

SMD

SMARTMEDIA DIGITAL



INTRODUCTION

Since our founding in 1995, Smart Media Digital has specialized in corporate communication, with special focus on Digital Media and Technology.

During this time, we have had the opportunity to create for major firms in Mexico, the US and Spain, various types of projects in matters of promotion and advertising, training and communication, both internal and institutional.

Over the course of those efforts, we have developed a special methodology of our own for developing our projects with a constant focus on the concept of recall-comprehension, which we explain below in greater detail.

This methodology is embedded in each of the product projects we develop whether they are for educational or publicity purposes. Even in the field of advertising it is necessary to communicate in entertaining and instructional ways while also seeking top efficiency to position what we want to communicate. Even in such instances recall-comprehension plays a crucial role.

As part of our work process, we have developed a team comprised of professionals specializing in matters of Content, Design and Programming. We are convinced that this approach helps us stand out from the competition.

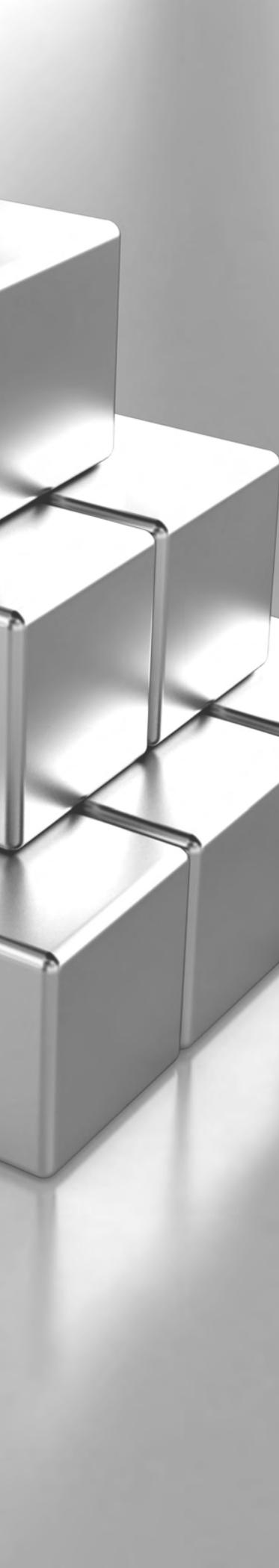




LIST OF CLIENTS

Below we provide a list of clients with whom we have had the opportunity to collaborate:





METHODOLOGY

a) Recall -Comprehension

Understanding the message is always important, but it has been shown that such comprehension is of little use if we cannot recall it later on.

Our mind processes the messages we receive in different ways. It uses certain resources to memorize concepts and employs others to comprehend them. For precisely that reason, communications must make that distinction and be structured in such a way as to exploit these concepts and achieve the degree of efficiency we seek when communicating.

Research undertaken by universities from around the world has determined that multimedia technologies provide a more efficient way to communicate. Studies conducted by the Massachusetts Institute of Technology (MIT) have demonstrated that multimedia communication is up to six times more efficient in terms of recall-comprehension in the case of adults and up to eleven times with children than traditional approaches.

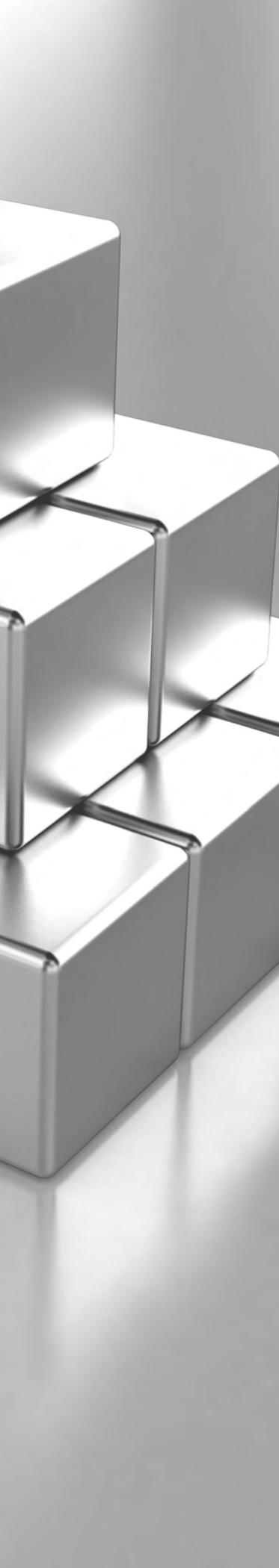
Our company has the tools, the knowledge and the experience to apply this concept when developing projects.

b) The Three Pillars of Digital Communication

Our company has strengthened its offerings in three areas indispensable to the development of digital communication projects.

