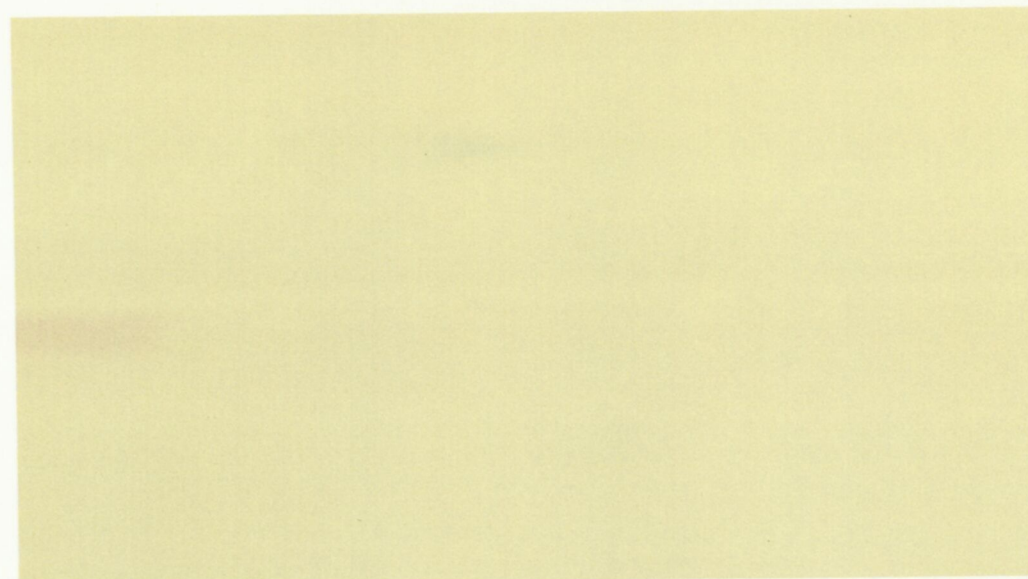
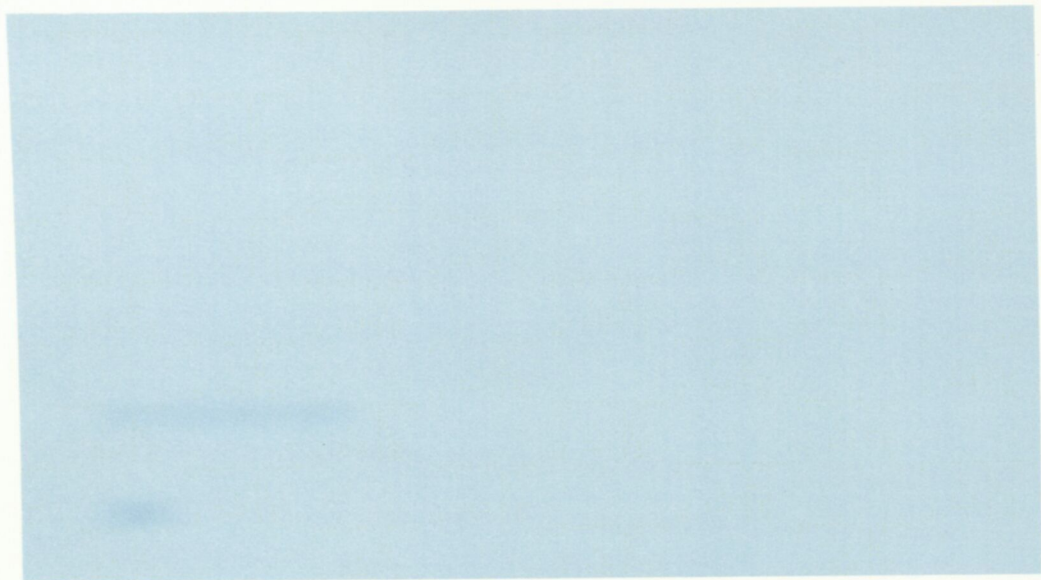
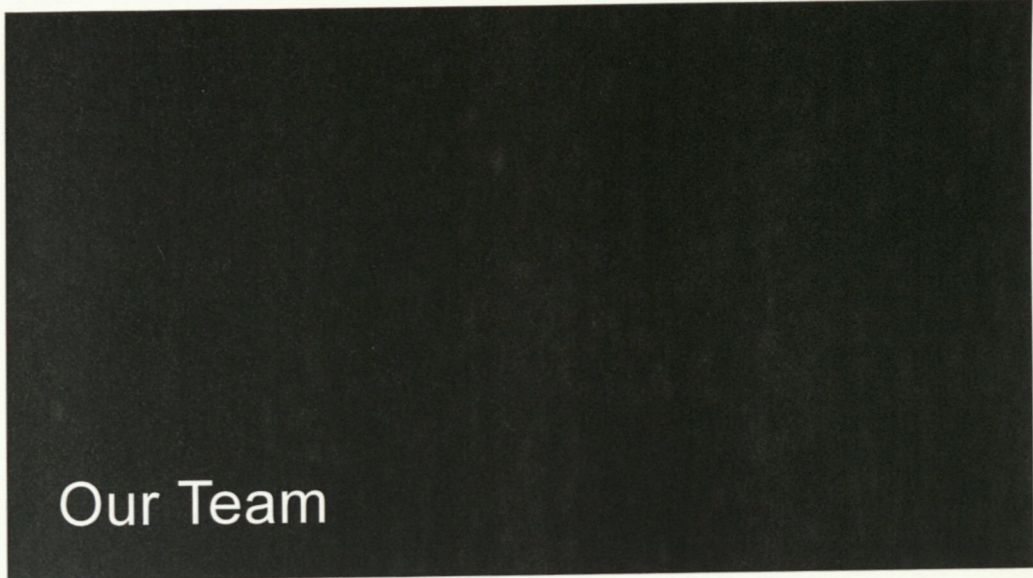
