# METAMEDIUM

Digital communication & strategy for the
tech- and innovation sector in San Francisco

# SAN FRANCISCO TECH & INNOVATION SECTOR

San Francisco, Bay Area - the world's leading tech-startup hub, has over the last decades become an epicenter of technological innovation and a home for leading software companies.

With nearly 20‰of its annual gross domestic product deriving from those tech-companies and multiple billion of dollars being invested every year into new developments San Francisco is and will for the foreseeable future stay a high-potential location for tech companies from all over the world.

# WHAT WE DO

## Discovery & Strategy

Discovery & Research

User Experience

Brand Strategy & Architecture

Positioning

Content Strategy

Marketing Campaigns

## Branding & Design

Brand Development

Logo & ID Systems

Brand Style Guides

Messaging

Collateral, Print & Packaging

Environmental Design

Iconography

Illustration

Animation

Motion Graphics

Explainer Videos

## Digital

Website Design

UI/UX

Information Architecture

Wireframing

Prototypes

iOS Applications

Android Applications

Web Applications

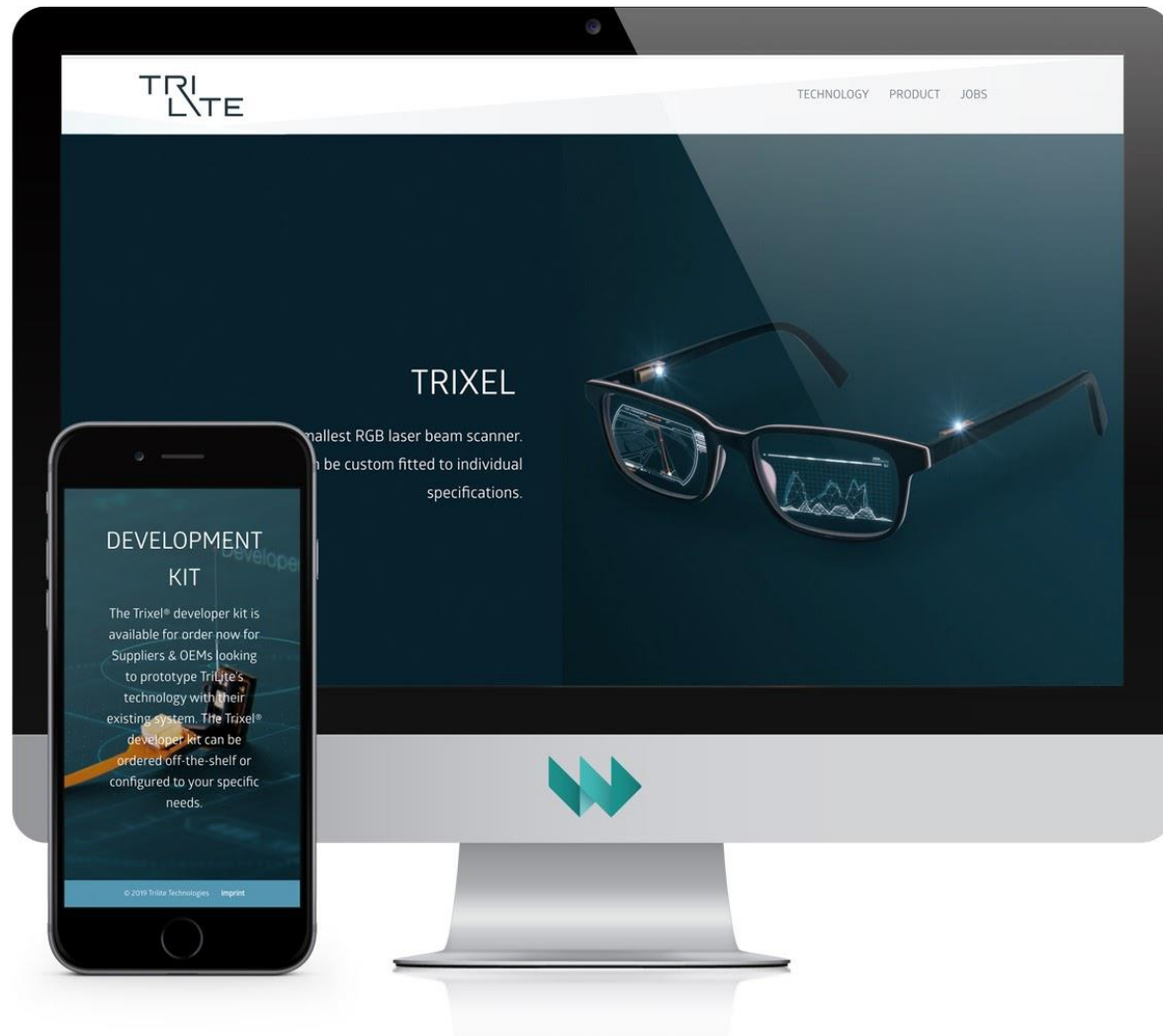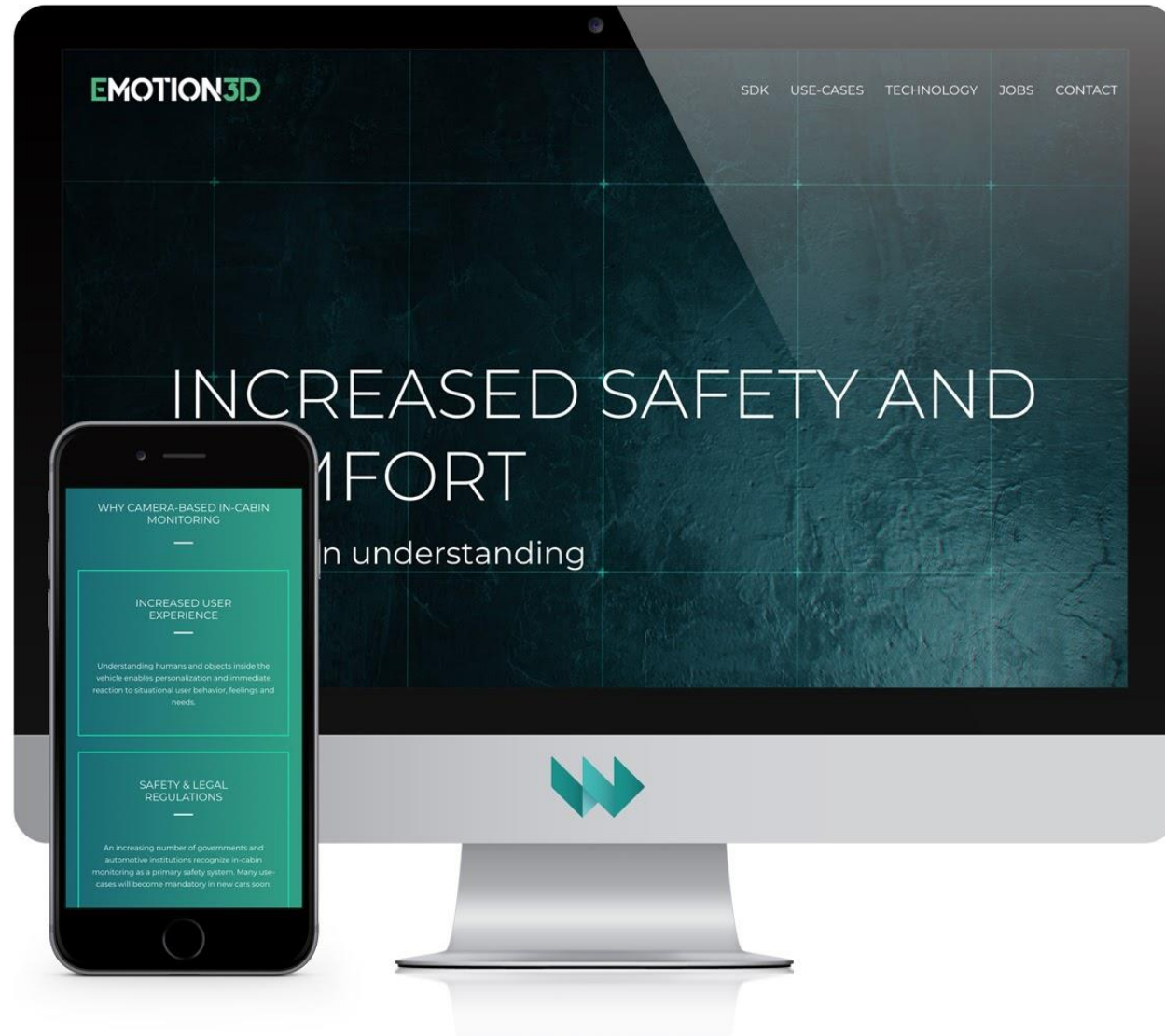# WORKING WITH ACCELERATORS AND GLOBAL INDUSTRY LEADERS
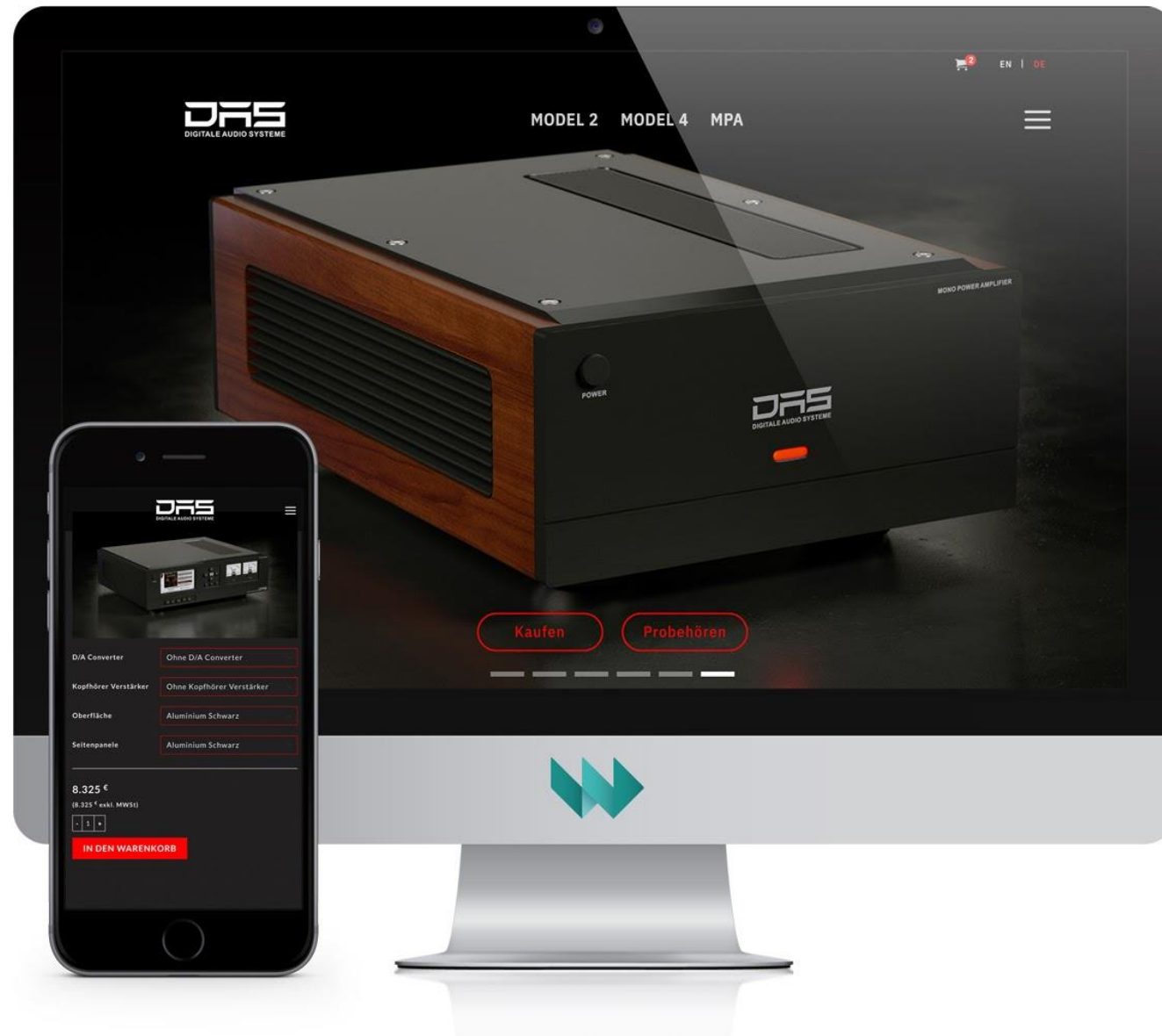
DOTFORGE

