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newTime...
newTechnology...
newMedia.



Organized into synergistic business units, each focusing on specific new media applications, our people combine a wide range of experience, talent and skills to provide total customer solutions.

When you have a potential application, we'll get the right people around the table for an exploratory discussion. Just give us a call. We're always eager to hear about your newest communication or technical challenge.

newMedia Productions

Creative design, technical development and production of interactive digital media.

newMedia Marketing

Design and development of interactive digital media marketing and advertising programs.

newMedia Communications

Consulting, design and development of effective business presentations for customer, employee and other stakeholder audiences using digital and other communication methods.

newMedia Learning

Consulting, instructional design, development and deployment of interactive training and performance support systems.

newMedia Publishing

Evaluation and acquisition of content from customers or partners for design, development and sale as interactive digital media programs.

newMedia

VuCom newMedia has been a pioneer in the evolution of interactive media for business applications. We intuitively "think interactively."

Today's business communication and training audiences are not content with passive viewing. They look for active participation.

We've produced everything from CD-ROM and CD-i teaching and selling tools to touch-screen kiosks, Web sites and other networked applications.

Non-linear random access allows sales representatives to tailor a laptop presentation to the prospect's needs on the spot.

Interactivity also permits users of computer-based training to progress at their own pace, or consumers and businesses to buy products over the Internet.



Our continuous learning process provides you with a state-of-the-art, highly effective tool—no matter how simple or complex your ultimate vision.



newVisions

At VuCom newMedia, we "tune in" to customer needs, then recommend appropriate solutions—from traditional print or video, to new interactive tools such as touch-screen kiosks, the Internet, CD-ROM or DVD.

When a new medium arrives, many hail it as destined to replace its predecessors. So why do we still attend live theatre?

Each medium possesses unique characteristics, strengths and weaknesses. Multimedia combines the power of graphics, text, animation, photographs, audio and full motion video, all in a user-friendly interface.

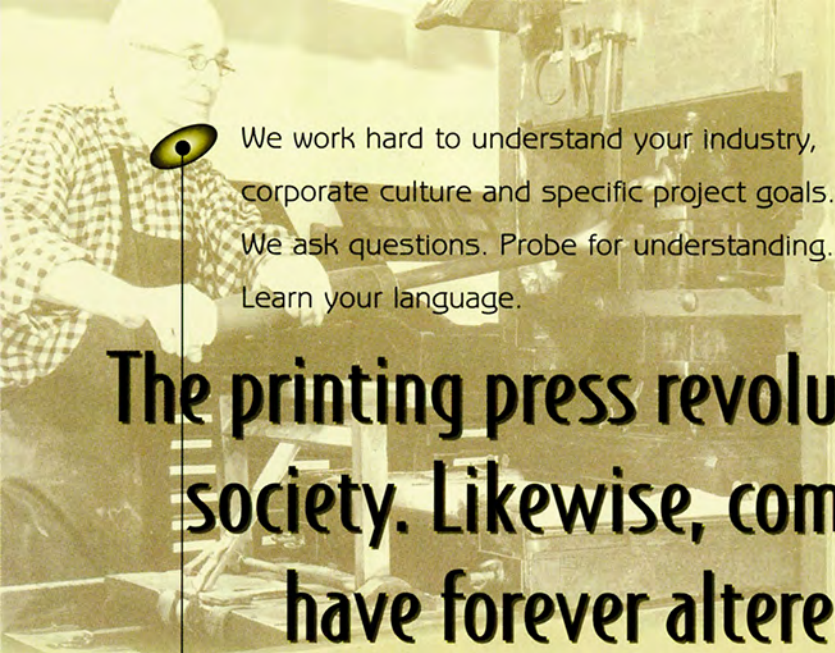
Of course, multimedia doesn't render all that came before obsolete. That's why VuCom newMedia continues to offer presentation design and production for slides, overheads, print and other media.



We make informed, objective recommendations, assuring a solution designed to meet your needs.



newSolutions



We work hard to understand your industry, corporate culture and specific project goals. We ask questions. Probe for understanding. Learn your language.

The printing press revolutionized society. Likewise, computers have forever altered the communications landscape.

Thorough preparation paves the way to successful execution of all projects. By listening carefully and through proper production management, we're able to design cost-effective custom solutions tailored to your needs.

We impose rigorous standards during all project phases—from up-front analysis to design and development. Those same standards are applied with equal vigor to technical and production arenas. With dedication to program development and using our team approach, we can produce major productions or a series of smaller projects, quickly and efficiently.



Reliable service, consistent quality and a commitment to on-time, within-budget delivery—attitudes that never go out of style.

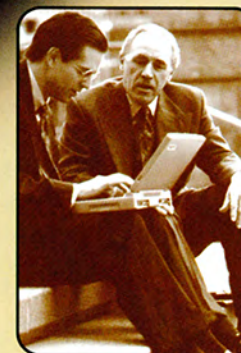
new Attitudes

In the face of fast changing technology, VuCom newMedia is stable and reliable, with more than a quarter century in the corporate communications arena.

Time has barely altered the ancient Chinese invention of paper. Yet, in less than a lifetime, computers have experienced radical evolution.

We have the staying power and commitment to partner with such Fortune 500 clients as Chrysler, Goodyear, Sherwin-Williams, General Electric and many others.

The same qualities that allow us to work successfully with major national and international companies make us an ideal partner for every client we serve, regardless of size, culture or mission.



When projects "push the envelope" (they often do in this business), our technical team is at your service. *Your vision informs our perspective.*

new Perspectives

At VuCom newMedia, we've taken our graphic design expertise in a new direction, providing computer-generated images to communicate what words alone cannot express.

Hands once chiseled images in stone; now they create them electronically.

We excel at working where creativity and technology intersect. Grouped into client-focused teams, a new media specialist dedicated to your organization guides our creative, production and technical talents to a solution appropriate to your need. Our project teams blend the power of imagination with the technical potential of interactive digital media—to create a new generation of communication and training tools.



Imagination and technology combine to lead the team in exciting new directions.



new Directions



Today's digital communication springs from the same human impulses as Paleolithic cave drawings. A timeless need to communicate experience. To impose order onto a seemingly random universe. To influence events. To make things happen.

The medium can be new or ancient, high tech or low tech, analog or digital. As humans, we're compelled to communicate, to persuade, to share insights and knowledge.

In our often-frenzied business world, it's imperative to keep the communication goal in sight. VuCom newMedia exists to facilitate those goals. In business, that means informing buyers about new products. Providing faster, more responsive customer service. Giving employees tools to work more productively. Ensuring information is readily available—where and when it's needed.

At VuCom newMedia, the ultimate value of any new media project is the measure of synergy between medium, message and audience. We put this concept to work, combining your need to make things happen with our digital media expertise to create a uniquely effective communications experience. The media may be new, the technology digital and the experience interactive. But the impulse is deeply rooted, universal, and enduring...

newMedia