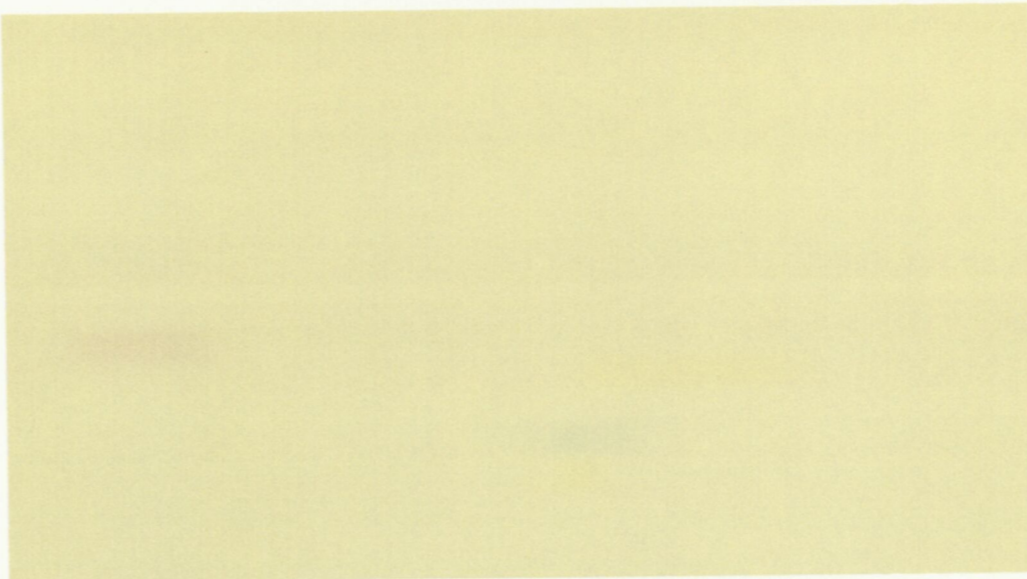
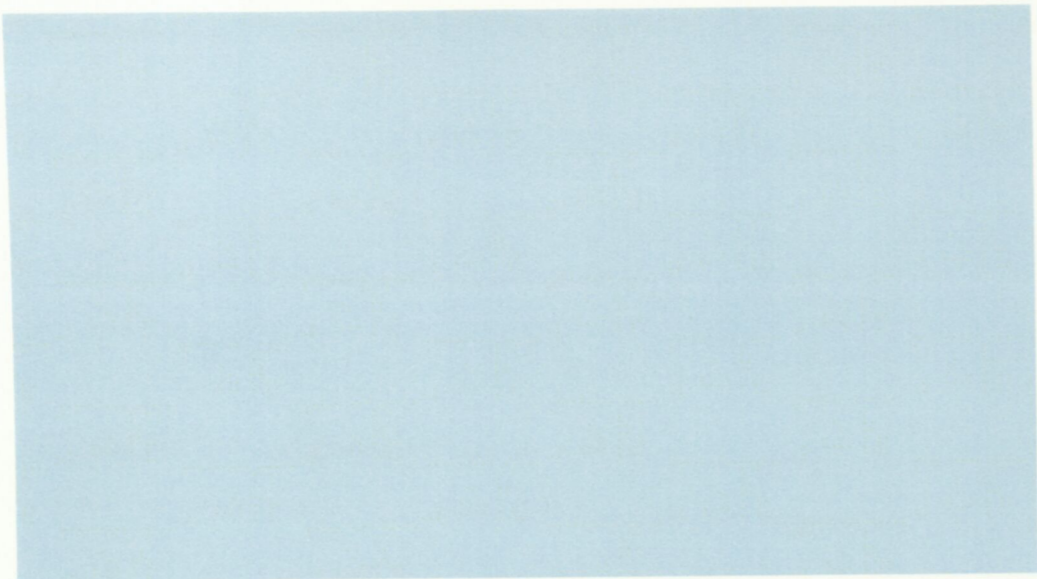


