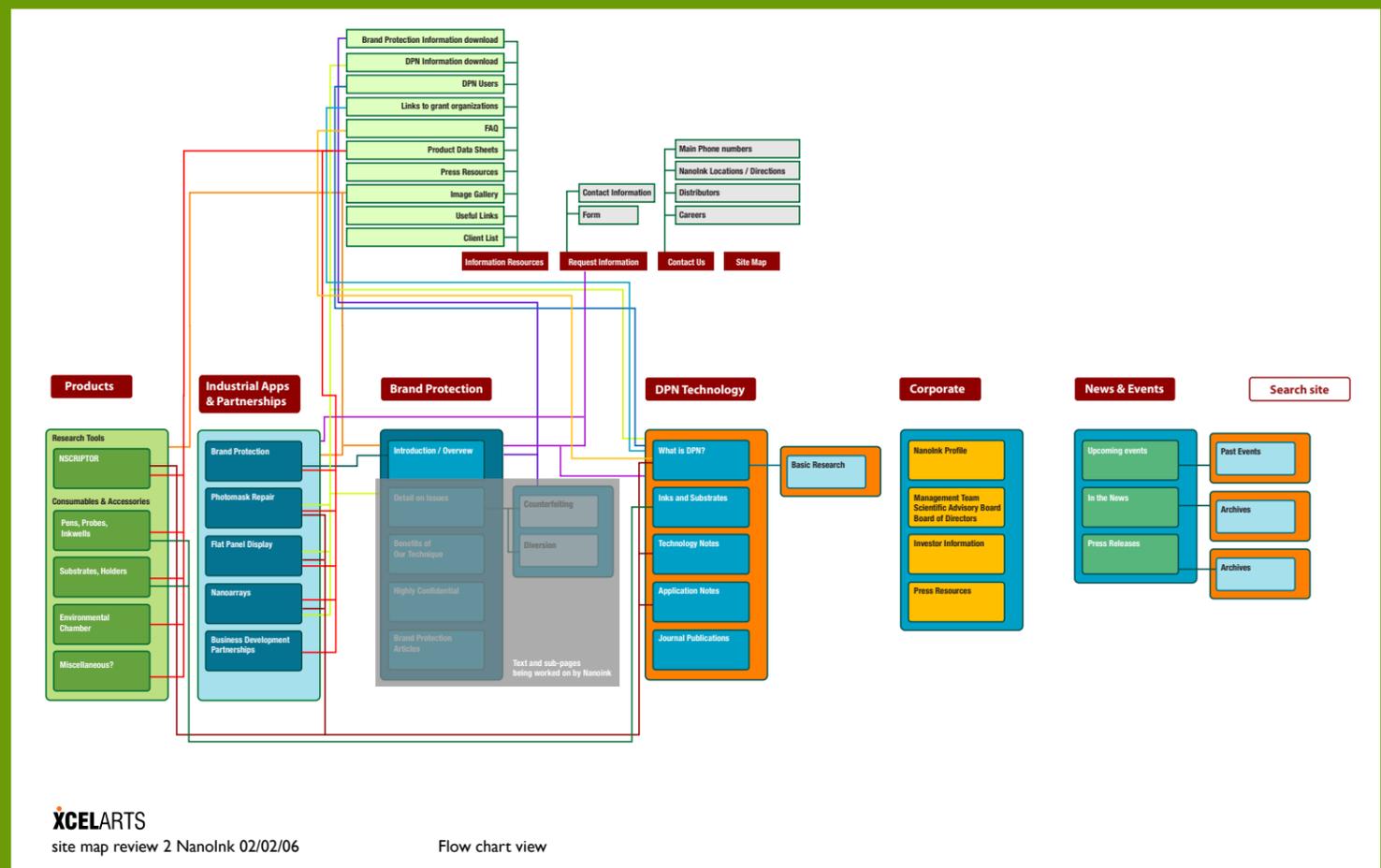
## Visualizing and Launching new product lines

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 we 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.





### Working for the user

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 Electronic**

“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**

Nanolnk 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 expeditiously, within our budgets and the creativity they showed to accomplish it was much appreciated. Nanolnk is very pleased with the outcome and recommends thier work enthusiastically.

**Tom Levesque**  
Vice President DPN Business, **Nanolnk, 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, **Nanolnk, 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>

Cell: (512) 537-9235

Email: [visual@xcelarts.com](mailto:visual@xcelarts.com)

MSN: [pucamike@hotmail.com](mailto:pucamike@hotmail.com)

Skype: puca.mike

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