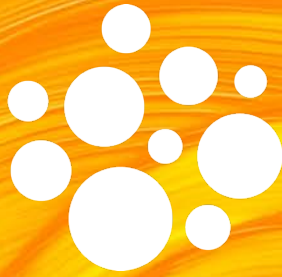


Global Fluency



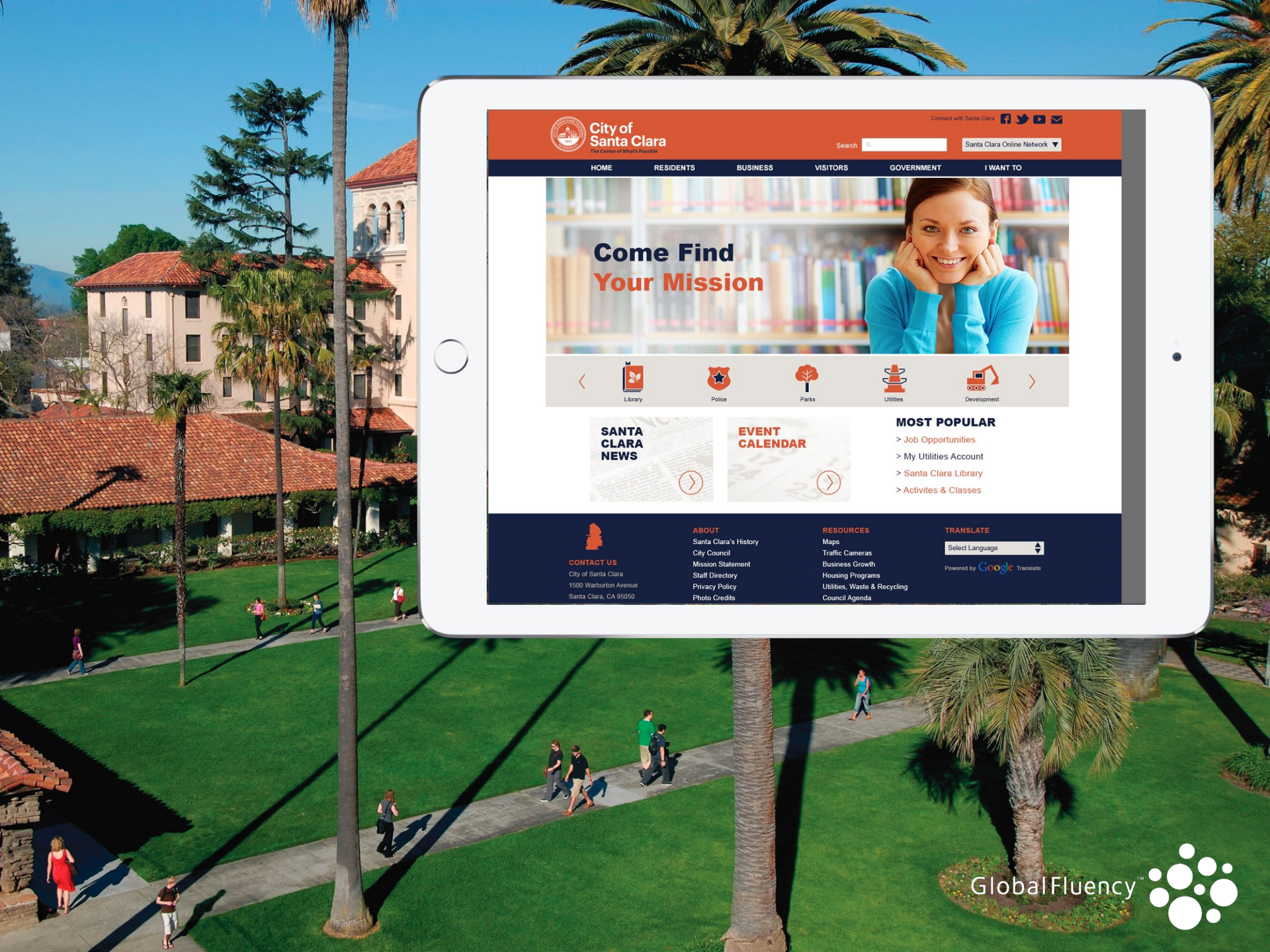
CREATIVE PORTFOLIO



City of Santa Clara

The Center of What's Possible

The City of Santa Clara, located in the heart of the Silicon Valley, needed a brand and content refresh as it prepared to host one of the largest events in professional sports, Super Bowl 50. GlobalFluency was presented with the unique challenge of incorporating a new brand vision across all city touch points including the development of content for a new city website, revamping of all city collateral from utility bill inserts to street signage and billboards. This 6-month initiative demanded that the GlobalFluency team execute a total brand makeover, while training city departments and staff on how to embrace, execute and leverage the new vision, brand and tone of the city. In total, GlobalFluency created a new content structure and architecture for a large, complex city site, developed all design, creative and graphic assets across all traditional and digital channels and created a collateral template library that could be used by the most experienced graphic designers as well as the average city employee looking to adopt the new, exciting brand vision.



A white tablet is shown in the foreground, displaying the City of Santa Clara website. The website has a dark blue header with the city logo and name. Below the header is a navigation menu with links for Home, Residents, Business, Visitors, Government, and I Want To. The main content area features a large banner with a smiling woman in a library, the text 'Come Find Your Mission', and a row of service icons: Library, Police, Parks, Utilities, and Development. Below this are sections for 'SANTA CLARA NEWS', 'EVENT CALENDAR', and 'MOST POPULAR' links. The footer contains contact information, an 'ABOUT' section, 'RESOURCES', and a 'TRANSLATE' button with a language selection dropdown. The tablet is set against the background of the university campus.



Come Find Your Mission

  Library  Police  Parks  Utilities  Development 

SANTA CLARA NEWS



EVENT CALENDAR




- MOST POPULAR**
- > Job Opportunities
 - > My Utilities Account
 - > Santa Clara Library
 - > Activities & Classes



CONTACT US
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

- ABOUT**
- Santa Clara's History
 - City Council
 - Mission Statement
 - Staff Directory
 - Privacy Policy
 - Photo Credits

- RESOURCES**
- Maps
 - Traffic Cameras
 - Business Growth
 - Housing Programs
 - Utilities, Waste & Recycling
 - Council Agenda

TRANSLATE

Select Language 

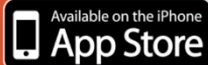
Powered by 

SC



Introducing the MySantaClara Mobile App

Now available on iPhone and Android phones. Find out more at www.SantaClaraCA.gov.



Give A Little... Help A Lot!

Help make a difference in your community!

Would you enjoy music in a shady pavilion on a balmy summer day? Or beautiful artwork at public facilities for your viewing pleasure? Are you interested in Santa Clara's colorful agricultural past? Does a clean, litter-free and graffiti-free City make you proud of your community? Would you like to help local championship teams represent Santa Clara at national competitions? Can you lend a hand to residents in need of help with paying their utility bills.

Get involved! Help these city-sponsored programs that serve people of all ages in Santa Clara.

Enclose a donation in the amount of your choice inside your utility remittance envelope, or mail your donation check to: Give a little...Help a lot, City of Santa Clara, 1500 Warburton Avenue, Santa Clara, CA 95050.

The donation must be made by separate check from your utility bill payment check, but both checks can be sent in the same envelope. Checks should be made payable to the City of Santa Clara and indicate the project which should benefit from your donation (listed on the reverse side of this card). Please do not send cash.

If you have any questions about the Give A Little...Help A Lot program, call the City Manager's Office: (408) 615-2210.

Together We Make Things Possible

The countdown to the kick-off is officially building and Santa Clara is thrilled to host the golden anniversary of the Super Bowl at Levi's Stadium® on February 7, 2016. The City cordially invites you to join us on July 9, 2015 for a regional roundtable discussion on how communities can showcase the best our region has to offer for Super Bowl 50.



July 9, 2015 from 1:30 - 3:00 pm
Levi's® Stadium: Playmaker Briefing Room
4900 Marie P. DeBartolo Way, Santa Clara, CA 95054

- San Francisco Bay Area Super Bowl 50 Host Committee will explain how to become a "Super Community"
- Learn what communities are planning for Super 50 and how you can celebrate locally
- Discuss ideas for a coordinated and symbolic event in each community

Parking and Meeting Room Access Instructions

- Park at either Yellow Lot 2 located on Centennial and Stars and Stripes or the garage on Tasman Drive (Note that Lot 2 is a gravel covered parking lot and closer to the entrance)
- Enter the stadium through Gate F, also known as the employee entrance
- All guests must go through security and check-in. Please remember to bring your photo ID
- Guests will be escorted to the Playmaker Briefing Room

Please RSVP to Sheila Tucker at stucker@santaclaraca.gov by June 30, 2015





In Santa Clara We're Celebrating What's Possible



City of
Santa Clara

CATALINA®

A world leader in data-driven, performance-based marketing solutions and digital media for the Consumer Packaged Goods and Retail industries, Catalina has worked with GlobalFluency for the past 11 years. The agency was originally hired to help Catalina reposition its brand from an in-store coupon company to a leader in purchase-based targeted advertising. During the ensuing years we have developed corporate and campaign web sites, numerous marketing collateral, print and digital advertising, thought leadership content, infographics, video and more. The agency has written and promoted more than a dozen major reports based on insights from Catalina's data and successfully positioned its executives as industry thought leaders, speaking at virtually every major industry conference and appearing in the nation's top business, ad/marketing and industry publications on a regular basis.

