

GMAC MORTGAGE KIT DEMO

GMAC Mortgage Corporation

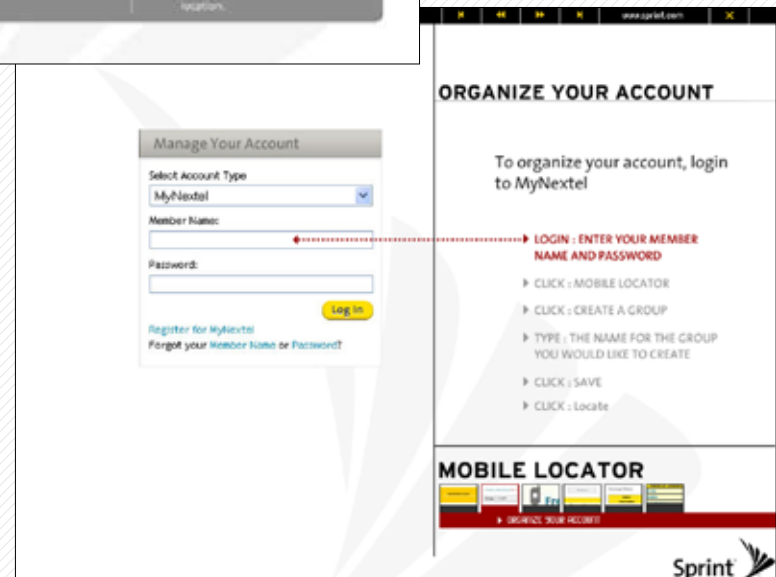
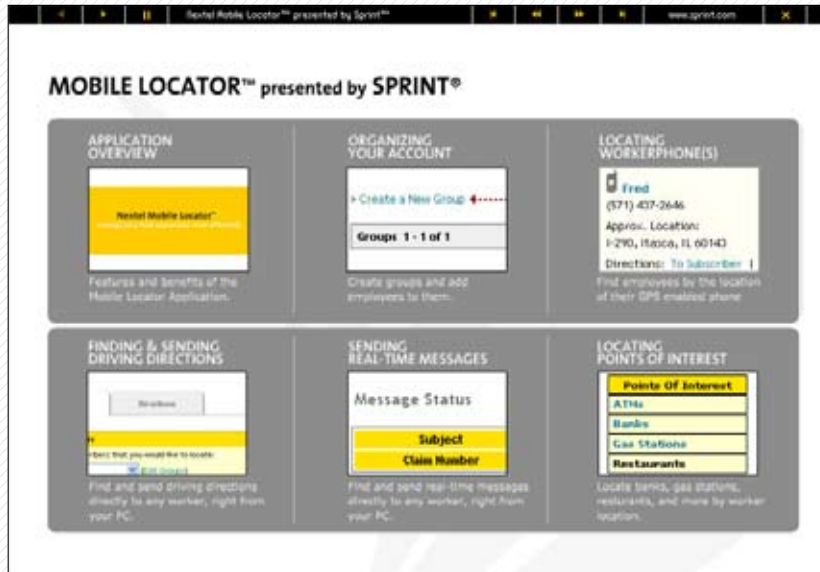
One of the largest mortgage lenders in the U.S., GMAC Mortgage, needed a demo for distribution on CD-Rom within their Mortgage Kit print materials. The demo would provide an orientation for the contents of the kit and how to use them based on the individual's needs. Targeting first time home buyers meant that a simple step-by-step process was essential, the demo guides the user from application to approval, and everything in between, in an organized and engaging manner.



SPRINT / MOBILE LOCATOR DEMO

SPRINT AND MOBILE LOCATOR

Sprint, the nationwide mobile network, offers a variety of GPS (Global Positioning System) options to businesses challenged with managing a mobile work force. The Mobile Locator demo dynamically presents how to monitor the location of employees using Sprint's GPS-enabled phone. The interface provides clickable sections to explain the application's six main features such as finding and sending driving directions, and organizing your account. Once a feature is selected the user is guided through the process with application screenshots, animated text, and voiceover.



STOCKLINK DEMO

SMITHS

Smiths, a global engineering business with 50 locations within the U.S. and 15,000 employees strong, needed to introduce their new investment program, StockLink, to its employees. They turned to us to help them present this new benefit and effectively communicate the “why, what, and how”. A Flash animated movie presented a 10-step enrollment process to employees using voiceover with animated text and imagery. Smiths distributed this online and on CD to accommodate all employees, it was enthusiastically received.



Introduction

For a long time now, we've wanted to find a way to grow in the growth of the company. And now, we have: StockLink. It's the success you help to create. StockLink is like buying a share of the company's stock, but it's a more dependable investment guaranteed to grow as we grow.

Total 2 Year Contribution	\$520.00
Beginning UK Stock Price	£9.01
	10%
	£9.01 x .90 = £8.11
	\$1.77 — £1.00
	£8.11 x \$1.70 = \$14.35
	36.23
	as of 4/13/2006 £9.92
	as of 4/13/2006 \$1.77

What is STOCKLINK?

StockLink is a rare thing in the investment world: A risk-free, win-win situation:

Your initial investment is always secure and it earns a guaranteed interest. And your notional shares in StockLink are calculated at a discount — 10% off the price of the company's stock.

Then if the stock price goes up, you make money. If the stock price goes down, you won't lose money. Your contribution — and the interest you've earned on it — are always safe.

QUANTUM VIDEOS

QUANTUM LEARNING, INC.

Quantum Learning provides research-based selling skills workshops to biotech and pharmaceutical sales representatives. Workshop modules were produced and filmed to complement the Quantum's unique curriculum. Actors were filmed in front of a green screen so that still images and text could be added to the final product. A series of 8 different videos were produced to help communicate just some of the proven behaviors necessary to improve sales performance.

