

## ABOUT US

Panoptic Media creates award-winning, in-your-face, emotion-tugging, hyphen-using media for some of the biggest names in business and industry. We sell, educate, motivate and entertain audiences through powerful videos, CD-ROMs, DVDs and the World Wide Web. For over a decade, we've been uniquely focused on integrating strategy and motion to help companies communicate with their customers, prospects, employees and stakeholders.

Panoptic literally means "all in one view." We clearly understand the importance of the big picture and ensure everything we create supports an organization's core strategy, identity and mission.

We're a Cincinnati-based company with fiercely loyal clients all over the world. From corporate identity campaigns for Fortune 500 companies to trade show teasers and product demos, Panoptic produces media that works.

## OUR WORK

### VIDEO | CD-ROM | DVD | WEB

From full-motion streaming videos to the latest CD-ROM business cards, Panoptic produces a variety of digital media.

- Interactive CD-ROMs
- Laptop Presentations
- Videos for Websites
- Video Walls
- Business Card CD-ROMs
- Touch Screens
- DVDs
- Video Cassettes

### SALES | EDUCATION | MOTIVATION | ENTERTAINMENT

From developing new product introductions to revamping a company's image, Panoptic helps businesses communicate.

- Sales and Marketing Presentations
- Convention and Trade Show Media
- Broadcast/Webcast Commercials
- Product and Service Demonstrations
- Corporate and Brand Identity
- Customer Testimonials
- Education and Training
- Corporate Events

### MEDIA SERVICES

From concept to completion, Panoptic provides a variety of media services.

- Strategic and Creative Services
- Video and Film Production
- Media Replication and Packaging
- Interactive Media Development
- Project and Event Planning and Logistics
- Post Production
- Audio
- Graphic Design

## **FIVE REASONS TO CHOOSE PANOPTIC MEDIA**

### **RESULTS**

We solve the world's problems. Well, not exactly, but we bring results. We offer proven and verifiable performance in creating solutions for business and industry. There are some good stories here, so ask about them.

### **EXPERIENCE**

We know where you're coming from. Of course we don't know every business and industry, but we learn fast and we mean FAST. With close to 1,000 projects under our belt, our experience and on-the-fly marketing savvy slashes our education curve dramatically, so we quickly grasp your communication needs.

### **FOCUS**

We're focused on your big picture. Panoptic literally means "all in one view," a phrase that describes our business philosophy. We clearly understand the importance of the big picture and ensure everything we create supports your organization's core strategy, identity and mission. It's what we do.

### **BANG**

We build strategies and budgets based on your reality and bottom line. We have a fiercely loyal client base for a reason—return on investment. And getting more bang for your buck comes naturally at Panoptic Media because we absolutely totally really truly love our work.