sunmicrosystems



1185 Design is a graphic design firm committed to creating memorable brands

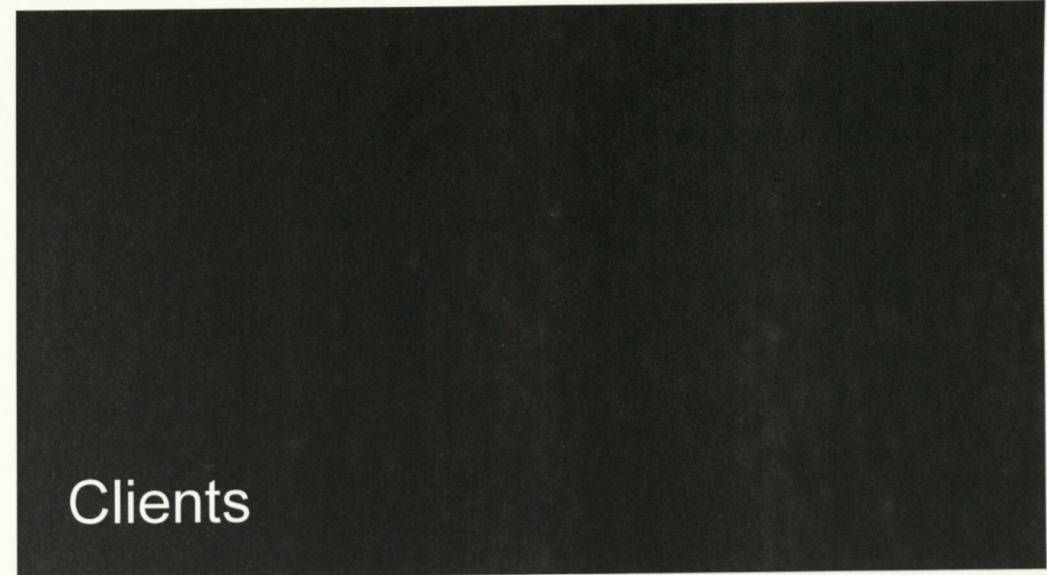
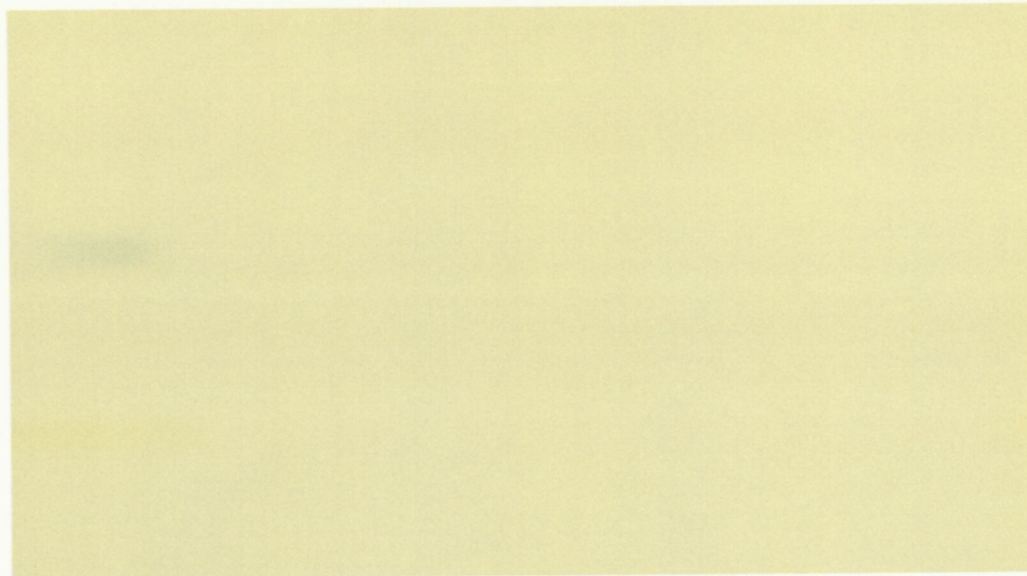
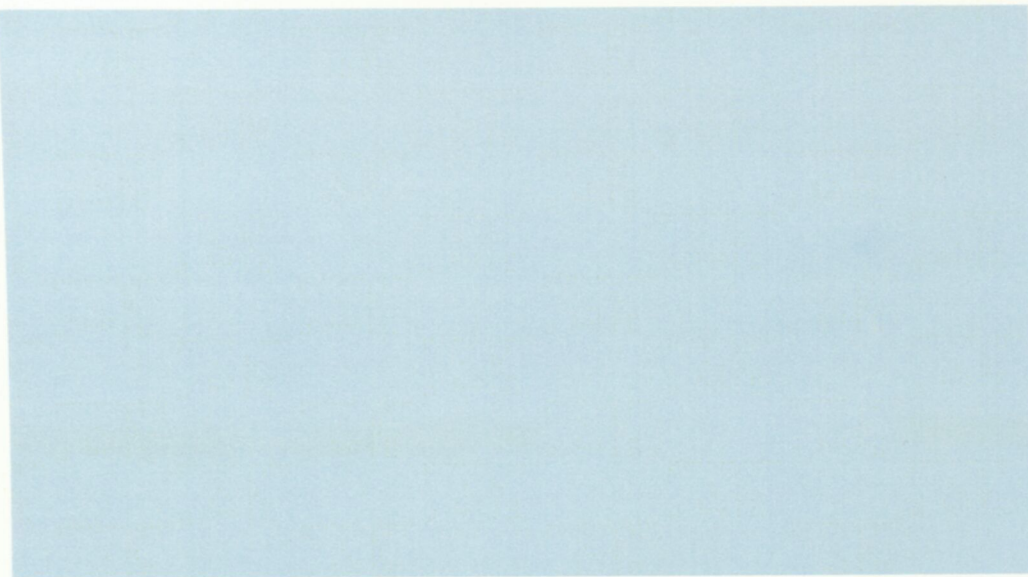
- > Founded in November 1985
- > Illustrators
- > 20 years of designing for technology and technology-related companies
- > Web Programmers
- > Production Designers
- > Project Managers
- > Administrators



