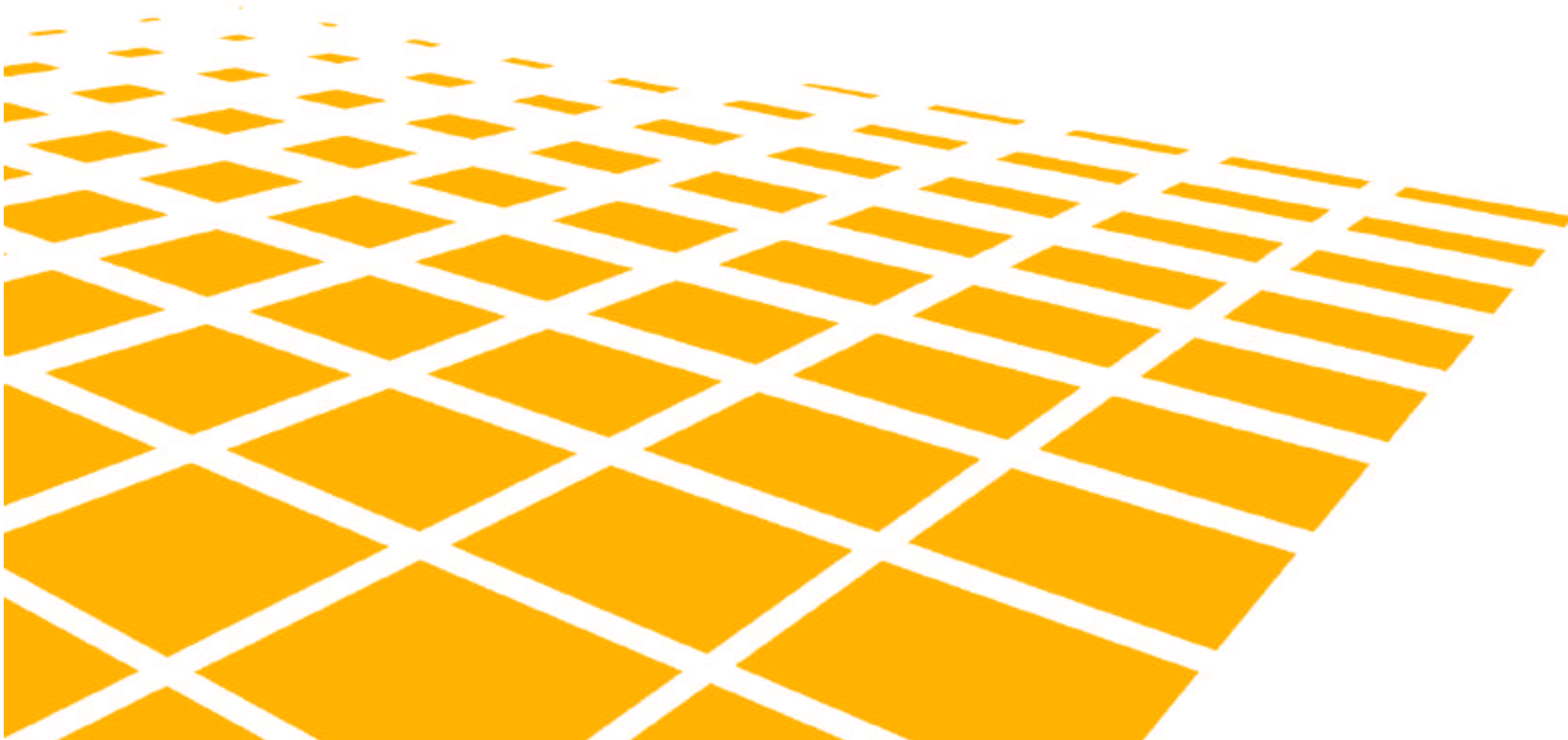




InnovationPoint
from inspiration to impact

Innovation Gallery

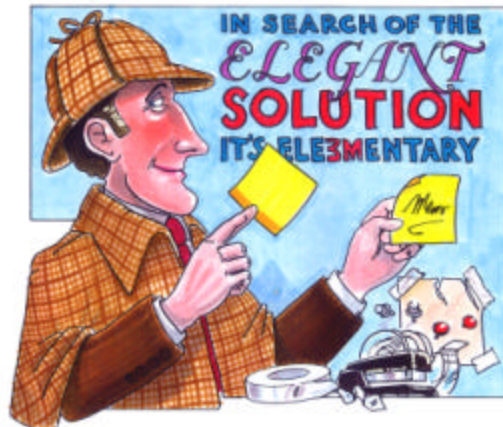
Real-Time Graphics that
Communicate with Humor and Impact



The Quest for Innovative Thinking



Thank you for taking a tour of the Innovation Gallery. We'd like to take you through a small sampling of the kinds of graphic concepts we create real-time during our innovation sessions.



Skepticism as a Barrier to Innovation



Infusing an inspirational visual dimension to the innovation process drives the creative imagination to new heights.