CATALINA REACHES



CATALINA[®]

Catalina can help manufacturer and retail brands deliver unprecedented performance and healthier outcomes. Only Catalina sees the evolving purchase histories of 76 percent of US shoppers and 130 million health consumers, with an in-store network of 50,000 food, drug and mass merchant locations worldwide.



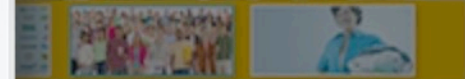
CONSUMER BRANDS
AND RETAIL

Select Country ▾

HEALTHCARE
AND WELLNESS
SOLUTIONS ▶

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[About](#) | [Careers](#) | [Media Center](#) | [Legal /Privacy Policy](#) | [Site Map](#)



Share among previously highly loyal





Say Hello TO YOUR MOST VALUABLE CONSUMER

1 OUT OF **40**
Shoppers Buys
80% of the Average
Brand's Volume*



Knowing and reaching your most valuable consumer is more important than ever. Only Catalina finds your most important consumers so you can grow your brand for less. That's because we see the precise purchasing patterns of more than 75 percent of US shoppers, and engage just the right ones to meet your brand objectives.

Even third party studies confirm we outperform other vehicles in driving profitable brand growth.

Want to connect more efficiently with your consumers? Just call us at 1-877-210-1910.



Scan this QR code to access a short video about Catalina, or visit our web site at www.catalinamarketing.com

*Measuring the Procter & Gamble, a Catalina study examining the individual US brand purchasing behavior of 14 million US consumers.

CATALINA
precision brand buying

Say Hello TO YOUR MOST VALUABLE CONSUMER

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*Measuring the Procter & Gamble, a Catalina study examining the individual US brand purchasing behavior of 14 million US consumers for one year across over 20,000 items, grocery and drug stores.

CATALINA
precision brand buying

WHO DRIVES NEW PRODUCT SUCCESS?

WINNERS ARE RARE

1,561 NEW CPG PRODUCTS LAUNCHED IN 2011

1.3% Shared revenues of \$30 million

20% Shared \$7.8 million in one year

80% More than 80% failed to achieve revenues of just \$2.8 million in year one.

Source: SymphonyIRI Group 2011 New Product Recipients

JUST A FEW BUYERS DRIVE SALES



Source: Catalina New Products and the Retail Consumer (May 2012)

EVEN TOP SELLERS RELY ON SMALL-BUYER GROUPS



Source: Catalina New Products and the Retail Consumer (May 2012)

Every Shopper is DIFFERENT



Among 32 million shoppers, no two bought the same assortment of products over 12 months.

Brand Choices Are Getting More TARGETED

68% of new CPG products in 2011-12 generated less than \$7.3 million.*

And average first-year sales are declining year over year.

*2012 IR Product Recipient Report



Shoppers Buy Just A TINY FRACTION of Available Products

Just 0.7% of products in a grocery store are purchased by the average shopper each year.

Top shoppers who account for 80% of store sales, buy only 1%.



Shoppers Are Highly SELECTIVE in Every Aisle



Traditional Promotions DON'T ENGAGE These Consumers

2/3rds of shopping baskets didn't include a single product from the 1,172 promoted in a major retailer's Memorial Day circular.

Demographics DON'T MATTER

Neighborhood demographics don't change the selectivity of shoppers. Many consumers resist marketing.

CATALINA precision brand building

Deconstructing Demographics

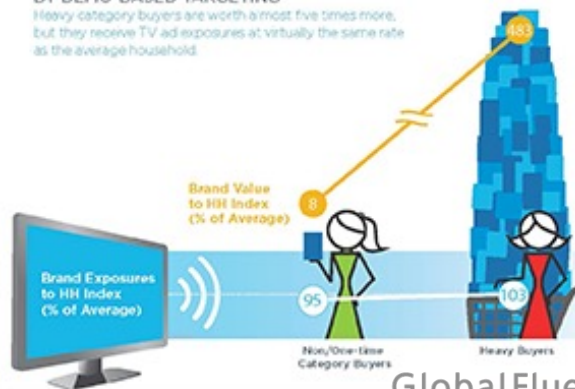
How Demo-based TV Media Plans Perform Within Key CPG Buyer Groups



© 2012 Catalina Marketing Corporation

HEAVY BUYERS ARE UNDERSERVED BY DEMO-BASED TARGETING

Heavy category buyers are worth a most five times more, but they receive TV ad exposures at virtually the same rate as the average household.



GlobalFluency™



Client

unicef

GLOBAL INNOVATION CENTER

CauseTech is bringing together a global community of innovators in order to solve the world's most pressing challenges. Members of our community contribute their technologies, ideas, and innovations towards UNICEF-directed challenges through our ideation platform. The platform allows registered users to post ideas, form groups, comment, and vote, as well as connect with other innovators, mentors, and potential collaborative partners.

CAUSE **TECH**
.NET





YOUR BRILLIANCE CAN MAKE A DIFFERENCE

CONNECT AT CAUSETECH.NET

CAUSETECH
.NET



GlobalFluency™

ABOUT

CHALLENGES

INNOVATION ZONE

PARTICIPATE

SUCCEED WHERE THERE'S A NEED



YOUR BRILLIANCE CAN MAKE A DIFFERENCE.

A Global Innovation Advocacy Campaign with UNICEF

Succeed Where There's a Need is a private sector initiative to engage the world's best and brightest technologists, researchers, entrepreneurs, academics and post-graduate students in a global innovation ecosystem.

Innovators will contribute inventive technology solutions and collaborate with experts around the globe. The top solutions will be elected to help UNICEF scale its efforts to meet the ever-growing needs of the poorest and most vulnerable and excluded children across 190 countries.

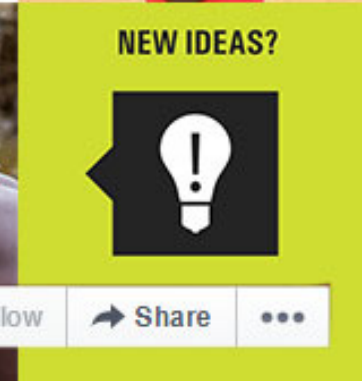
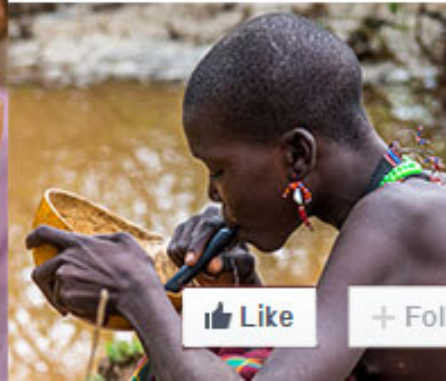