- Content
- Design
- Programming

Companies providing digital communication services generally concentrate either on graphic design or on programming, with those in the latter group often failing to give much thought to graphic images. Companies that specialize in digital communication generally fail to give necessary importance to content, the aspect most directly related to the message.



METHODOLOGY

Content. This refers to the entire process of developing the message: from conducting the research and drafting the texts, to creativity and deciding on the form to present the message, whether in text or video, with the presenter appearing on screen or in voiceover, etc.

In developing such content, our company draws on the support of our own team of professional advertising copywriters, creative publicists, and specialists in both semiotics and semantics.

We also employ museographic and educational resources to create a rich User Experience. In the same way we also use mnemonic technical devices to reinforce our recall-comprehension technique.

Design. Our entire design platform is based on highly specialized hardware and software to achieve top-notch graphic quality.

In this field, we have both the tools and the personnel for graphic design development, video editing, animation, and multimedia production in general.

In this stage, our content specialists work hand in hand with designers to create graphic messages, using design to communicate.

Programming. The final phase consists of programming development in which all of the multimedia elements blend into a unitary development accessible to all manner of users.

At this level of the process we provide experience in the efficient use of content whether to mass or segmented media, and through different digital platforms.

SERVICES



Advertising, Communication and Corporate Image

- Advertising
- Creative Services
- Commercial photography
- Corporate identity
- Film & video production
- Graphic design
- Marketing
- Media planning
- Motion graphics
- Multimedia (cd-rom + dvd)
- Outdoor (print & motion)
- Package design
- Post - production (print & motion)
- Radio advertising
- Web + Social Media
- 3D modeling + animation

Internal Communication

- Extranets
- Employee engagement campaigns
- Industrial and corporate change
- Intranets
- Corporate Culture
- Video Streaming

Special Events

- Congresses and seminars
- Corporate and institutional events
- New products and services launches
- Trade shows

Digital Publishing

- Design and editorial content
- Web, mobile and tablet formats
- Certified mass mailings

SERVICES



Corporate Contests and Competitions

- Photo, video or knowledge web contests
- Competition registration systems
- Users / Competitors Monitoring
- Secure access
- Voting systems



Corporate social media and instant messaging

- Forums and chats
- Push notifications systems
- Surveys
- Questionnaires
- Data and Results analysis



eLearning

- Corporate training and development
- On line exams
- New employee orientation programs
- Video training



Platforms for iOS and Android

- iPad and Android tablets
- Smartphones
- Responsive technology



Corporate Intranets

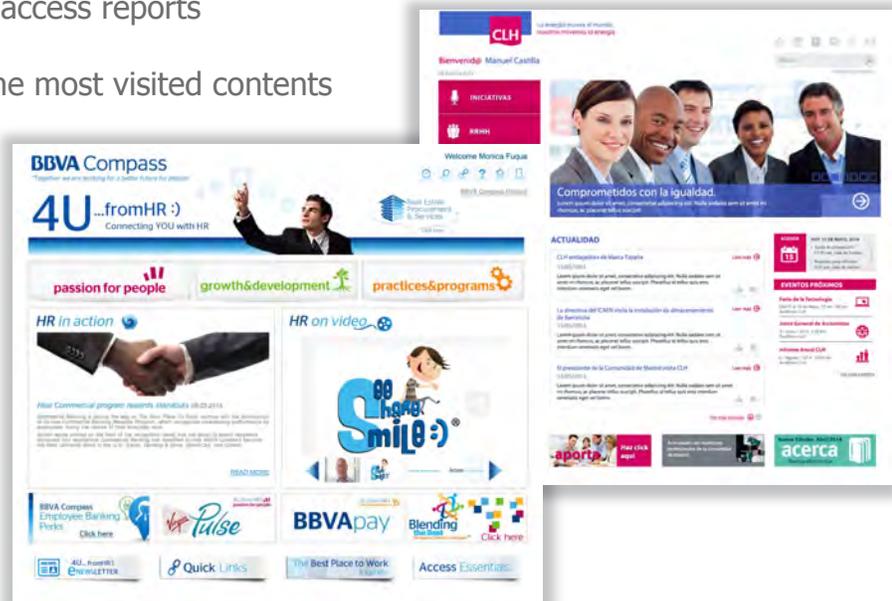
Intelligent content portals (CMS)

"Tree" (Technological Resources for Enterprise Enhancement) communication platform.

Content Management System for internal communication purposes, with advanced analytics and content filtering.



- Publishing all manner of multimedia content
- Creation of channels by operating departments, geographical areas, etc
- Content filtering by hierarchy, geographical areas and operating departments
- Generation of access reports
- Statistics on the most visited contents





México

San Francisco 657A - 4A
Col. del Valle
03100 México, D.F.

Spain

C/Zurbano 45,
Segunda planta
28010 Madrid, España

www.smartmediadigital.com