



NEODIGM

January, 2011

Be Live to Create



COMPANY

Introduction

neodigm[®]
New Paradigm
Integrated
Marketing Communication Agency

1. ABOUT

Neodigm, “IT oriented Promotion Agency”

- NEODIGM is

- 1) **An agency that supports activities of High-tech Marketing & Relationship Marketing**

- executes promotion considering psychological characteristic of high tech products users and the importance of relationship with our clients.
- provides promotion services to enhance company sales and brand awareness based on the understanding of IT market flow.

- 2) Neodigm manages online • offline promotion, events, exhibition, design artwork etc for **various enterprises revolved around global IT enterprises such as Microsoft, HP, Adobe etc. for the Past 12 years**

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- Pursues a harmony with a strong belief in business and technology

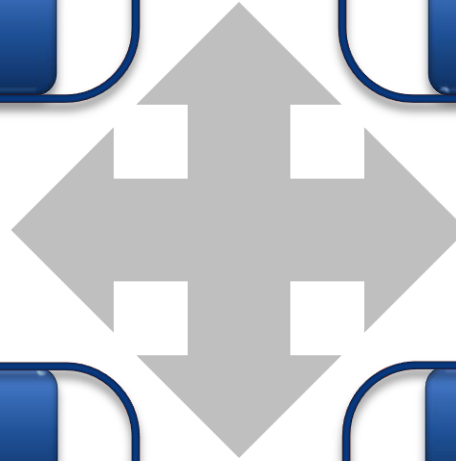
2. CAPABILITY

IT Possess complex infra to provide diverse promotion services based on IT industry understanding

Complex Infra

Organization appropriated for consistent and continuous communication and promotion targeting market segments.

Target Promotion



Global Communication

Experienced in global marketing process with communication skills with global IT companies

Standard Process

Standard management process from concept development to production for time & cost saving

3. FACT

Overview

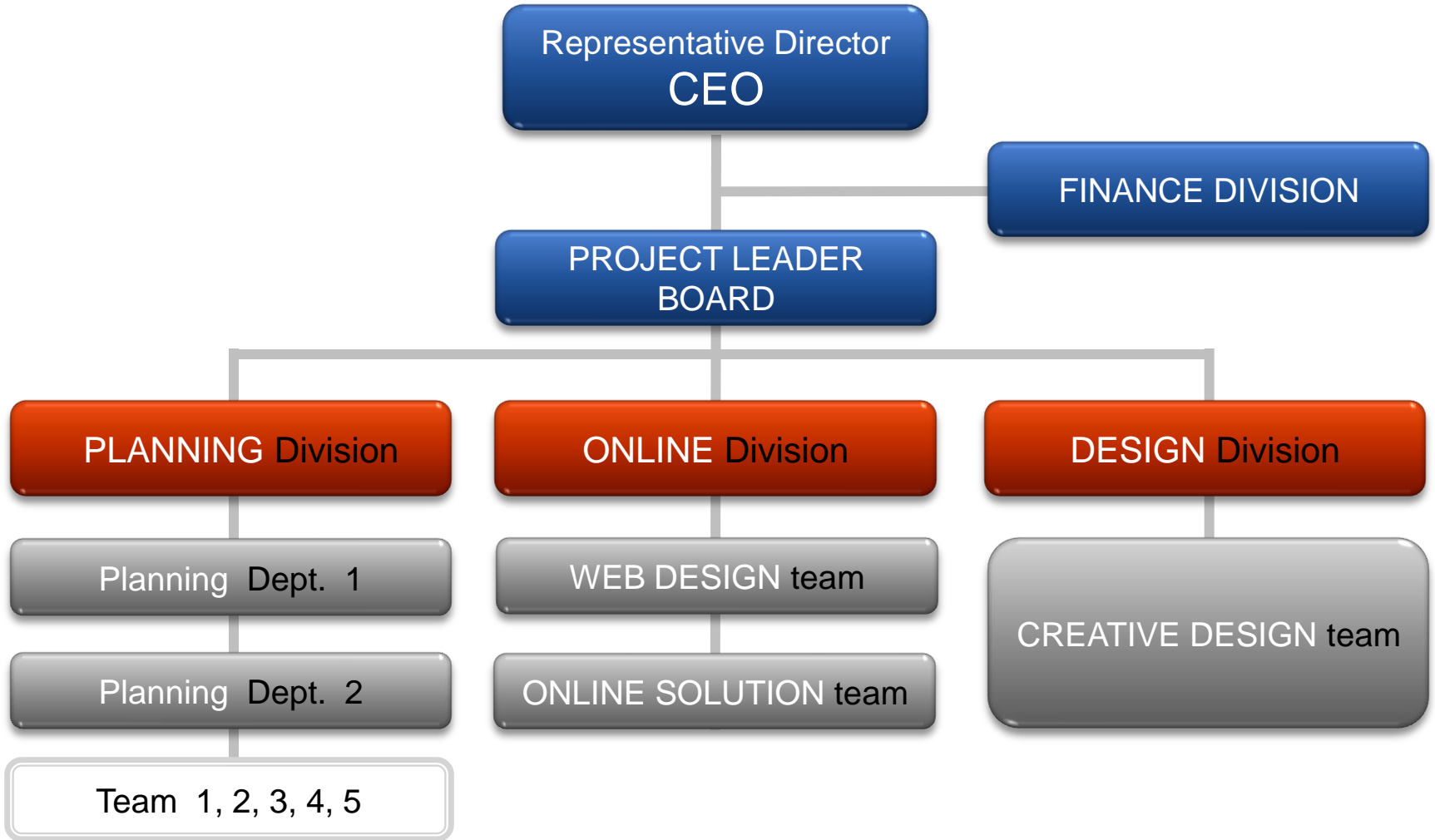
- Name: NEODIGM CO.,Ltd.
- President: Bryan. S Lee
- Date of foundation: September, 23rd, 1998
- Address: 2~3F Koland Building, 1579-4, Seocho-dong, Seocho-gu, Seoul, Korea
- Tel: 02-598-9898, Fax: 02-598-9848
- Current workers: Regular workers - Total 34, Temporary workers - Total 3
(December, 2010)