PIONEERS

STARTUP WISE GUYS

TRILATE

EMOTION3D

StreamUnlimited

TRI LITE

TECHNOLOGY    PRODUCT    JOBS

TRIXEL

...mallest RGB laser beam scanner.
...n be custom fitted to individual
specifications.

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KIT

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to prototype TriLite's
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**EMOTION3D**

SDK    USE-CASES    TECHNOLOGY    JOBS    CONTACT

INCREASED SAFETY AND
~~MFORT~~

~~n~~ understanding

**WHY CAMERA-BASED IN-CABIN
MONITORING**

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**INCREASED USER
EXPERIENCE**

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Understanding humans and objects inside the
vehicle enables personalization and immediate
reaction to situational user behavior, feelings and
needs.

**SAFETY & LEGAL
REGULATIONS**

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An increasing number of governments and
automotive institutions recognize in-cabin
monitoring as a primary safety system. Many use-
cases will become mandatory in new cars soon.

www.emotion3d.ai

https://digital-audio-systems.com

# PRODUCTS

## BRAND DEVELOPMENT WORKSHOP

- Ideation "brand identity workshop" (3x3h)

- Feel & Look presentations of

- forms, elements, surfaces, dynamics of colours and layers/transparencies

*"we learn to understand the company and how it sees itself"*

- Colours (+contrasting colour palette)

- Fonts workhop & opt. original fonts design

- Sizes / relations

- Modulable elements (banners, frames, backgrounds to be used online/offline design derivatives, web, slides, etc.)

# PRODUCTS

CI basics – design & production

- Competitor anylsis / visual market research "how do the best do it / what do we like about that"

- Original Brand & 2D Logo design (cleverly resembling identity, speaking about vision and values)

# PRODUCTS

CI Integration

- Design integration of communication instruments
- Inclusives: personal signatures, letterhead, newsletter design, slideshows (up to 15 pages), word template)
- Opt. offline folders, investors/partners/clients acquisiton materials, infographic video pitches, booths for trade fare
- Opt. print management

# PRODUCTS

CI +

- 2x 3D Logo animation (intro & outro) (+derivatives with different call-to-actions for different use cases)

- Bumpers and micro animations: motion graphic elements for video, web, slideshows, etc.

- 2* Logo 2.0 animation (intro+outro version to be used added to any video / Website, collage you create yourself)

# PRODUCTS

Production: Brand book 1.0

- Detailed definition of all design elements, relations, dimensions - how to be used on all possibly relevant channels

- Perfect for upcoming intense growth & expansion phases – we can easily deliver language translations of all designs within some weeks

# PRODUCTS

Option: Graphic package PRODUCT

- Edited stock images, photos, graphic designs

- Info-graphic content that explain the problem to be solved, the product, the background content, etc.

- To be used in slides, web, ads, platforms, articles, stories, etc.

# PRODUCTS

Option: multi-modular video clip (2D-3D animations)

- High end designed motion graphic modules:

- Brand image module (eye candy)

- Companies mission statement (why)

- Product(s) module – products identity **+** functionality and use cases (how)

- UX module (film / stock with integrated 3D animations (functionality) (visualizing how the user will experience the service / product) (user experience)

# PRODUCTS

Option: Website Design

- Production management (content collection, developing user journey)

- Design Mockups of all pages / subpages

- Wireframe / content structure (texts delivered by client/i5)

- Layout of every single content element (text, image, motion image, interactions)

- detailed design guide for the developer

- **+** design & production of every single graphic element (backgrounds, banners, frames, modulable and resizeable elements, etc.)

# PRODUCTS

Option: Website Development

- (WordPress based / opt. detailed code / template adaptations)
- Setup back-end (licenses, back-ups, etc.)
- Basic Wordpress Workshop introduction for in-house content management
- Basic SEO
- (exact offer can only be sent after G has been completed and specific effort is transparent)

# PRODUCTS

Option: Advanced SEO and tracking setup with in-house Google specialist (XGoogler)

# PRODUCTS

Option: platform and press communications (Management of LinkedIn, FB, IG, medium.com content)

- Separate offer: monthly retainer calculated by how many posts, how much design & script effort)