1185 Design currently employs 30 people including:

- > Designers
- > Illustrators
- > Web Programmers
- > Production Designers
- > Project Managers
- > Administrators

- Stanford Graduate School of Business
- Stanford Law School
- Stanford Neuroscience
- Stanford School of Medicine
- Sun Microsystems
- Sybase
- Symantec
- Tivo
- Tibco Software
- Verisign
- Viterion
- Woods Institute for the  
Environment at Stanford
- Xtent, Inc

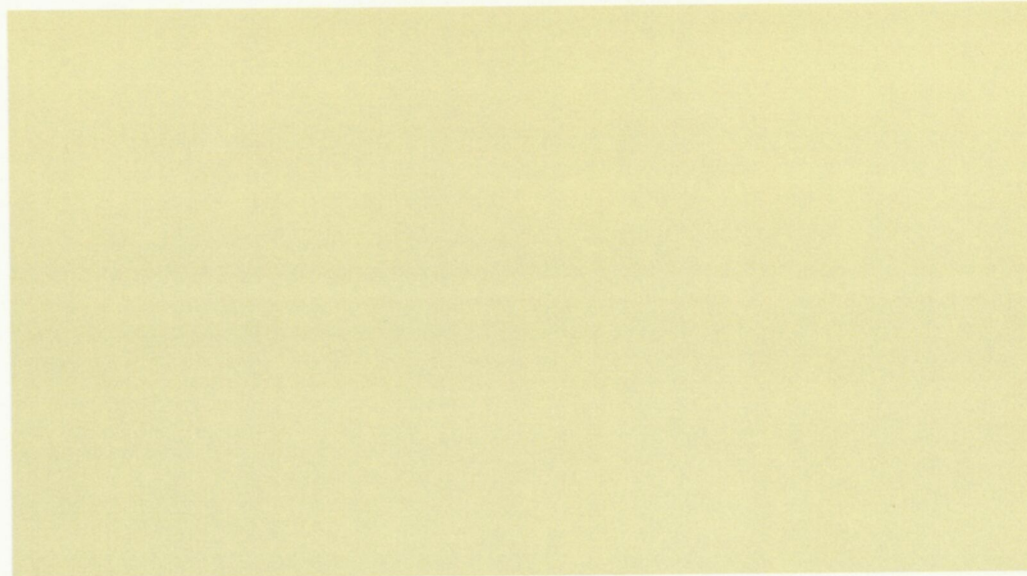
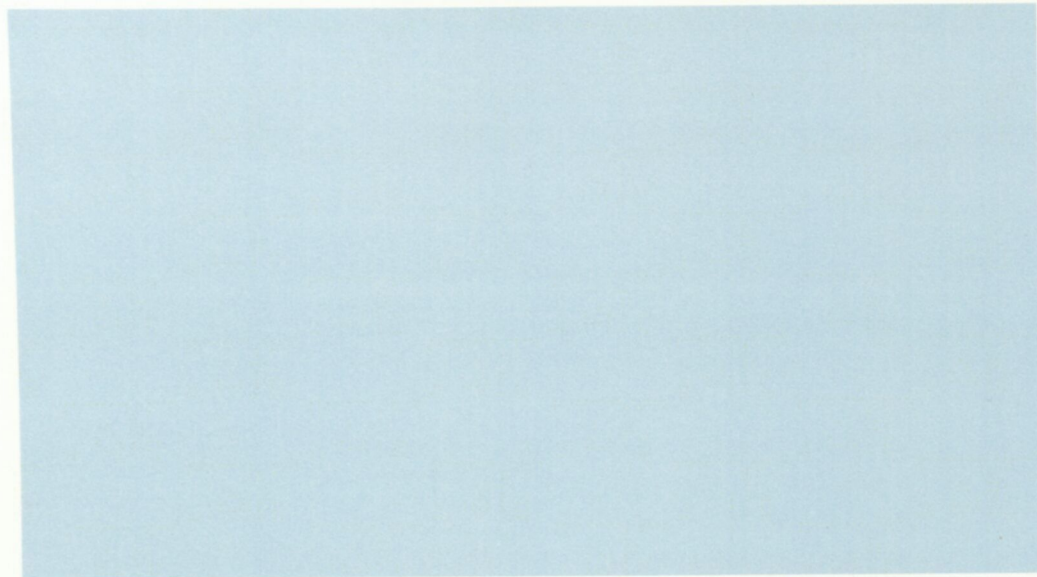