Product development, or research, or strategic innovation, or whatever as seen by the CFO, or corporate finance, or the budget people



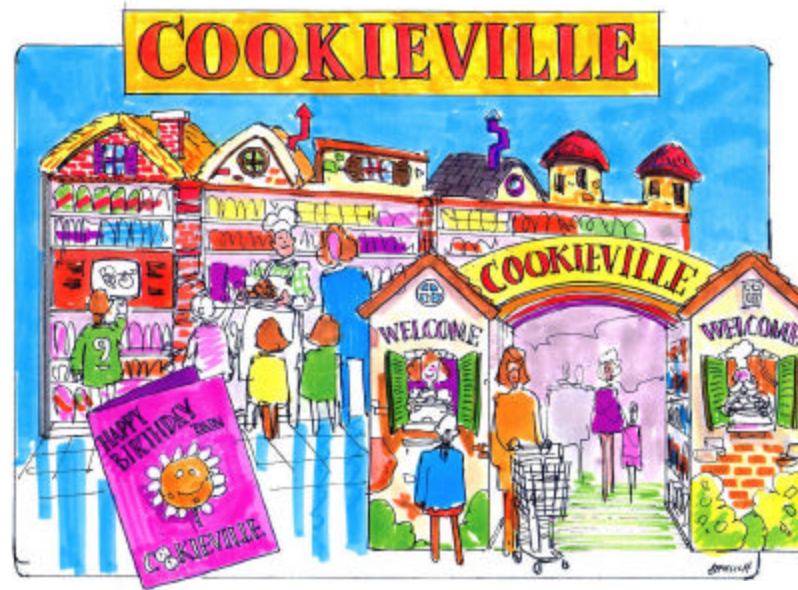
corporate finance, or the c.f.o. or the budget people as seen by the strategic innovator, or R and D, etc.

Communicating Themes and Insights

THE HEART OF THE COMPANY LIES IN INTERCOMPANY COMMUNICATION.



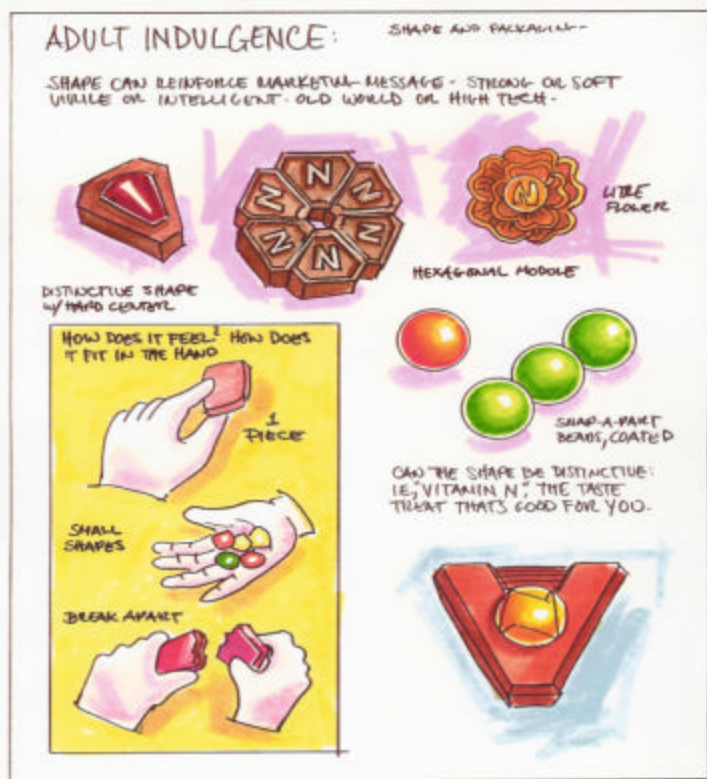
THERE ARE LOTS OF WAYS TO IMPACT THE COMPANY
FACE TO FACE WORKS BEST.