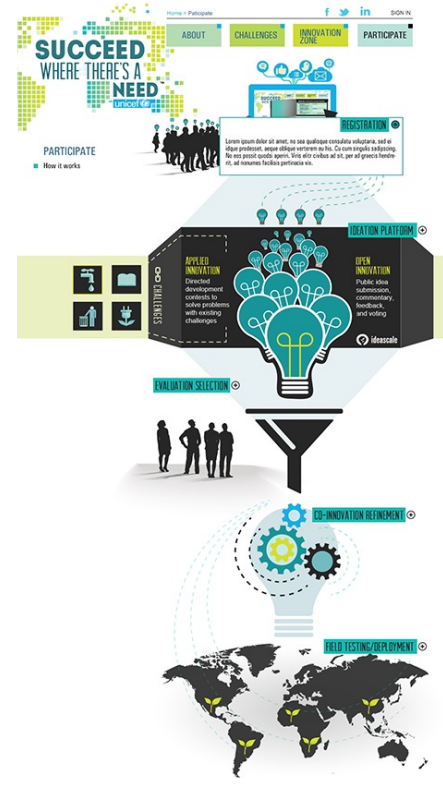
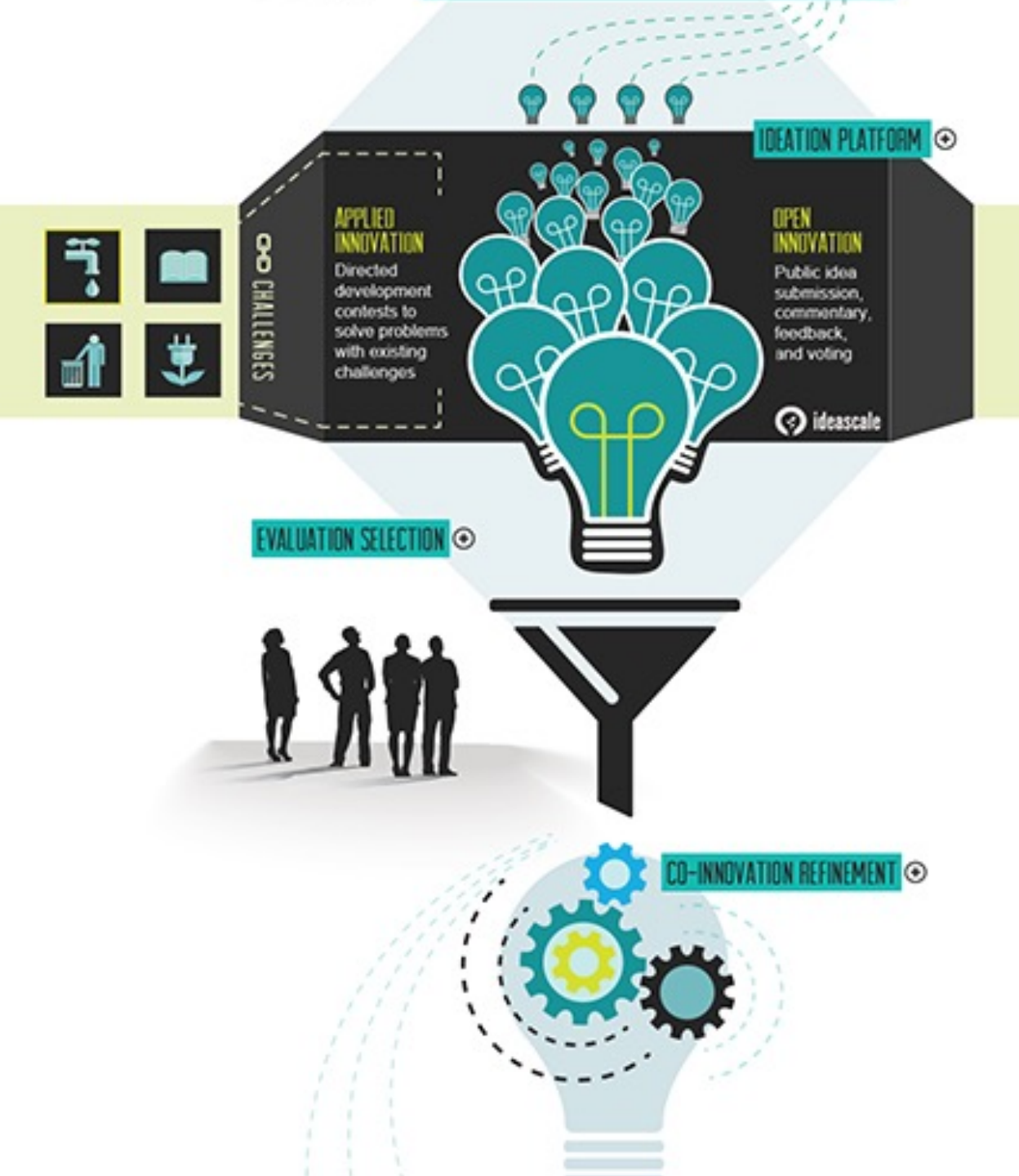
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REGISTER TO PARTICIPATE IN OUR PROGRAM







OUR APPROACH



Take Successful Innovations to Global Scale:

Solutions like RapidPro (which includes tools like U-report and eduTrac) and Digital Kiosks are currently deployed in around 18 countries at various scales and many more are in the process of starting. USAID and the World Bank are now incorporating these tools in their own programming.

VISION

The vision of the UNICEF Global Innovation Centre (UIC) is enabling exponential change in reducing inequities and achieving programme effectiveness and results for children.

The centre focuses on innovations that benefit the most deprived people, and the areas with the highest levels of inequity. That is why we focus on technologies, tools and solutions that can be deployed and used in remote areas and by people who do not have access to feature technology.





NTT turned to GlobalFluency when the technology corporation was launching a new Silicon Valley applied research and development center, called the NTT Innovation Institute, or NTT i³. GlobalFluency worked with the founding executive team to develop compelling messaging and content to reach and engage Silicon Valley's technology ecosystem and NTT customer audiences globally. GlobalFluency developed a wide range of content to help position and launch the Innovation Institute's new Customer Experience Center, including infographic signage, tour guide scripts and collateral. It developed a wide variety of thought leadership content and product messaging and materials for new technology introductions, placed feature and news stories in major technology and business media, and designed and implemented an interactive, web-based newsletter called Inside i³.



APRIL / MAY 2014
The Bi-Monthly Newsletter of
the NTT Innovation Institute



[BACK TO WWW.NTTI3.COM](http://WWW.NTTI3.COM)

NEWSROOM

“
The new NTT Group 2014 Global Threat Intelligence Report focuses on five critical areas of security: threat avoidance, threat response, threat detection, investigation and response capabilities...
→ [Read our report](#)

SUBSCRIBE
Inside I³ welcomes your feedback, ideas and inquiries. Contact us here.



#Srini

I'm pleased to welcome you to the first issue of "Inside I³", the bi-monthly newsletter for executives and practitioners from NTT Group operating companies and customers. I hope you find the information in this and future newsletters informative. In this month's issue we will introduce you to...

→ [Read more](#)

FOOD FOR THOUGHT
New Thought Leadership Content from NTTI³



CXC Update →

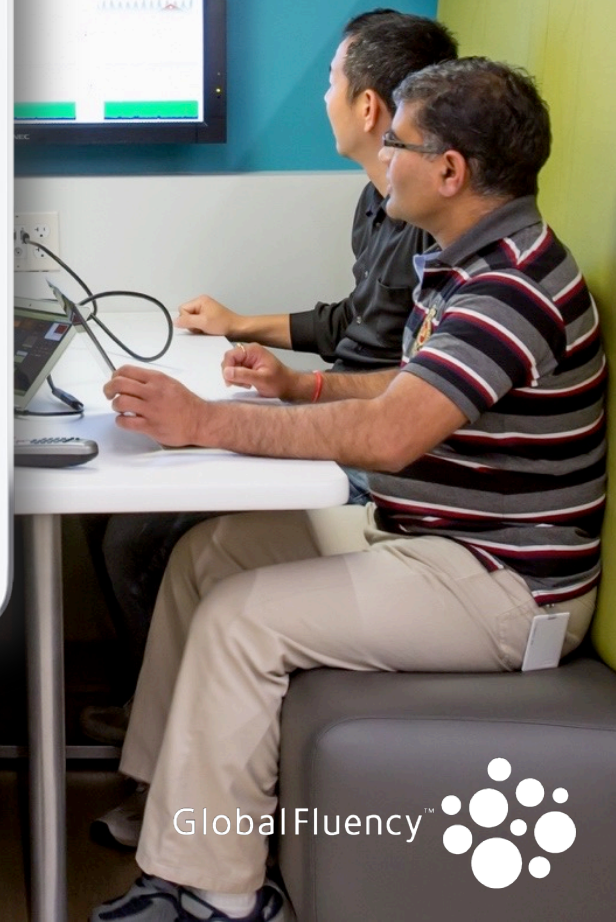
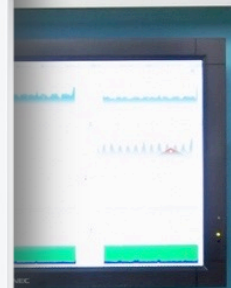
UPCOMING EVENTS



Applied Thinking

The desktop experience is rapidly changing as employees conduct their business on the go using whatever device is most convenient. The virtual workspace is evolving into a fluid, cloud-based computing ecosystem, enabling workers to collaborate, share and transact.
Native applications are transforming rapidly to web "apps", mobile broadband is readily available and identity and access management for the cloud is a reality.

→ [Read more](#)



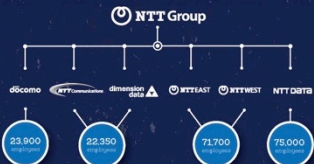
OUR MISSION
is to deliver technology solutions and services that empower our clients' business ambition.

We are a trusted advisor and solutions provider across communications, cloud transformation, next-generation security, systems integration, technology infrastructure management, mobility and IT co-sourcing.

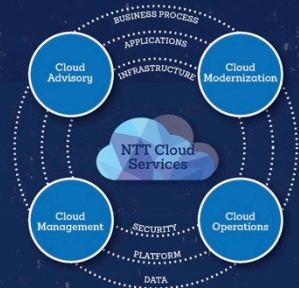
NTT GROUP AT A GLANCE

- \$130 billion total revenues
- 32nd on Global Fortune 100
- 227,000 employees
- Direct presence in 72 countries
- Network coverage in 160 countries & regions
- 80% OF THE Global Fortune 100 choose NTT Group

CORPORATE STRUCTURE



ONE STOP ACROSS THE ENTIRE ENTERPRISE LIFECYCLE



NEXT GENERATION SECURITY PROVIDER

Providing comprehensive security and risk management services

- 16 Security operation centers worldwide
- 1,300 security experts and researchers
- 6,000 customers worldwide