- General Strategy

- Edition

- Composition

- Publishing (building attention & content platform for successful, more efficient advertising / campaigning
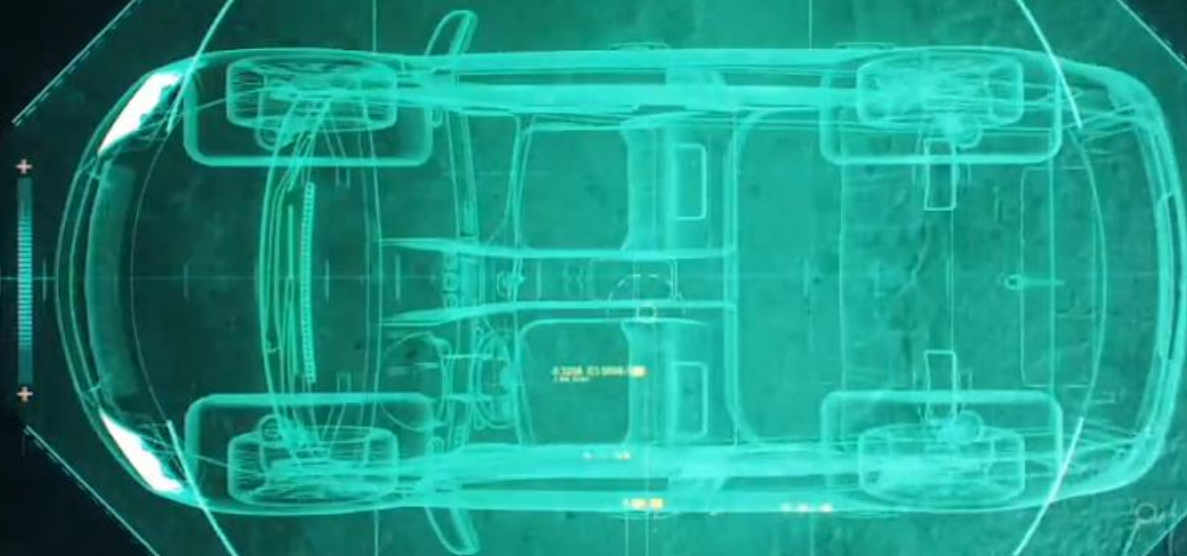
# PRODUCTS

Optional: Paid Ads (XGoogler)

- GoogleAds (Search Network, Display Network, Video (YouTube), Shopping, Universal Apps)

- Platform Ads (LinkedIn, FB, IG)