Our shirt-sleeves work sessions bring Thought Leaders, partners, customers and consumers face-to-face with client teams. In these sessions we create real-time illustrations that capture (and spark) innovative thinking.

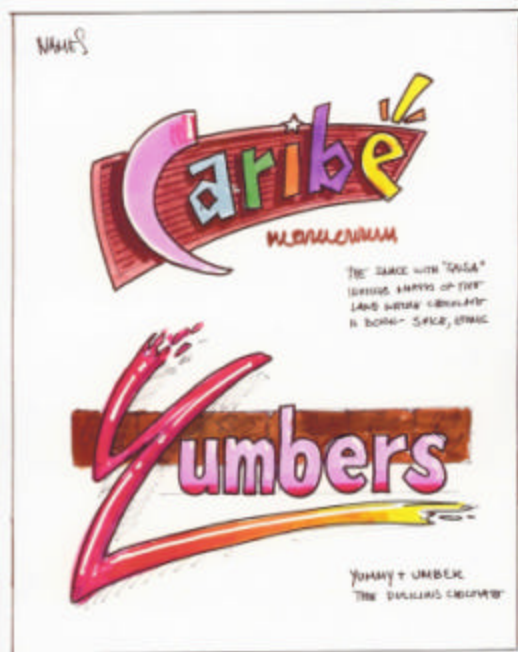


Shapes and Textures



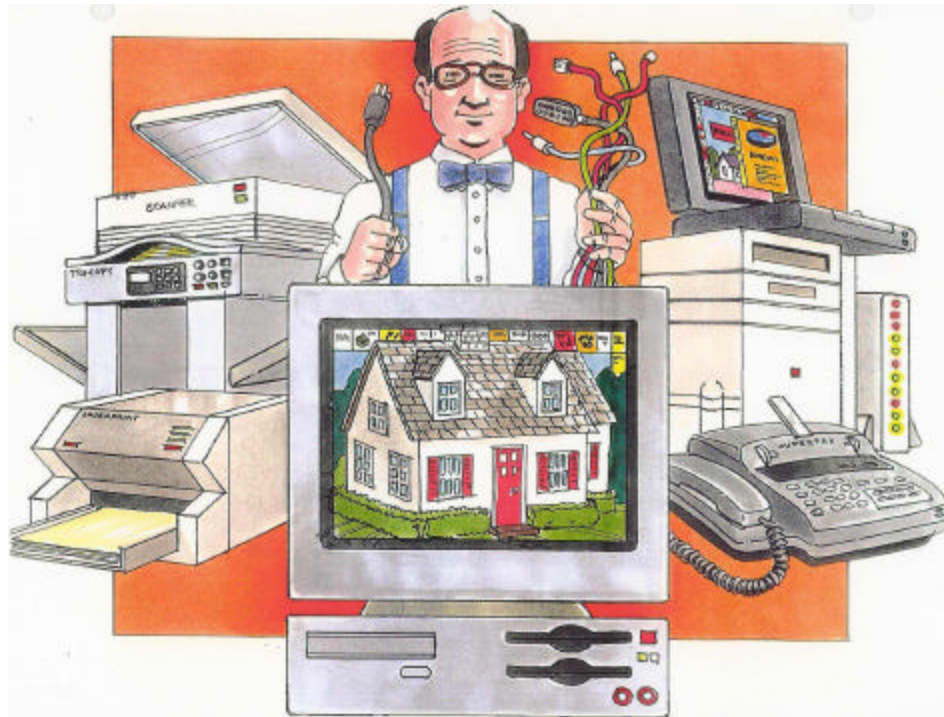
This is not just about “idea capture”. We don’t merely document ideas generated by the client team, Thought Leaders and consumers – these visual renderings are used in session to advance and expand upon the team’s ideas – and to inspire the team to envision breakthrough opportunities on an entirely new level.