WORLD LEADERSHIP

REVENUES **UP 6X** since MARCH 31, 2008
OUTSIDE OF JAPAN

- LARGEST ICT COMPANY
- NO. 2 IN DATA CENTERS
- NO. 2 IN GLOBAL BACKBONE
- TOP 6 IN SYSTEMS INTEGRATION

A MAJOR COMMITMENT TO R&D

RESEARCH & DEVELOPMENT

- \$2.5 BILLION annual investment in R&D
- 6,000 GLOBAL R&D Staff

SILICON VALLEY OPEN INNOVATION CENTER—NTTP



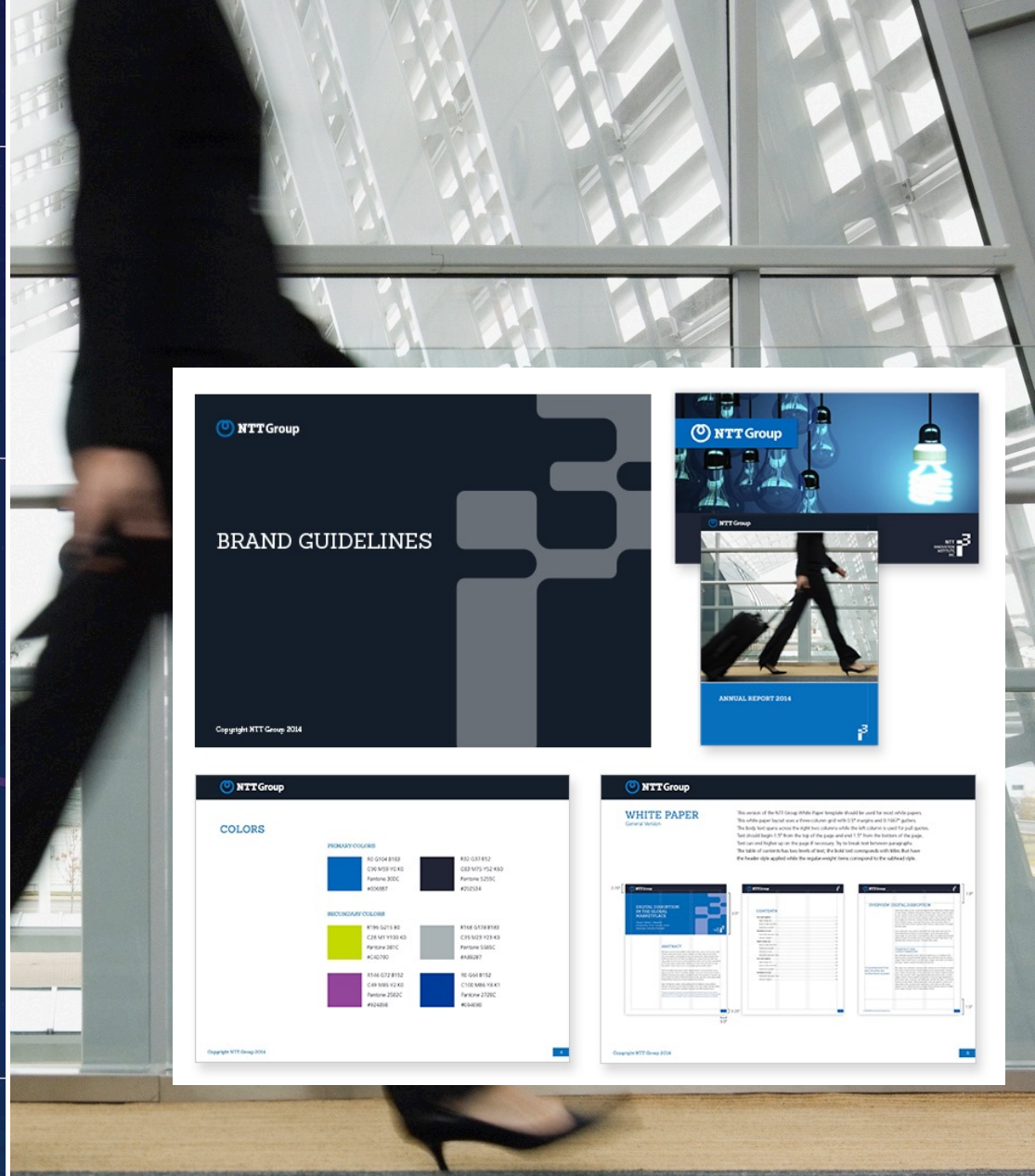
R&D to help customers **THINK SMARTER. ACT FASTER AND FLEX THEIR BUSINESS**

ADDRESSING THE INNOVATION IMPERATIVE

IT USES HUMAN CENTERED DESIGN TO IMAGINE THE FUTURE
REALIZED THROUGH IMMERSIVE EXPERIENCES IN THE CUSTOMER EXPERIENCE CENTER (CXC)

CXC SHOWCASES TECHNOLOGIES IN:

- CLOUD MODERNIZATION
- ANALYTICS
- ADVANCED SECURITY
- INTERNET OF THINGS



CAPSURE™

Risk Reinvented

NMS, Inc., an Ohio-based CPA, business and financial advisory firm, sought to spin off, position and grow one of its businesses, which helps companies form and manage captive insurance subsidiaries. The companies they insure wholly own these captive insurance entities, improving their risk management while growing wealth by capturing underwriting profits that would otherwise flow to commercial carriers. After discussions with company principals, a review of customer engagements, and online category research, GlobalFluency developed a fresh messaging and positioning for the company, developed a new name, CapSure, and logo, and produced the company's initial website. We also produced a brand guidelines and sales collateral, including a brochure, presentation, case studies and FAQ. All of this was completed in just six weeks. We also developed a new industry white paper, which is now being promoted through GlobalFluency networks to drive lead flow.

LOGO

CapSure logo is strong all-caps modern logotype with minimalistic graphic "dash", creating a "cap" connotation. The logotype represents confidence, strength, modern technology, business growth, success, and empowerment. Reliability, being the most important factor for a successful insurance company, is also conveyed in the logo. The typeface is created with thick strokes to imply that CapSure is a trustworthy and reliable insurance company that will not be shaken easily. The logo is also spelled in all caps to represent the strength of the company. The dash and the glyph, "u", make a shield-form element to signify protection. The position of the dash, covering "u", symbolizes that CapSure will cover "you" by forming a shield. The registered trademark symbol is added at the end and it should never be removed.



CAPSURE™
Risk Reinvented

Graphic Element

The only graphic element that is used throughout. It forms a shield as it covers the glyph, "u".

Registered Trademark

This legal superscript is an important part of the logo and should never be removed.

Tagline

This logo with a tagline which is most often used when the logo is used at a large size and needs to make a bold statement.

Logotype

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction please do not try to recreate the logo.

LOGO WITHOUT TAGLINE

There are two forms of the logo in this brand. There is the logo with tagline, and the one without tagline. The logo with the tagline is preferred to be used in most cases, however when the tagline becomes relatively small and not clearly visible, the usage of the logo without tagline is strongly encouraged. If the width of the logo is shorter than 125", it is absolutely necessary to use the logo without tagline. The logo without tagline shall be commonly used in the footer of the documents, digital banners, powerpoint presentations, etc.

CAPSURE™



CAPSURE™ Risk Reinvented
> 125"

CAPSURE™ < 125"

CAPSURE™ < 125"

With U.S. commercial insurance premiums exceeding \$1 trillion, including more than \$500 million in property and casualty coverage, insurance represents a major expense to businesses. The challenge of managing the economics of risk can have a significant, even profound, impact on companies of all kinds.

Capsure LLC is a wealth creation and risk mitigation advisory firm that uses purpose-built, captive insurance subsidiaries to protect and grow business value for profitable companies with predictable risk profiles. Capsure clients shift inflated insurance premiums into a self-directed insurance investment vehicle that can broaden coverage, lower costs, preserve capital, increase equity, and create significant tax benefits.

SHIELD YOUR WEALTH

Protecting your business and personal assets is paramount. Commercial insurance costs are skyrocketing, and most businesses are unable to afford the optimal amount of insurance protection to shield their business and personal assets from unforeseen circumstances. It is more important than ever to understand your risk and know how to manage it.

Capsure helps individuals and business owners who are tired of unpredictable, fluctuating and excessive insurance premiums to bypass traditional insurance by helping them create, underwrite and manage insurance coverage through their own personal Captive Insurance company.

By creating a Captive Insurance subsidiary, clients have complete and customizable control of their own insurance coverage needs. A Captive Insurance company will reduce an insured's costs significantly by eliminating traditional insurance companies' hidden fees for profit loads, broker commissions and administrative costs.

CAPTURE INVESTMENT INCOME

Managing risk through a Captive Insurance company is the ultimate tool to protect your assets and achieve financial success. Captive Insurance companies allow you to capture and retain underwriting profits and investment income that would ordinarily be lost to traditional insurance carriers, while still using commercial carriers for some types of risk. Premiums paid into the entity are tax-deferred and can be invested to grow the financial strength of the company.

A CAPTIVE INSURANCE COMPANY OFFERS CLIENTS TREMENDOUS ADVANTAGES:

- Save a significant amount of money on insurance
- Retain underwriting profits and investment income
- Provide personalized coverage for unique and specific risk
- Tailor the price and premium outlays to fit your financial situation
- Benefit from personal and business tax savings

CONTACT:

Warren Vickers, Managing Director
wvickers@capsurerrisk.com
216-548-4378
121 South Street, Chardon, OH 44024
www.capsurerrisk.com

CAPSURE™
Risk Reinvented

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CAPSURE™
Risk Reinvented

REINVENTING RISK. CAPTIVE INSURANCE CASE STUDIES

Capsure LLC has worked with more than 100 companies across the United States to reduce insurance costs, grow wealth and business value, and improve insurance coverage through the creation of purpose-built Captive Insurance companies.