IN ORDER TO
SUCCEED

HUMANITY IS UNDER GREAT PRESSURE TO
evolve

BE AHEAD OF
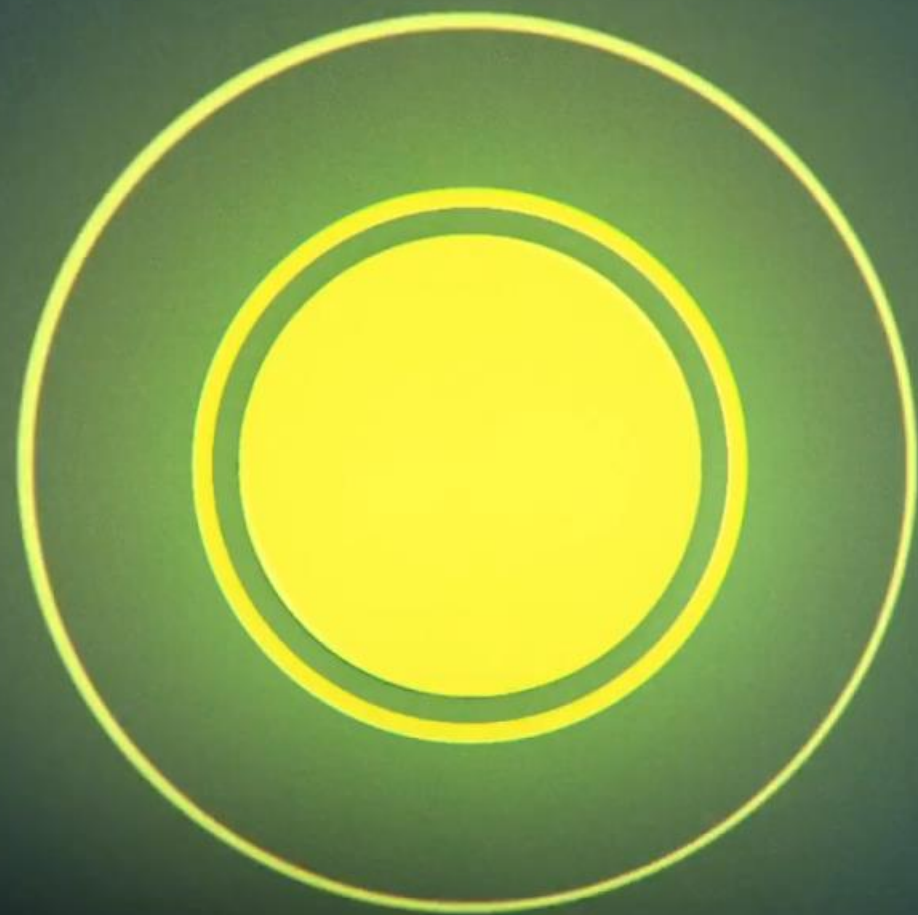IMAGINATION

connect

AUTONOMOUS MOBILITY