Annual Sales

2006	2007	2008	2009	2010
4.22 billion	4.77 billion	5.56 billion	5.34 billion	6.7 billion

[Unit: KRW]

4. ORGANIZATION



5. VALUE

Neodigm for IT companies' (High Tech Products)

- Neodigm has provided services that revolved around Global IT companies since 1998. It specializes in technology, market and customers of Information Technology Solutions companies in B to B marketing field
- Dedicated and accumulated Executive Power that is suitable for marketing program development and buying process for IT companies' targeted customers.
- IT companies consider credibility as the most important value in relationship building, below 4 factors are consolidated in the marketing program
 - 1) relevant to clients
 - 2) provides lasting value
 - 3) a credible promise
 - 4) efforts to keep a promise
- NEODIGMers are specialized in IT field marketing based on the understanding of responsibility and role of IT agency professionals.

6. VISION

The # 1 Marketing Communication Partner of Global Company in Korea

- High - Tech, innovative products lead a digital culture and life based on IT convergence. We guarantee to deliver a perfect, operational, marketing communication plan to enhance the sales of high - tech products, and brand awareness in understanding clients, products, industries, user characteristics and active, lively company culture.
- Based on the experience, NEODIGM has a will and enthusiasm to leap over the High – Tech field and advance into a new market to show a professional ability in diverse fields.



7. SLOGAN

“ Be Live to Create “

- If we see a part of one hundred of Lego blocks, one thousand of puzzles, and ten thousands of dominos, they all look simple but all these segments create an amazing piece of art. The spirit of “Be Live to Create” is the right for creativity that NEODIGM pursues. The combination and exchange of ideas, no matter how insignificant, allow expression and true creativity.
- Like “Live “sprit of a live band , we love audience(clients) and harmony that each instruments create.
 1. Enhance the sales of products and brand awareness
 2. Neodigm is composed of young spirits(average ages 31) who enjoy promotions to develop a strong relationship with partners.