Capsure records show that, in a typical case—assuming a 4 percent pretax rate on ROI and an average claims loss of 5 percent of premium—a company that would otherwise pay \$778,000 in premiums to a commercial insurer generates \$263,000 in additional retained earnings utilizing a captive, with the same premium. This grows to \$292,000 by year five of the captive, at which point retained earnings (with no dividends) rise to a total of \$1,434,000.

What follows are cases studies of companies that have profited from the Captive Insurance model.

© 2010 Capsure LLC | www.capsurerrisk.com

CAPSURE™
Risk Reinvented

CAPSURE™
Risk Reinvented

121 South Street
Chardon, OH 44024
www.capsurerrisk.com

CAPSURE™
Risk Reinvented

Warren Vickers
Managing Director
wvickers@capsurerrisk.com
216-548-4378 (direct)
440-286-4300 (fax)

121 South Street
Chardon, OH 44024
www.capsurerrisk.com

GlobalFluency™



PURPOSE-BUILT CAPTIVE INSURANCE



TURNING COMMERCIAL INSURANCE INTO ENDURANCE

Every year, U.S. businesses pay hundreds of millions of dollars to commercial insurance carriers. What if some of that money could be kept by your business to build value and wealth? Owners can turn insurance into financial endurance by creating their own purpose-built, self-directed insurance company.

WHY CAPTIVE INSURANCE?

Purpose-built insurance subsidiaries protect and grow business value for profitable companies with predictable risk. Unlike traditional captive insurance, CaptSure is built with insurance premiums into a self-directed, purpose-built investment vehicle that can appreciate, create jobs, lower cost, preserve capital, increase equity, and deliver significant tax benefits.

Will Purpose-Built Insurance Work for Your Business?

If your business faces other risks, it may be a candidate for creating a purpose-built insurance company.

2. How do you estimate current costs of \$1 million or more?

2. Why \$1,000,000 or more in property and casualty insurance



CUSTOMIZE RISK PROTECTION

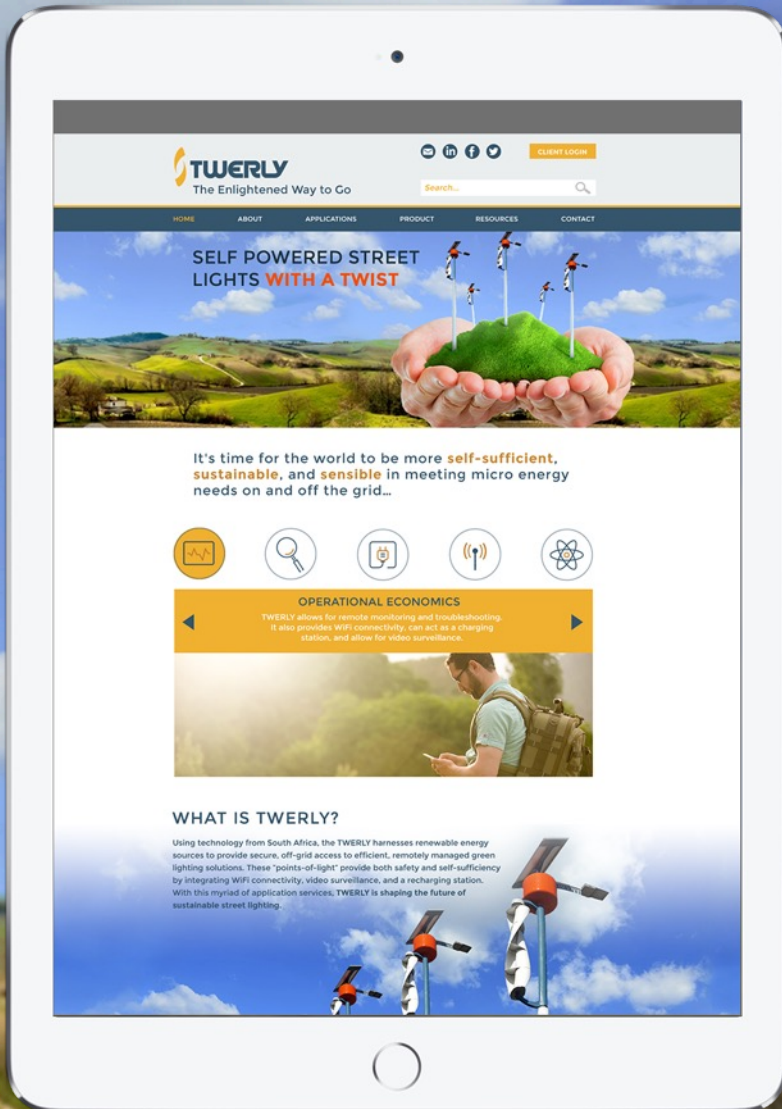
Most businesses do not carry all the risks of their operations. CaptSure allows you to build a self-directed, purpose-built insurance company that can appreciate, create jobs, lower cost, preserve capital, increase equity, and deliver significant tax benefits. CaptSure is built with insurance premiums into a self-directed, purpose-built investment vehicle that can appreciate, create jobs, lower cost, preserve capital, increase equity, and deliver significant tax benefits.

Client



Twerly, an off-grid street lighting solution based in South Africa, sought a full-service, global market penetration strategy and brand execution. Twerly streetlights offer a sustainable lighting solution with ancillary features including WiFi access, home appliance battery charging, video surveillance, and remote monitoring capabilities. GlobalFluency developed both a South Africa-specific and a global market penetration strategy, including competitive analysis, highlights of top differentiators, identification of key market access points, and go-to-market channel and partner targets. GlobalFluency made multiple partner introductions, some of which led to new market solutions and ventures. GlobalFluency also designed and developed a full brand identity and customer-facing website including key content, market applications and product breakdown. This scalable website allows for future purchasing and for customers to monitor their Twerlys directly from the website portal.

twerlypower.com



Nikolas
Jankovich



Job Title Here

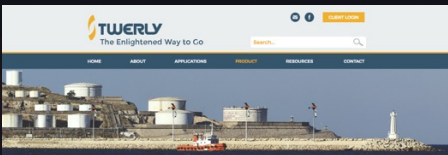
O: 27 83 251 1622
M: 12 12 123 1234
F: 12 12 123 1234

East London Industrial
Development Zone
East London, Eastern Cape

email@emailaddy.com

www.twerly.co.za





OVERVIEW



THE TWERLY DIFFERENCE

Discover why TWERLY is considered the Smart Solution. By providing off-grid renewable energy access to a myriad of applications, providing jobs and economic development to the South African region, and by utilizing the foremost technology innovations in the realm of alternative energy, TWERLY is truly the Enlightened choice.

- ENERGY STORAGE MANAGEMENT**: The TWERLY system has a built-in battery storage system which allows the smart light to keep working for 3-5 days with no sun.
- VERTICAL AXIS WIND TURBINE**: The battery installed to capture all the energy has a lifespan of three to five years.
- RELIABLE SOURCE**: TWERLY is designed and assembled in South Africa, thus developing local jobs and economic growth.
- SOLAR POWER PANELS**: TWERLY is designed and assembled with the latest solar panels to ensure maximum efficiency.
- SMART LIGHTING**: The TWERLY smart light allows for the surveillance video directly from the smart light to assist security.
- ENVIRONMENTAL**: The TWERLY is aesthetically pleasing and allows for advertising on the green-integrated brand sponsors committed to social responsibility.

TECHNICAL BREAKDOWN

TWERLY is designed with a silent vertical axis twisted Sanyo turbine with a permanent magnet generator with an expected lifetime of over 20 years. The rated output is a maximum of 100W depending on the ground load and performance history with an expected lifetime of 3-5 years.

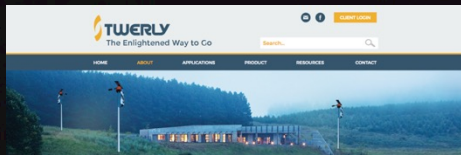
LEARN MORE

Assemble your TWERLY below by clicking on each of the components on the left.

Self-Powered Streetlights with a Twist

CONTACT US

WHO WE ARE: About, Leadership Team
 WHAT WE DO: Product, Technology, Health Center
 WHY TWERLY: Why Twerly, Applications, Resources
 CONTACT: [Social Media Icons]
 TWERLY



MEDIA COVERAGE | PRESS RELEASES

SOUTH AFRICAN OFF-GRID GREEN POWER INNOVATOR WINS TOP SPOT ON UNICERS CAUSALTHEME SOCIAL IMPACT IDEA CHALLENGE

Twery Solutions (Pty) Ltd. has been named the winner of the 2014 Social Impact Idea Challenge.

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Applications



TWERLY APPLICATION MARKETS

Whether you are looking to develop solutions for off-grid communities, or simply looking to replace your legacy streetlights with a more efficient, green lighting solution, TWERLY's myriad of offerings makes it the right choice for any application. With maximum durability and diagnostic, simple installation, and long lasting technology, TWERLY is the enlightened choice. And with the value added capabilities such as Wi-Fi, video surveillance, and charging, TWERLY is the smart solution, maximizing your offering while simultaneously cutting your costs.