## We have the privilege of working for clients such as:

Activant  
Adobe  
Applied Materials  
Applied Biosystems  
Ariba  
Borland  
Business Objects  
Caspian  
Cisco Systems  
Computer Associates  
Envision Peripherals  
Fujitsu  
IBM (small products division)  
Informatica  
Intervoice  
IPValue

Kleiner Perkins  
LeapFrog Schoolhouse  
Logitech  
McAfee  
Mercury Interactive  
nCircle  
Netflix  
Novellus Systems  
Openwave  
Oracle  
Pacific Biosciences  
Picolight  
SAP  
Sears / VEOS division  
SGI  
Stanford Bio-X

Stanford Graduate School of Business  
Stanford Law School  
Stanford Neuroscience  
Stanford School of Medicine  
Sun Microsystems  
Sybase  
Symantec  
Tivo  
Tibco Software  
Verisign  
Viterion  
Woods Institute for the  
Environment at Stanford  
Xtent, Inc

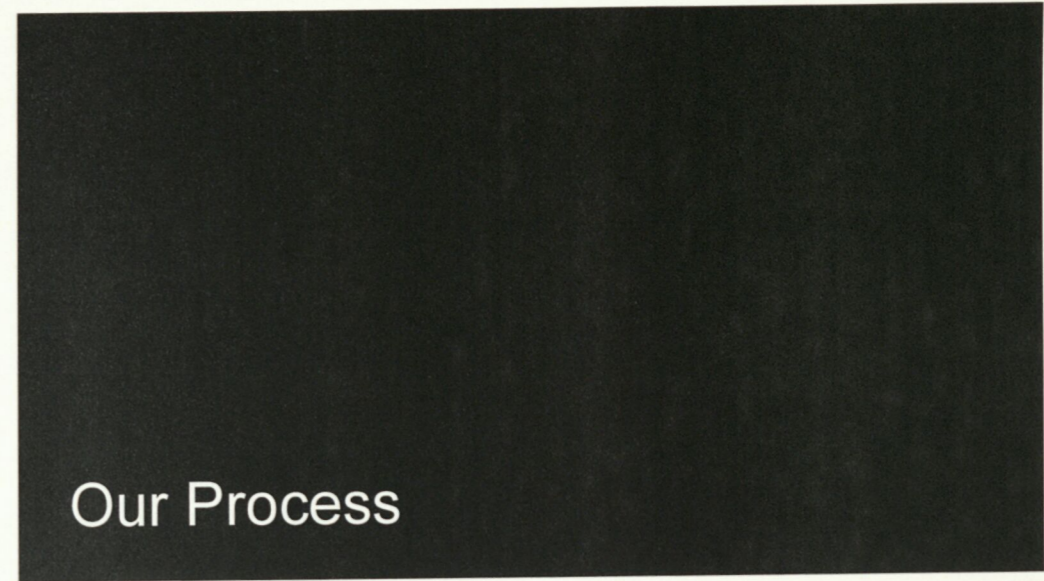
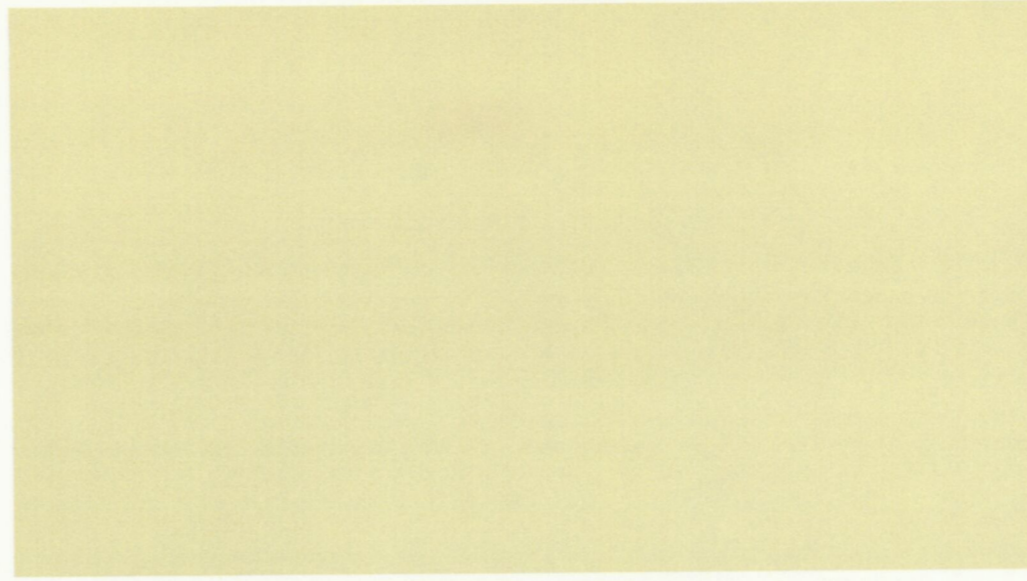
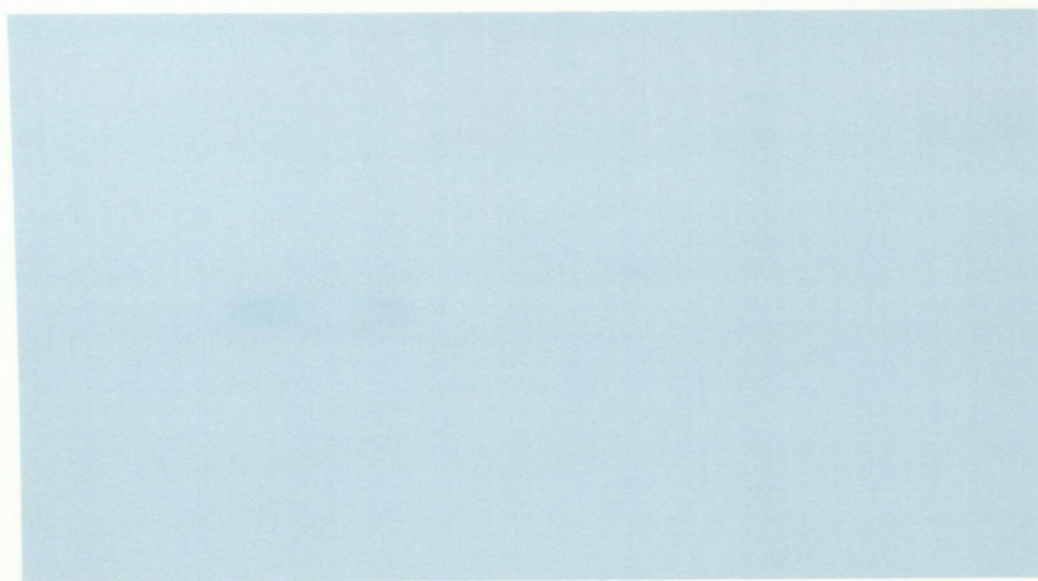