B e L i v e t o C r e a t e

8. HISTORY

● 2009

- Aug Selected as HP Event Vendor
- Jul Registered SKM&C major agency
- May Organized Neodigm Strategy and planning bureau
- Apr Selected as Microsoft Promotional Item Vendor
- Mar Public Neodigm news
- Feb Adapted Neodigm ERP account system

● 2008

- Oct Selected as Microsoft Preferred Vendor
- Sep **Neodigm 10th Anniversary**
- Feb Established business affiliation with IT specialized media group ITM Co., Ltd.
- Jan Named an official Microsoft DM partner

● 2007

- May Planning and operation of **CS3 Site (DesignJungle, selected as excellent design site)Adobe Systems Korea**

● 2005

- Jan **IT World Co., Ltd. merged with IDG of the U.S.**

● 2004

- Apr Registered competitive bidding qualifications (Public Procurement Office registration date 2004.04.23)
- Jan Launched Neodigm Convention Business Division

● 2003

- Dec **IT World Business Division separated as independent corporation**
- Aug Registered Neodigm as tourism company (Seoul Metropolitan Government No. 99)

● 2002

- Oct Added Neodigm business purpose /International Conference Planning
- Apr Established and invested in Neodigital Revolution Co., Ltd.

● 2001

- Dec IT World registered members exceed 20,000
NCR advertisement (Awarded Financial News Advertisement Award)
- Oct Planning Team: Promoted to Planning Division with the recruiting of Planning Director
Started IT World webcast service, recruited video PD
- May **Established partnership with I-Partner, a Silicon Valley marketing company**

● 2000

- Dec Established subsidiary Crebiz Communication Co., Ltd.
- Nov **Selected as Korea Oracle IMC agency**
Selected as IMC agency of security company Infosec Co., Ltd.
- Jun **Selected as Microsoft OEM Business Division marketing partner**
- Apr Started e-mail service for IT World members
Added Neodigm business purpose / SW development and services, service industry business, internet content development
Founded Neodigm Co., Ltd. Online Business Team
Opened Itworld.co.kr site – Korean IT event information site
- Feb Selected as Korea NCR LP IMC agency
- Jan **Selected as CISCO System Korea advertisement agency**
Acquired and merged with internet venture company Neodigital Co., Ltd.