Click on your application market to learn more about why TWERLY is right for you!

Off-Grid Developments	Eco-Housing	Commercial centers, security of all forms of property, TWERLY is the most efficient and durable. The aesthetic advantage of TWERLY is the value added capabilities such as Wi-Fi, video surveillance, and charging. TWERLY is the smart solution, maximizing your offering while simultaneously cutting your costs.
Tourism and Hospitality	Aid and Relief	Military Facilities
Industrial Complexes	Municipal Environments	Transportation Hubs

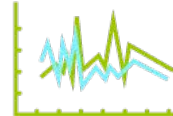
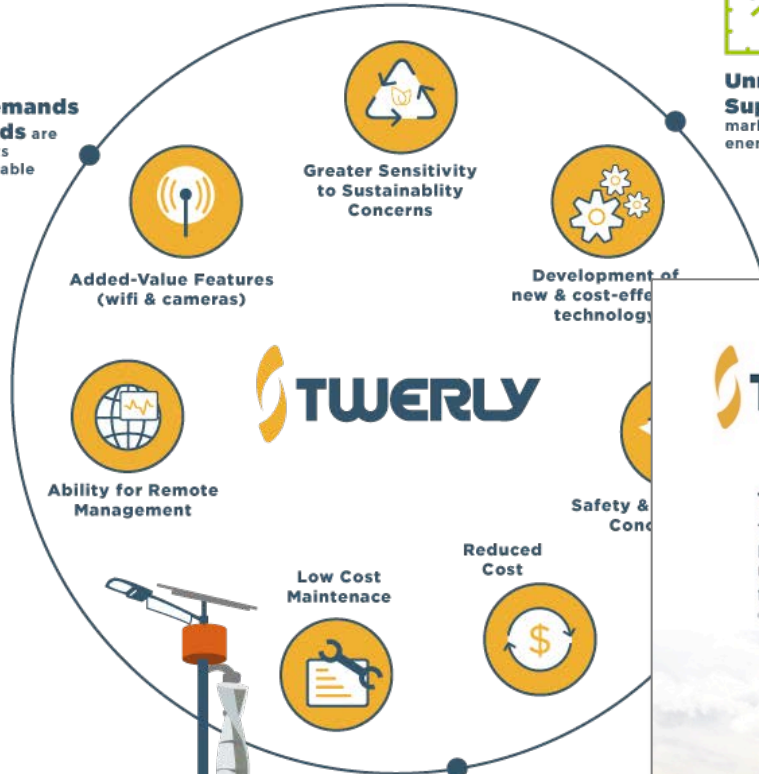
Self-Powered Streetlights with a Twist

CONTACT US

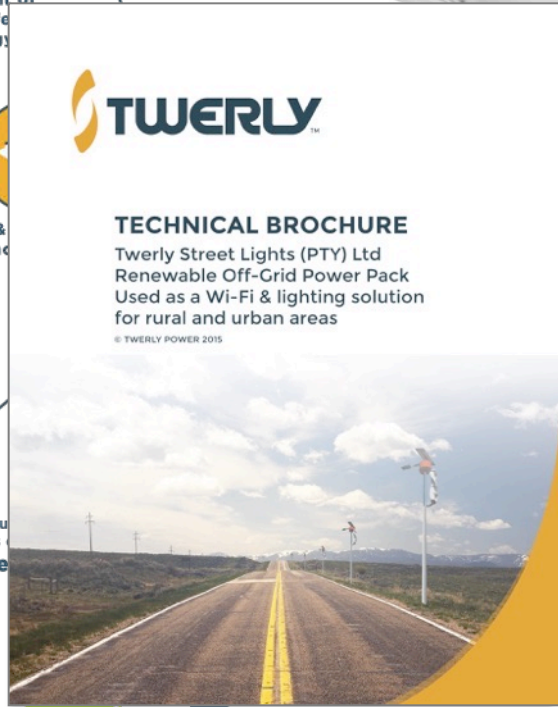
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Increased Demands on Power Grids are pushing consumers to look for sustainable power options.



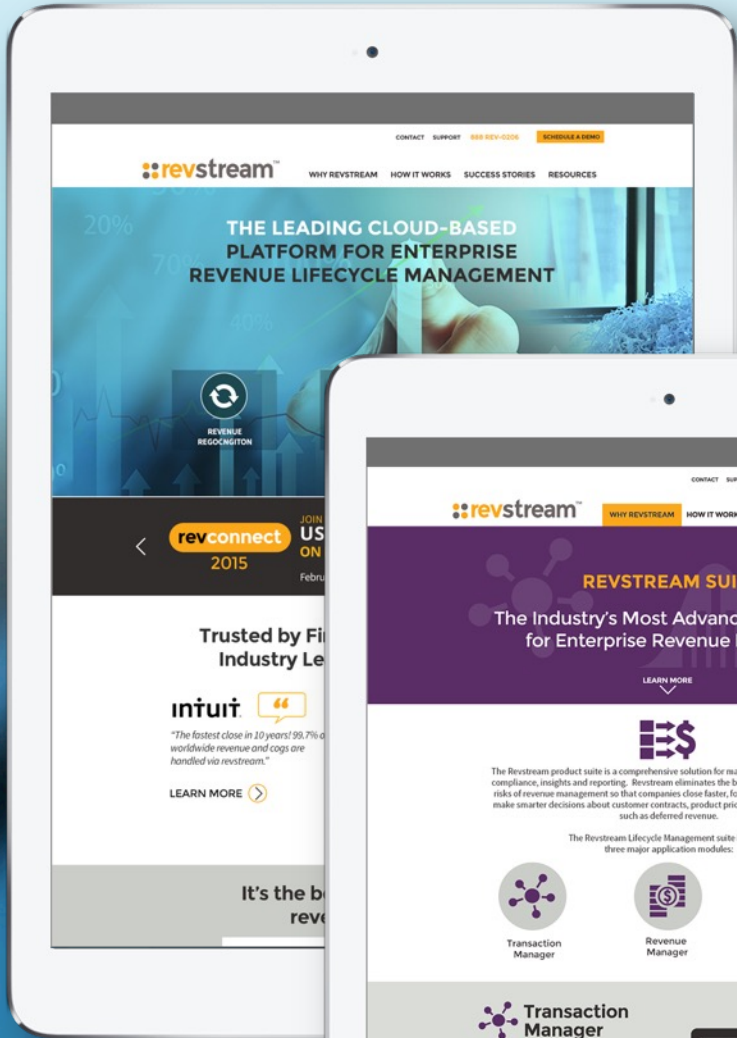
Unreliable Power Supply especially in emerging markets makes renewable energy sources more desirable.



Glo



Revenue Recognition Management software startup, RevStream, was looking to elevate its brand and more effectively communicate its value proposition, technology leadership and customer successes through its corporate web site. GlobalFluency worked with the company to more effectively message its technology and market story. We built a new, content-rich corporate web site from the ground up on the WordPress content management platform, integrating customer videos, how-it-works animations, case studies, corporate, product and technology descriptions, and more.



LOGO USAGE

Revstream logo

The Revstream logo is a vital component of the company identity. As such, it needs to be used appropriately and consistently across all printed and on-screen applications. Misuse of the logo will weaken the identity of Revstream.

In order to preserve consistency with our identity, never attempt to recreate the logo. The proportions and position of the symbol to the logotype should never be altered. The logo should be treated as an image and should not be recreated in any way.

The following guidelines should be followed whenever creating original printed or on-screen pieces for Revstream.

LOGOTYPE

This logotype was created using a custom typeface. It has been converted to outlines, so you do not need this font for reproduction. Please do not try to recreate the logo.



SYMBOL

The symbol consists of four dots of the same size. The dots should always remain in this configuration. The top left and bottom right dots should be orange.





SGI (formerly Rackable Systems, now HP) innovated data center technology, bringing new levels of power and performance to the rack. But in a crowded technology space, new conversations needed to be started and sparked. Leveraging the Business Performance Innovation (BPI) Network, GlobalFluency developed a thought leadership platform and ongoing demand generation campaign highlighting the cross section of environmental thinking, technology and operational savings in the “Think EcoLogical” campaign. The initiative asked IT leaders to think about being “green” as more than a “do-good” opportunity, but also a sound and overhead saving mandate. GlobalFluency developed all messaging and thought leadership platforms for SGI, including executing a global survey of CIO and IT decision makers to establish news making opportunities around IT sustainability. An interactive tool was developed that empowered IT and data center executives to gauge estimated cost savings and operational impact of their current data center systems based on local factors including weather in the Eco-IT Monitor. GlobalFluency also oversaw the branding transition with the acquisition of SGI by Rackable Systems.





THINK ecological™

What does **Think Eco-Logical** mean to you?



We all know too well that operational inefficiencies lead to increased cost and an expanded carbon footprint. With energy costs rising and environmental consequences worsening, the need to make substantial changes in your data center is no longer optional, it is required!

With Rackable Systems and Intel you can reduce your power and cooling costs, use alternative, cheaper power sources and make effective use of space with high density servers, all while improving performance and the bottom line.