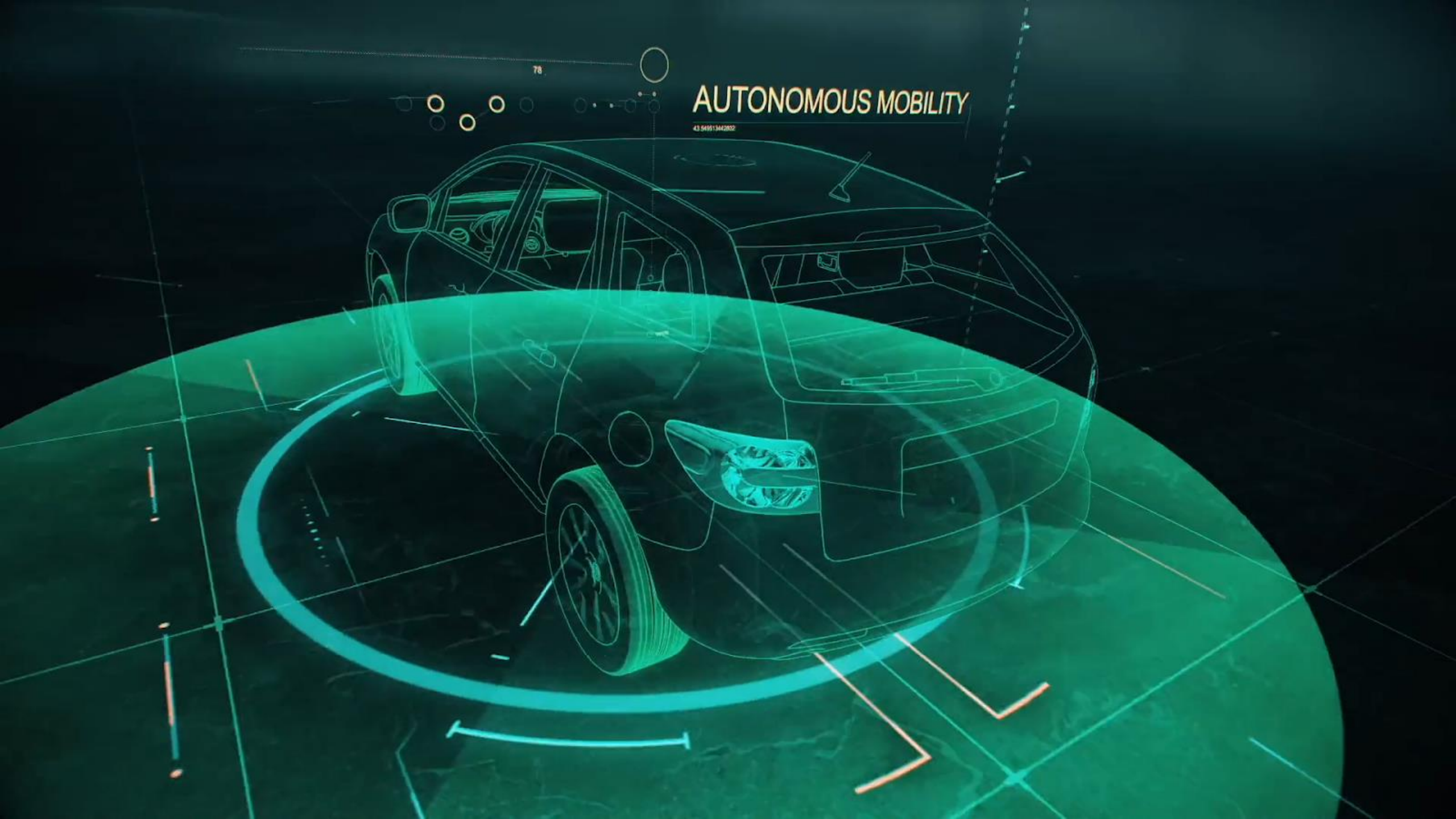
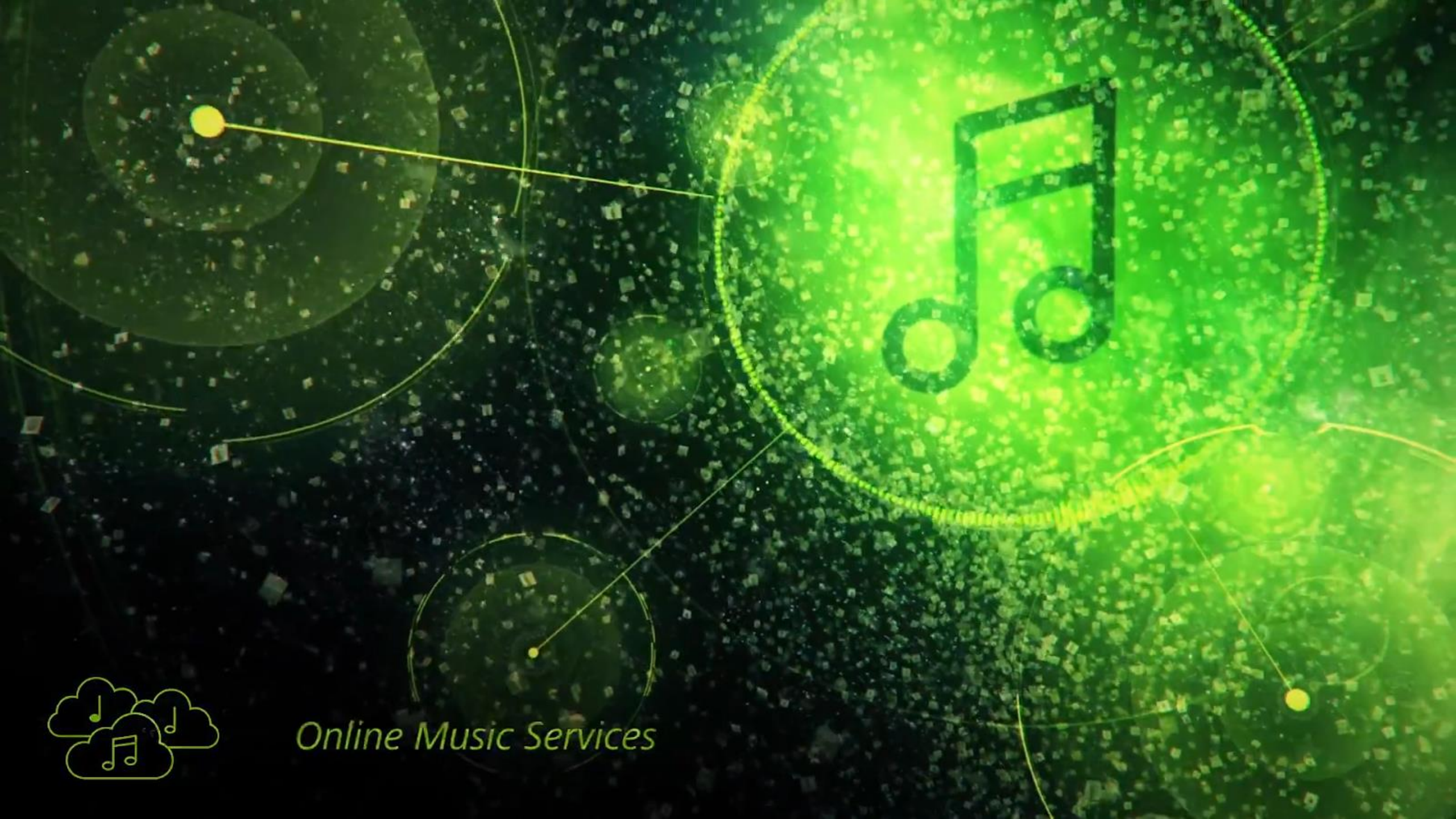COMPUTER VISION
MACHINE LEARNING
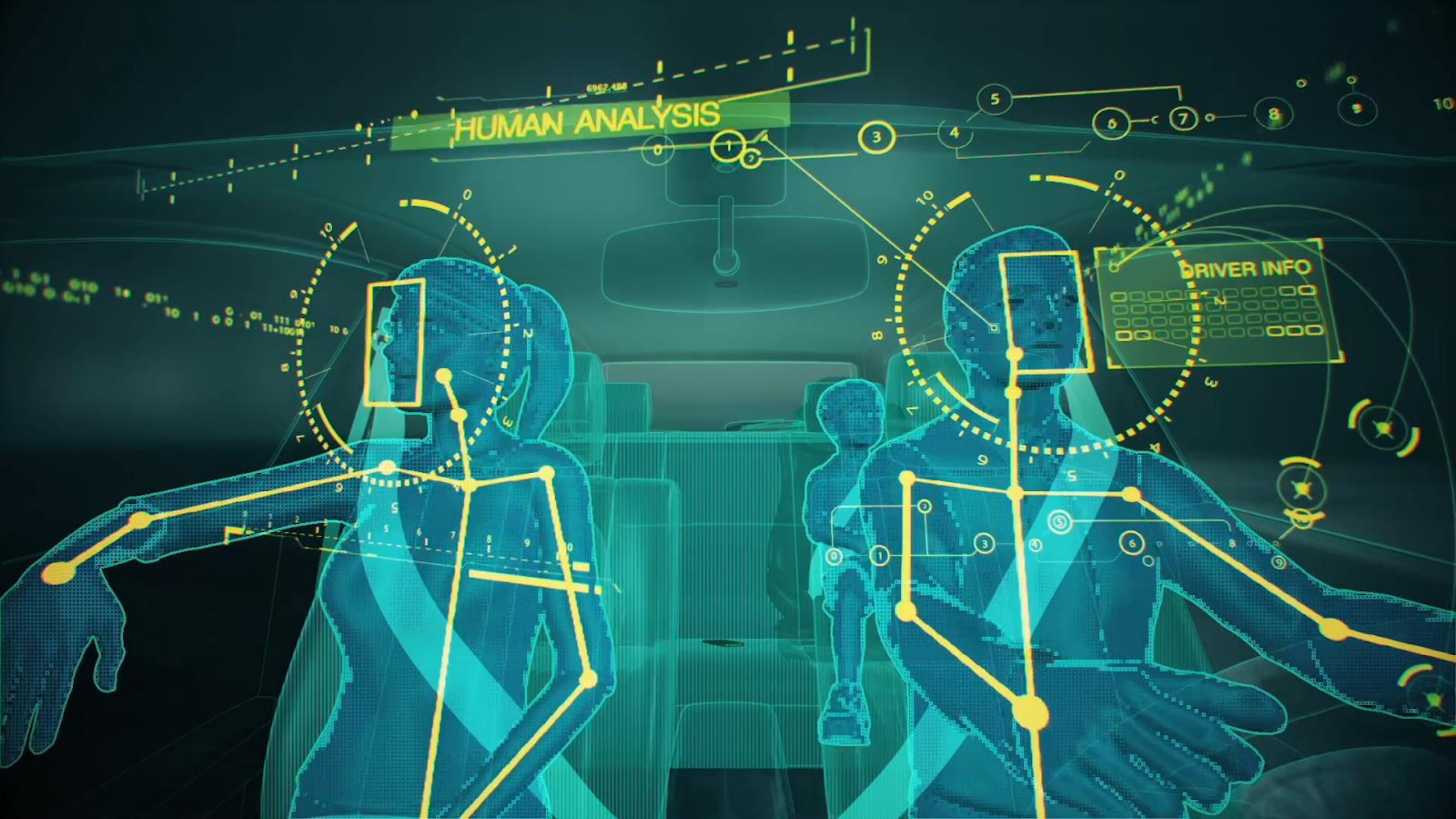
VIEW PROJECT

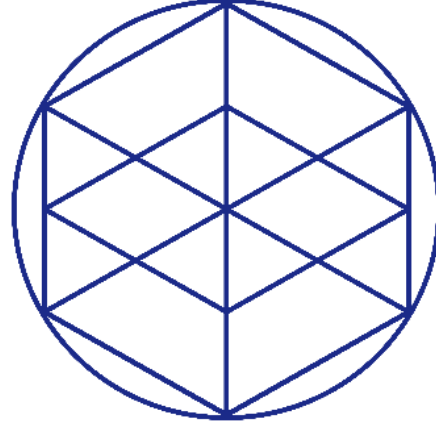Voice Assistants

Multiple User Interfaces

Online Music Services

VIEW PROJECT

# METAMEDIUM

Contact us!

www.metamedium.io/startups-sf