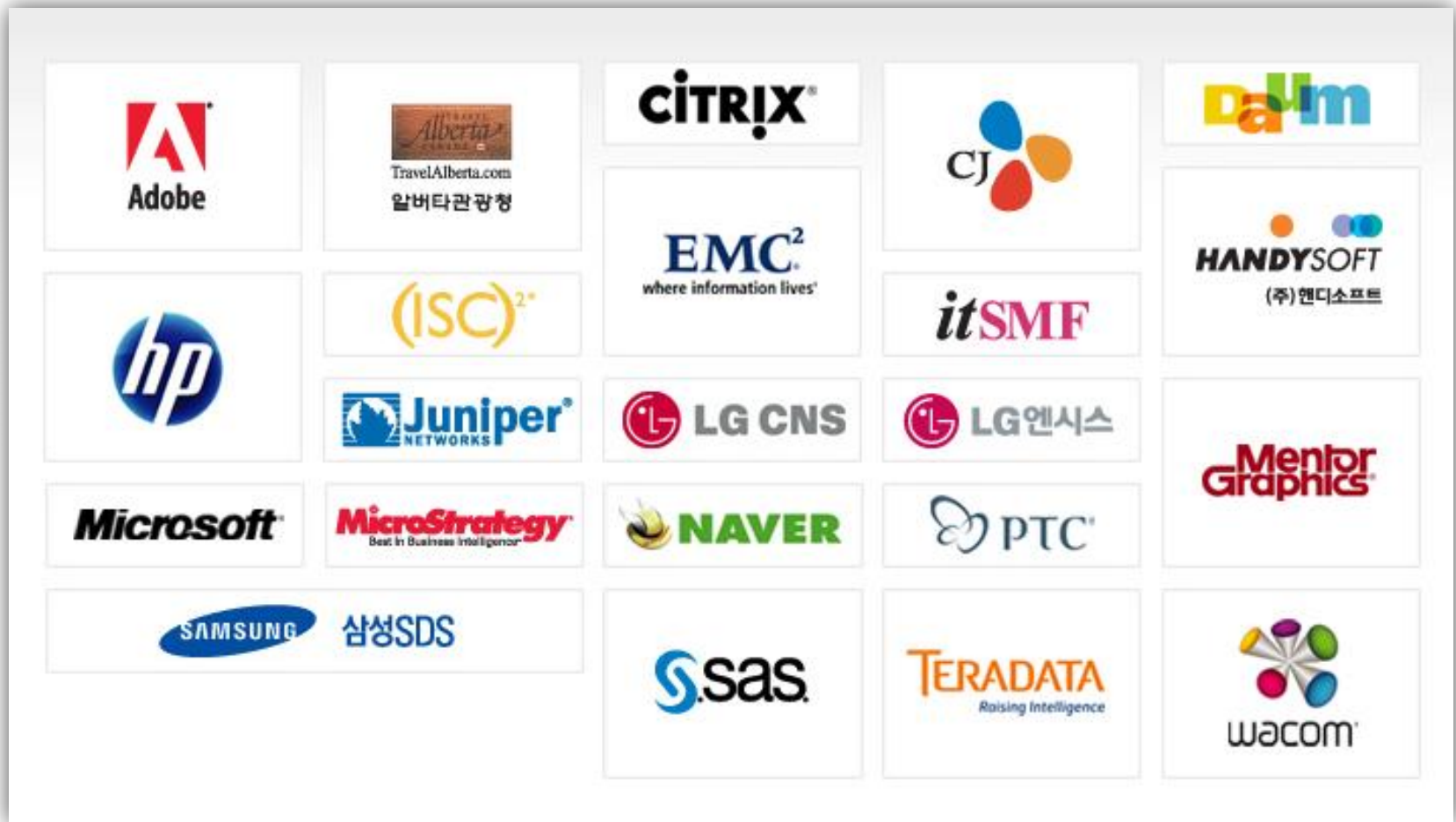
● 1999

- Sep Newly established Neodigm PR Business Division
- Aug Established and invested in Neodigital Co., Ltd.
Purpose: S/W development, internet content development
- Apr **Planned IT internet portal, itworld.co.kr online business**
Changed company name from Neodigm Marketing Co. Ltd. to Neodigm Co., Ltd.
- Feb **Selected as HP Korea LP agency**

● 1998

- Dec Registered Neodigm Co., Ltd. publishing license
- Oct **Selected as Microsoft IMC agency**
- Sep **Registered Neodigm Publishing (Reg. No. 22-1429)**
Established Neodigm Marketing Co., Ltd.

9. MAJOR CLIENTS



Be Live to Create



Work LOCAL & GLOBAL

highlight

2. HIGHLIGHT

SK Communications Open Policy Presentation

Client:



- Date: July, 2009
- Place: Chrystal Mall Room, Lotte Hotel, Sogong Dong
- Target: Approximately 700 people from Program companies, Contents Operators, Power bloggers, etc
- Promotion Mix: Website and registration, Email, Online Events, Conference, exhibitions, etc

Website, Registration



Invitation letters, Blog Marketing



Conference



Blog Marketing



Online Event



Exhibition



3. HIGHLIGHT

2010 KT New Business Contest

Client:



- Date: June, 2010
- Feature: design and product 2010 KT New Business Contest`s concept, slogan, creative design
- Promotion Mix: Website, Poster, etc

Creative Idea (Concept & Slogan), Website and Poster Design

- Online banner production for website design and promotion.
- Released for electronic newspaper`s publication and offline distribution.



4. HIGHLIGHT

Smart Phone (Windows Phone) Retail Promotion

Client:

Microsoft®

- Date: an annual contract for 2 years(2009~2010) (Windows phone 6.5)
- Target: workers for SK cell phone retail stores and shops.
- Feature: Promotion targeting consumers of Microsoft Windows phone 6.5 and retail shops. (2009)
- Promotion Mix: Website, Communication Program(Sales Incentive), POP, stores event, etc

Website and Online Community Program



• Contents (Community Activation plan)

- 1) **Web solution development and adaptation** for smart phone sales incentive
- 2) **Administration Office operation for performance and site.**
- 3) **Online promotion** such as quiz on products & Flash Game program, Sales special list certificate download, name card application.
- 4) **Contents development** through sales success cases
- 5) **Video production** for windows phone education.