Even in the harshest of climates, environmental or economic, it's possible to be eco friendly while still being logical when it comes to your business.

THINK ecological™

Think Eco-Logical™. Go Rackable. 


Learn more at rackable.com/thinkecological 

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What does "ecological" mean to you?

THINK ecological

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ultrices, diam non tristique rhoncus, nisi arcu sodales orci, sed convallis.



Think ecological.
Go Rackable.

 **Rackable systems**

What does "ecological" mean to you?

THINK ecological




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Think ecological.
Go Rackable.

 **Rackable systems**


What does "ecological" mean to you?

THINK ecological



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Think ecological.
Go Rackable.

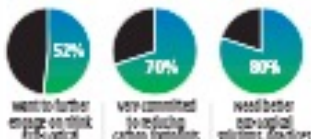
 **Rackable systems**

What Does **THINK ecological** Mean?

Combining environmental concern & commitment with practical, rational intelligent business management.



What Are IT Professionals Saying?



So why of 218 IT professionals conducted in Oct '11 by BPM Forum

- 85% ecological is a top priority
- 85% cost saving energy associated with high priority
- 84% think ecological associated with lower costs
- 85% consulting companies them for energy reduction
- 100% A strong case for a business benefit statement

Why Is Think Eco-Logical Relevant?



The IT "Agenda"

Rising costs of inefficient data centers is top Eco-Logical driver

Among top IT plans to act Eco-Logical:

- Upgrade to more power efficient servers/storage systems
- Server consolidation and space utilization
- Greater use of virtualization technology



Learn more at rackable.com/thinkecological

THINK ecological

IT Sustainability Insights and Imperatives



Think Eco-Logical © 2009 Green Computing from BPM Forum

YOUR PERSONAL ECO-IT MONITOR

STORM
WATCH

LOCAL
REPORT

ECO
OUTLOOK

NEXT

PREV

STORM WATCH

ELECTRICAL OUTAGE ALERT

In the US datacenters will gobble 10 new power plants of electricity by 2010.

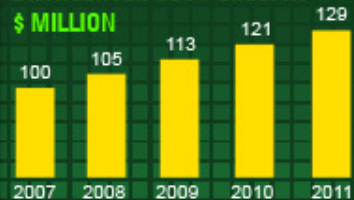
Power failures and low availability will stop operations at >90% of data centers in the next five years.*

DATACENTERS
DISRUPTIONS

55%

DATACENTER COST GROWTH

\$ MILLION



LOCAL REPORT

WHAT IS MY ECO FOOTPRINT

Data centers account for 25% of IT budgets. 83% spend only 10% or less of their IT budgets on greening IT. Nearly every business is capable of doubling its data center efficiency.

Data Center Location (zip code)	95129
Servers in the Environment (number)	300
Cost Per Server (US\$)	2000

Oh, you live in a great place! Let's see how efficient is your datacenter (NEXT)

**YOU'RE LOCATED IN
95129 ZIP CODE.
AVERAGE COST PER
SERVER IS HIGHER
THAN AVERAGE IN THE
US: \$3000/SERVER**

YOUR PERSONAL ECO-IT MONITOR

ECO OUTLOOK

IMPROVE YOUR ECO OUTLOOK

Click on the buttons below to explore how you could improve your eco-outlook today

STORM
WATCH

LOCAL
REPORT

ECO
OUTLOOK

NEXT

PREV

Think
Ecological
Servers

Virtualization

Datacenter
Relocation

Intel Xeon
5500 series
processors

Elevated
Temperature



Openet, a leading software and systems provider to the telecommunications industry, engaged with GlobalFluency as part of a major brand refresh to showcase the company's expanding solution set and value proposition. GlobalFluency defined a new advocacy and positioning around the company's capacity to help CSPs develop new digital revenue streams, improve customer intelligence and enhance both network performance and customer satisfaction. GF developed a new tagline, "Make the Most out of Every Customer," updated its logo, brand guidelines and marketing materials, and re-developed major sections of Openet's web site to reflect the company's new positioning. GlobalFluency's executive affinity networks, the Chief Marketing Officer Council and the Business Performance Innovation Network, also designed and executed a global campaign on the imperative to more effectively manage the challenge of change and choice in today's communications and media markets. The multi-faceted campaign, entitled "Bringing Dexterity to Subscriber Complexity, included a global survey of CSP and media executives, executive roundtable discussions at Mobile World Congress in Barcelona, the publication and syndication of two industry reports and a global PR launch of the findings. The campaign resulted in more than 600 report downloads and extensive coverage in industry and business media.

White Paper
DOCSIS 3.0
An Opportunity to Reinvent
the Cable Business Model



© Copyright OPENET Networks, 2009, 2008



DOCSIS 3.0 – An Opportunity to Reinvent the Cable Business Model

DOCSIS 3.0
An Opportunity
to Reinvent
the Cable
Business
Model

INTRODUCTION

In the broadband battle, cable operators were the early leaders, boasting faster speeds than DSL service offered by their telco counterparts. However, as the telcos launch fiber-to-the-home (FTTH) services, such those offered by Verizon and AT&T in the US, and telcos in Europe, and Korea Telecom and PCCW in Asia, cable operators are being hampered by its bandwidth limitations.

DOCSIS 3.0 promises a way for cable operators to counter the telco threat by providing speeds to the end user – up to 160 Mbps downstream and 120 Mbps upstream – often with ultra-high-speed data delivery.

What is DOCSIS 3.0?

The Data Over Cable Service Interface Specification, or DOCSIS, was introduced to the DSL service offered by their telco counterparts. However, as the telcos launch fiber-to-the-home (FTTH) services, such those offered by Verizon and AT&T in the US, and telcos in Europe, and Korea Telecom and PCCW in Asia, cable operators are being hampered by its bandwidth limitations.

DOCSIS 3.0 promises a way for cable operators to counter the telco threat by providing speeds to the end user – up to 160 Mbps downstream and 120 Mbps upstream – often with ultra-high-speed data delivery.

- The successive versions of the DOCSIS specification include the following:
- DOCSIS 1.0 defines basic broadband Internet connectivity for cable modems, enabling operators to purchase interoperable equipment from multiple vendors to drive down prices.
 - DOCSIS 1.1 provides quality of service functionality, allowing the cable operator to offer as-if telephone and increases upstream throughput to 30 Mbps of capacity.
 - DOCSIS 2.0 was developed in response to increased demand for symmetric services such as IP telephony and increases upstream throughput to 30 Mbps of capacity.
 - DOCSIS 3.0, the most recent iteration of the specification, provides a number of enhancements that enable operators to significantly increase their downstream and upstream speeds.

However, long-term success depends on going beyond competing on speed and focusing on the extra bandwidth to create truly compelling offerings. DOCSIS 3.0 can help cable operators differentiate their offering by providing not only the necessary bandwidth, but the opportunity to support advanced and fully leverage new network technologies and opportunities.

- Bandwidth-intensive enterprise applications
 - User-defined executive programming, in which video programming is combined with internet sources
 - High-bit rate services to facilitate faster file exchanges and high definition video downloads
 - Time shifted and place shifted video
 - Interactive on-line gaming
 - "Over-the-top" video content that allows consumers to stream video content from the internet to their televisions
- Without proper management, DOCSIS 3.0 threatens to contribute existing cable delivery networks or deliver content directly via the internet. It also threatens profit margins, as the marginal cost of adding network bandwidth will not be covered by the marginal revenue.
- MECs need to take advantage of their existing OSS and billing environments and assess whether they can support these next generation services. Cable back office systems have



Fair Usage

Service providers across all network infrastructures – wireless, wireless, and cable – are grappling with explosive growth in demand for network resources. This trend is driven by the availability of user experience. The growing popularity of rich media, interactive applications, and convergent devices are driving exponential increases in data usage. Additionally, many operators face a situation in which a smaller number of power users are consuming ever larger volumes of network capacity leading to network congestion. In this environment, service providers must ensure network costs do not outpace revenue growth while meeting the data usage needs of all subscribers without eroding profit margins.

With Openet's Fair Usage solution, service providers can ensure optimal experience for all subscribers by proactively managing subscriber usage and network resources in real-time. Operators can enforce fair use policies and manage network congestion while maximizing the value of their networks. The solution is based on Openet's FusionWorks™ Policy Manager product.

CONTROL AND MANAGE INTERNET CONSUMPTION

With Openet's Fair Usage solution, service providers can ensure optimal experience for all subscribers by proactively managing subscriber usage and network resources in real-time. Operators can enforce fair use policies and manage network congestion while maximizing the value of their networks. The solution is based on Openet's FusionWorks™ Policy Manager product.

MANAGE TERMS AND CONDITIONS ENFORCEMENT

Whenever subscribers exceed the service parameters specified in their service agreements, Openet's Fair Usage solution gives service providers the flexibility to dynamically implement profile, account plan, usage history, session data, and other parameters. Personalized notification can be sent to excessive users based on their usage patterns and other parameters. A variety of actions such as throttling certain usage or reducing connection speed during peak hours, in order to reduce network congestion to all subscribers.

MAXIMIZE THE VALUE OF NETWORK ACTIVITIES

Operators are finding that flat-rate plans are not always the most profitable revenue as the usage patterns of their subscribers.