Naming, Packaging and Branding

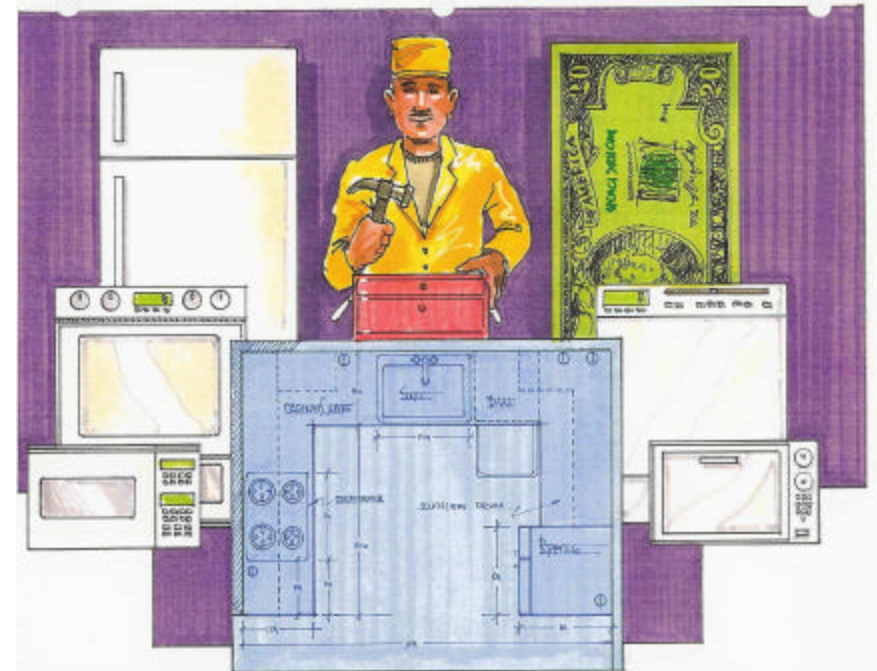
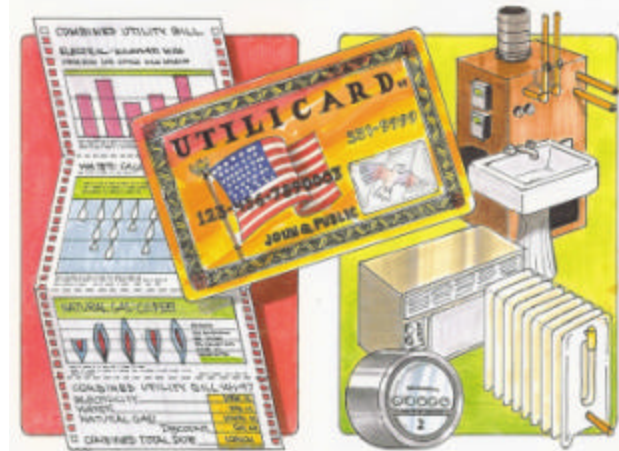


After our work sessions the visual renderings are often taken into concept testing with customers and consumers.

Product, Solution and Service Concepts



The graphics also provide a compelling visual record of the team's work that serves as a communication aide to build support across the larger organization.





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