### **CHARACTER**

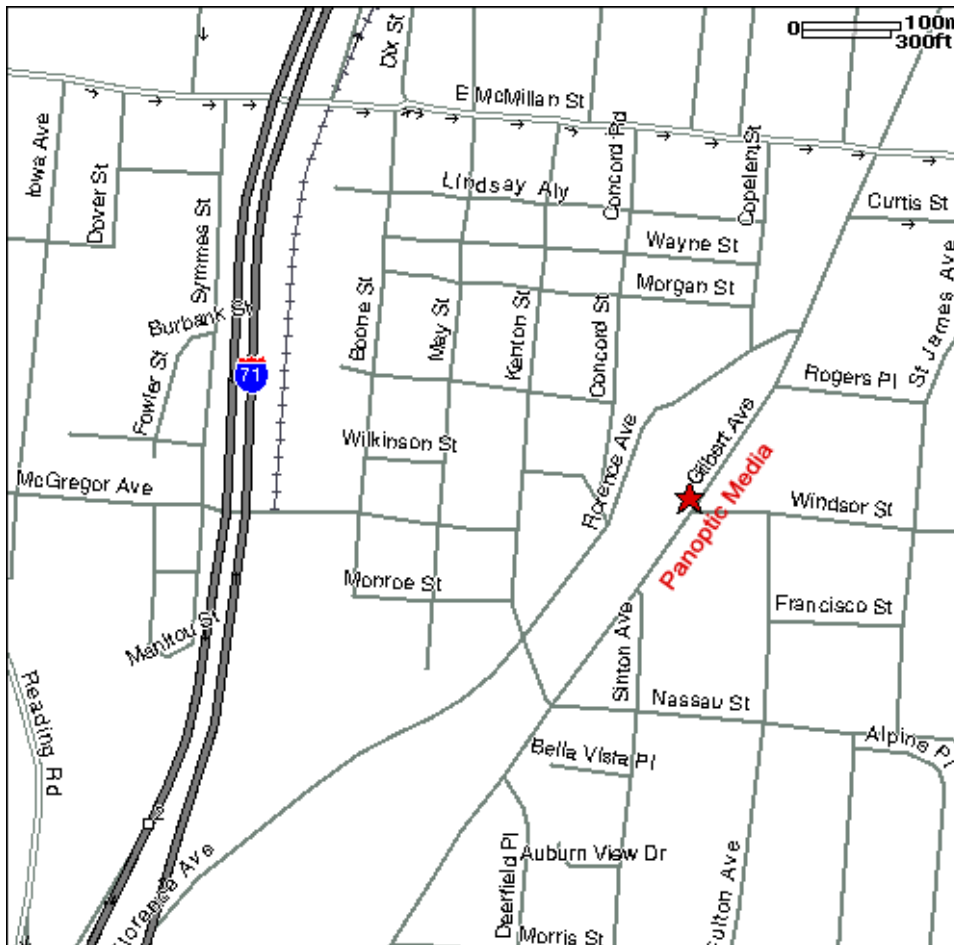
We really don't do business as usual. While we're certainly in business to make a profit, our focus is on building long-standing relationships based on fairness, honesty and mutual success. Sure that sounds goofy, but it's true. And instead of telling you about our "commitment to the customer" and trying to impress you with other over-used, often-meaningless jargon, we'll let our work and our relationship with you speak for itself.

## **OUR CLIENTS INCLUDE:**

AT&T  
BET  
Children's Hospital  
Cincinnati Museum Center  
Convergys  
ESPN  
Fidelity Investments  
Freedman, Gibson & White  
FOX  
FreeStore/FoodBank  
General Mills  
History Channel  
HSR Business To Business  
Makino  
Microsoft

Miller-Freeman Publishing  
MTV  
National Science Foundation  
NBC  
NCR  
P&G  
Rytec Corporation  
South-Western Publishing  
Standard Register  
Think TV Network  
Toyota USA  
Turner Sports  
University of Cincinnati  
Western-Southern Life  
Xavier University

## PANOPTIC MEDIA MAP



## PANOPTIC MEDIA DIRECTIONS

### From the North (Detroit/Toledo/Dayton):

Take I-75 SOUTH to I-71 NORTH (exit 1A) towards Columbus and merge onto I-71 NORTH. After 1.9 miles, take Reading Road/Eden Park Drive exit on the LEFT. Keep RIGHT at the fork in the ramp. Turn RIGHT onto Eden Park Drive at the end of exit ramp. Turn LEFT onto Gilbert Avenue.

### From the North (Cleveland/Columbus):

Take I-71 SOUTH to the Taft Road exit (exit 3). At the end of the ramp, turn LEFT onto Essex Place. From Essex, turn LEFT onto E. McMillan. After 0.4 mile, turn RIGHT onto Gilbert Avenue.

### From the South (Atlanta/Knoxville):

Take I-75 NORTH to the I-71 NORTH/US-50 exit (exit 1A) towards Columbus and merge onto I-71 NORTH. After 1.9 miles, take the Reading Road/Eden Park Drive exit on the LEFT. Keep RIGHT at the fork in the ramp. Turn RIGHT onto Eden Park Drive at the end of exit ramp. Turn LEFT onto Gilbert Avenue.

### From the West (Indianapolis/St. Louis):

Take I-74 EAST to the I-75 SOUTH exit towards Lexington. Merge onto I-75 SOUTH. Take the exit on the left to I-71 NORTH/US-50 (exit 1A) towards Columbus and merge onto I-71 NORTH. After 1.9 miles, take the Reading Road/Eden Park Drive exit on the LEFT. Keep RIGHT at the fork in the ramp. Turn RIGHT onto Eden Park Drive at the end of exit ramp. Turn LEFT onto Gilbert Avenue.