SOLUTIONS DELIVERED ON FUSIONWORKS

Openet enables the world's largest and most innovative service providers to extract maximum value from the activity on their networks by:

- Gaining visibility into the usage of network services
- Monitoring opportunities presented by new services and business models
- Controlling access to and allocation of network resources
- Enabling end-user service personalization

WE CALL THIS ABILITY TRANSACTIONAL INTELLIGENCE.

FUSIONWORKS FRAMEWORK

Openet products are built on the FusionWorks Framework, which gives our products their name and the cornerstone for each piece of Transactional Intelligence solution.

© Copyright OPENET Networks, 2009

FusionWorks™ Balance Manager

FusionWorks Balance Manager enables service providers to display hybrid pre- and post-paid accounts, manage account balances in real-time, organize subscriber hierarchies, administer balances at an account and service level, giving them unprecedented control over their services.

FusionWorks Balance Manager leverages the industry leading FusionWorks Framework to deliver the performance, scalability, and flexibility demanded by the largest and most complex carrier networks.

SUPPORTING CUSTOMER-CENTRIC EXPERIENCE

Customer satisfaction is strongly impacted by their perception of how well a service provider understands their needs. FusionWorks Balance Manager provides a high degree of configurability, helping to deliver a tailored account setup and management experience. With 8 service providers can easily manage subscribers to a group account, e.g., managing who has pre-paid and post-paid balances. Multiple device usage can be defined to monitor and track to deliver the performance, scalability, and flexibility demanded by the largest and most complex carrier networks.

DIFFERENTIATION THROUGH PERSONALIZATION

FusionWorks Balance Manager offers a range of features designed to support subscriber personalization of their accounts. Subscribers can designate which services are active for pre- or post-paid balances, allowing them to view their accounts and services to the extent they wish. They can also designate which services are active for their pre- or post-paid balances, allowing them to view their accounts and services to the extent they wish. They can also designate which services are active for their pre- or post-paid balances, allowing them to view their accounts and services to the extent they wish.

A PROVEN FOCUS ON THE NETWORK EDGE

Unlike many providers that support broad, bundled software suites, OPENET remains strongly focused on network edge activity. Combining highly specialized solution delivery with even processing and integration software platform, OPENET enables today's service providers to rapidly reduce network costs and cost-effectively manage services across in market.

THE COSTS AND RISKS OF BALANCE

At low latency high throughput, FusionWorks Balance Manager enables service providers to manage the growing volume of real-time requests.

© Copyright OPENET Networks, 2009

Policy Manager

GAIN INTELLIGENT, DYNAMIC CONTROL OVER NETWORK RESOURCES

FusionWorks Policy Manager gives service providers the ability to dynamically control network resources with real-time policy rules. Using intelligence at the network edge, providers can apply real-time policy decisions to determine which services are delivered and how they are delivered – enabling them to create highly personalized services that generate new revenue streams.

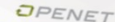
As the landscape for service providers becomes more complex and demanding, core access services are being commoditized. Exploiting elements on convergent, IP-based environments, providers can increase their competitive edge by delivering innovative services that can be rapidly brought to market. The ability to respond to these challenges with real-time, intelligent control over network resources gives service providers the competitive edge to be an industry leader.

FusionWorks Policy Manager leverages the high-performance, multi-tiered architecture of FusionWorks Framework platform. Operating at the network edge, Policy Manager delivers the performance, scalability, and flexibility demanded by the largest and most complex carrier networks. The solution is compliant with 3GPP, CDMA2000, and WIFAX standards.

INTELLIGENT POLICY CONTROL

Fast growing demand for convergent and multi-generation services is creating new market opportunities as well as challenges in managing real-time network traffic. In order to maximize and protect time visibility and control capabilities in their network, service providers must have real-time and acceptable quality of service (AQoS). FusionWorks Policy Manager gives network service providers intelligent, real-time control over their networks with:

- Provisioning policies to identify third party content and ensure appropriate level of service is applied. E.g., prioritizing VoIP and/or video streaming over web browsing.
 - By interacting with other network elements, FusionWorks Policy Manager can enforce policies to enhance the customer experience through real-time delivery and improved quality of service on a per-subscriber and per-session or per-service basis.
- SUBSCRIBER AND NETWORK POLICY CONTROL**
- Subscribers are demanding services that are personalized to meet their individual needs and preferences. In order to most effectively deliver subscriber-centric services with rapid time to market, providers need the capability to provision and control network and service resources in real-time. With FusionWorks Policy Manager, service providers can control their network resources and traffic by:
- Having a single source to manage dynamic subscriber and network policies across all access networks
 - Enabling traffic management decisions to be based on application type, time of day, access network, location, and other parameters
 - Supporting charging rules and service flows to offer pay per use, e.g., time and service levels
 - Enabling traffic management decisions to be based on application type, time of day, access network, location, and other parameters
 - Supporting charging rules and service flows to offer pay per use, e.g., time and service levels
 - Enabling traffic management decisions to be based on application type, time of day, access network, location, and other parameters
 - Supporting charging rules and service flows to offer pay per use, e.g., time and service levels
- FusionWorks Policy Manager provides control over their networks with:



DATA SHEET



Lorem ipsum
 Dolor sit amet



Color

And how we apply it.

OPENET brand colors and five highlight colors supported with black and white work together to create an innovative, modern, refined and sophisticated environment.

The green color must not be overused, but rather be reserved for subtle and occasional use in graphics, titles and headings.

Introduction
Logo
Color
Typography
Artwork
Print Standards

OPENET Green PMS 365C CMYK 28-3-63-17 RGB 175-181-90 WebHex #B0C37E	OPENET Moss PMS 379C CMYK 36-3-66-67 RGB 85-97-92 WebHex #668060	OPENET Grey PMS Cool Gray 7 CMYK 5-5-0-37 RGB 179-181-63 WebHex #B3B399		
OPENET Blue PMS 642C CMYK 64-19-14 RGB 86-161-213 WebHex 3395C0	OPENET Turquoise PMS 547C CMYK 53-14-63-55 RGB 0-105-114 WebHex 009999	OPENET Purple PMS 286C CMYK 65-100-5-13 RGB 79-36-131 WebHex #63396	OPENET Orange PMS 319C CMYK 0-45-65-5 RGB 238-150-55 WebHex F79633	BPI Red PMS 742C CMYK 7-48-64-13 RGB 155-59-64 WebHex 9C0333
Black	White Don't forget white, it can be used very creatively.			

Artwork

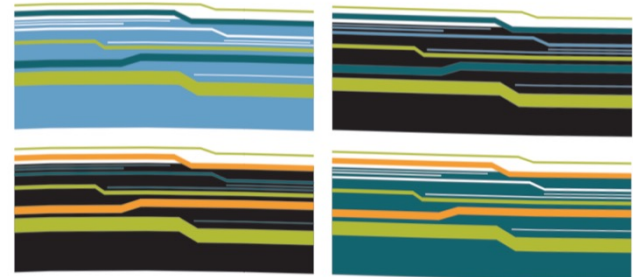
The images and illustrations in printed documents and electronic collateral convey almost as much about a company as the words.

Graphical Environment

The OPENET brandmark contains strong geometric shapes. The graphic environment is designed to enforce the look and feel of the logo and convey the message of wireless and cable transactions, dynamic and controlled movement.

Compositions of dimensional and straight lines in any of the brand or highlight colors, can be used to support the logo and add texture to printed material as well as soften the transition between background, photos and white space. It should always include OPENET green as a secondary color.

Introduction
Logo
Color
Typography
Artwork
Print Standards





Wilocity, a pioneering developer of 60 GHz multi-gigabit wireless chipsets, looked to GlobalFluency as a branding and communication partner to help build the company's position in the emerging WiGig technology market. GlobalFluency's work included corporate and technology messaging and positioning, development of a new corporate web site, as well as the creation of a wide range of other marketing and communications materials. The agency performed extensive go-to-market communications to drive industry conversation and media coverage of company's products and technology and the need for very high-speed wireless data transfer to enable new applications in the mobile computing, consumer electronics and peripheral markets. Qualcomm acquired Wilocity in July 2014.

Share thousands of photos in seconds, person-to-person gaming, transfer with wireless, "instantaneous USB stick"

Wilocity 

CUSTOMER LOGIN

COMPANY PRODUCTS TECHNOLOGY PARTNER PROGRAM LEARN ABOUT WIGIG MEDIA CENTER

Seamless wireless Personal Area Networking is finally here.

Learn more »

WHAT WE DO

Wilocity is delivering the world's first multi-gigabit wireless chipsets based on the new WiGig 60GHz standard for super high-speed downloads, docking, networking, and high definition video at 10x Wi-Fi transmission rates. [Learn more »](#)



Need small caption to comment on this chip that is shown with a ethernet. Do we want to zoom?

HOW IT WORKS

Wilocity in Action



An Entirely New Category of Wireless Technology

How WiGig Works 

WiGig @Home Demo at CES 2012 

WiGig @Work Demo at CES 2012 

WHAT'S NEW



Stay tuned at how to connect with Wilocity at International CES 2013 in Las Vegas. [Learn more »](#)

July 19, 2012 Wireless Solutions Can Be a Challenge, But the Benefits are Huge.....

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