4. HIGHLIGHT

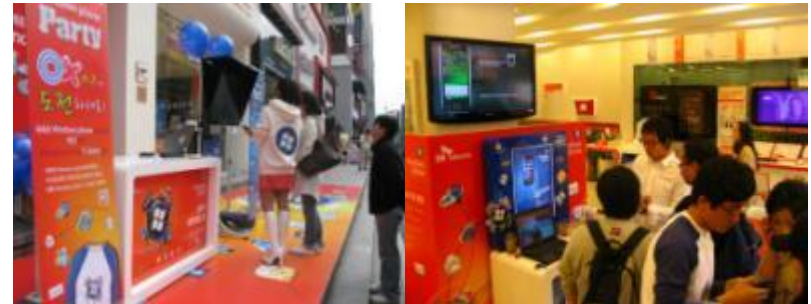
Creative Design

- Local artwork design and production based on the headquarters' guideline



Event (Offline)

- Operated Quiz Program and Experience Zone



POP

- POP production and sales kit delivery to cell phone retail stores.



Event (Online)

- Games such as picture puzzles and logo search



5. HIGHLIGHT

REMIX'09 /web Conference

Client:

Microsoft®

- Date: 2009-2010 (Annual Event)
- Feature: offline conference with online live cast
- Promotion Mix: Website and Online Registration Site development, Online live case, Web banner production, Conference, Design Production, etc

Website and Online Registration site

- Registration system that allows to check registration status in real time.



Web cast(Online Live Case)

- Cooperation between a web designer and a web solution programmer



6. HIGHLIGHT

Adobe Product Launch Event

Client:



- Feature: Continuously operated a large - scale event for Adobe major products, including CS3,4,5, Photoshop World, etc. (Target: 4000)
- Promotion Mix: Website and Online Registration page develop (a pay event) , Product Presentation, Exhibition, etc

Website and Online Registration site



Product Launch



7. HIGHLIGHT

HP ENVY Laptop New Product Presentation

Client:



- Place: Fradia, Jamwon Dong
- Feature: as an annual agency of HP Korea, Neodigm has produced a lot of promotions including a new product launching Since 1999 .
- Target: Media, Channel Partners, Major Clients, etc

New Product Presentation and Exhibition



8. HIGHLIGHT

HP Realize The Future Tour

Client:



- Date: January, 2010
- Feature: Collaborated with Worldwide Agency for HP Global Tour Program

Worldwide Tour Program



9. HIGHLIGHT

Robot World

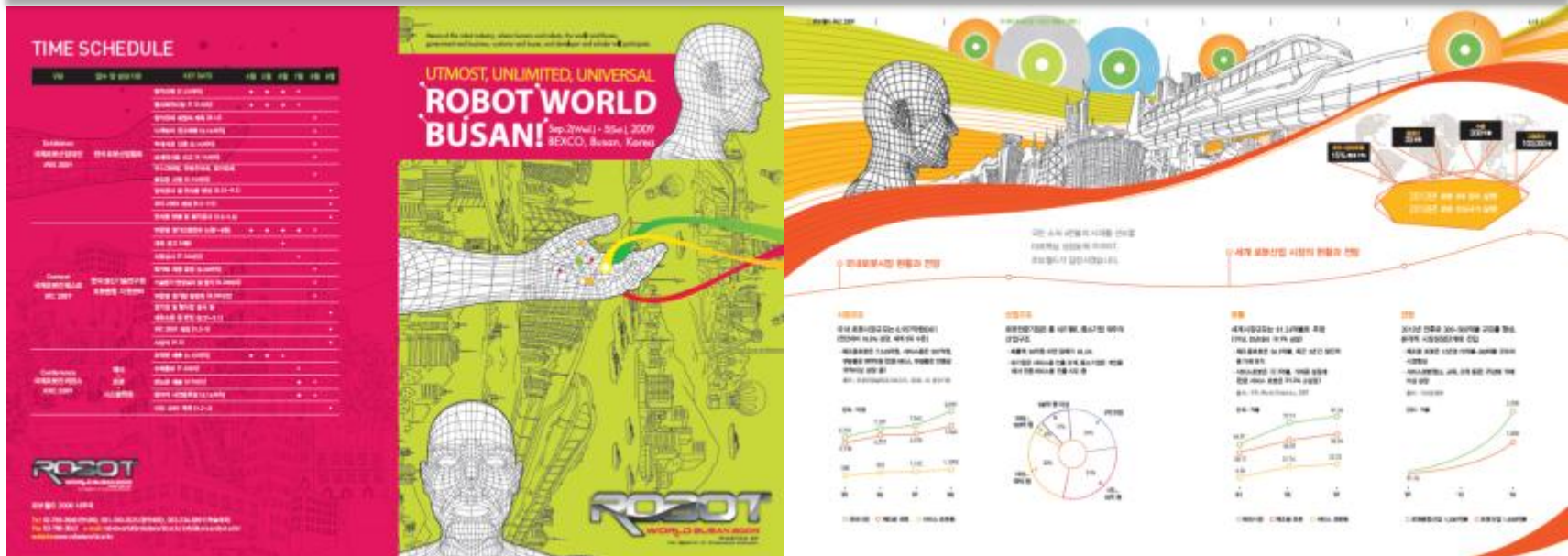
Client:



- Date: annual contractor(2009, 2010) of Korea Association of Robot Industry, Design artwork production
- Feature: an open bid in 2009 for PR production & consortium with exhibition company in 2010

Printing Type

Invitation letter, Korean Catalog, Attendee Manual, Robot World directory, Envelope, Shopping bags, etc



10. HIGHLIGHT

SIGGRAPH ASIA 2010

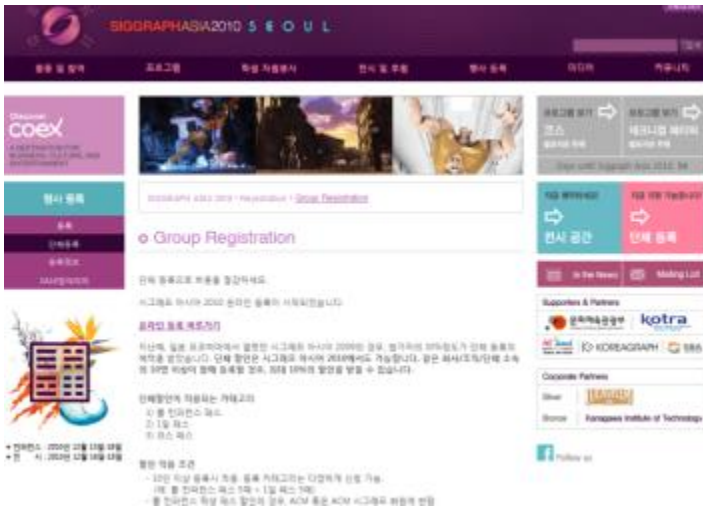
Client:



- Date: 15th ~ 18th December, 2010
- Feature: won a global bid among 6 other companies from Korea, Japan, Singapore
- Promotion Mix: Online Registration Page development, Onsite Registration, Design artwork production (Poster, Post cards, exhibition guide etc)

Online Registration Webpage.
(subscription-based event)

- Online registration solution development covering diverse registration categories



Design Printing

- Artwork production in association with a global design company



11. HIGHLIGHT

SAS DB Management System Development

Client:



- Feature: SAS Forum in 2003,2005,2008; DBMS development , an efficient Business Intelligence Solution for sales related decision making tool through marketing communications.
- Promotion Mix: Analysis Solution Development, Forum, Exhibition, etc

Online solution development

ID	NAME	STATUS	DATE	TIME	LOCATION	PRICE	TYPE	GROUP	REMARK
1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
1002	1002	1002	1002	1002	1002	1002	1002	1002	1002
1003	1003	1003	1003	1003	1003	1003	1003	1003	1003
1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
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1009	1009	1009	1009	1009	1009	1009	1009	1009	1009
1010	1010	1010	1010	1010	1010	1010	1010	1010	1010

Forum and Exhibition



12. HIGHLIGHT

CJ Katsuo Udong Japan tour promotion

Client:



- Date: October, 2009
- Feature: Online and Offline promotion in association with CJ and MODETOUR
- Promotion mix: Website, Online Promotion, Hospitality, etc

Website, Online Affiliate marketing

Hospitality



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THANK YOU.

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