1185 Design has helped launch over 350 corporations

Development of Corporate Identity

Followed by development of Comprehensive Look & Feel

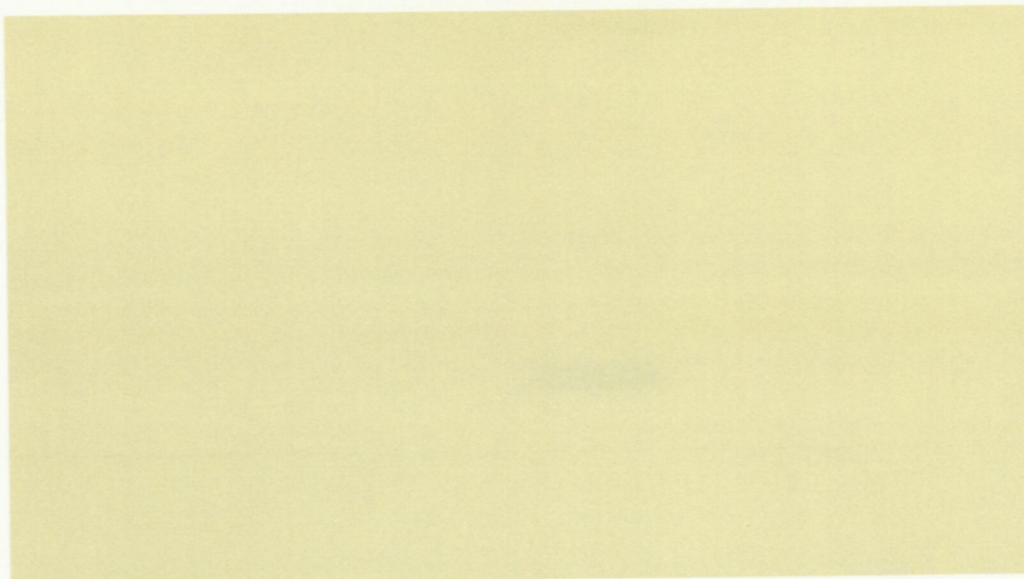
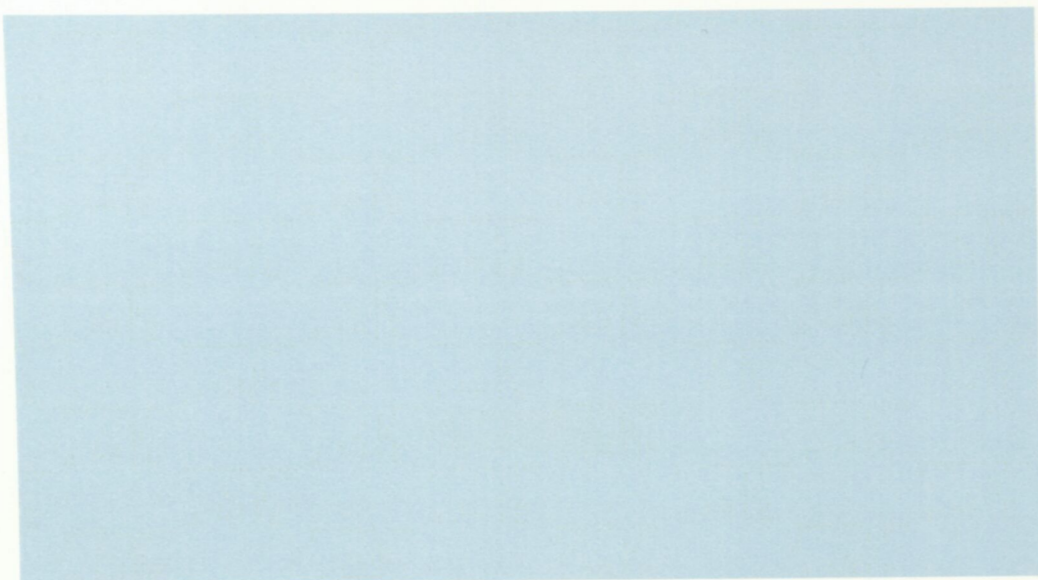
- > Collateral
- > Packaging
- > Web Design
- > Multimedia



## Our Process:

Our process is what differentiates 1185 Design from other design firms.

Our clients work in partnership with our collective brain trust of designers to produce creative that is suited to their unique and individual needs.

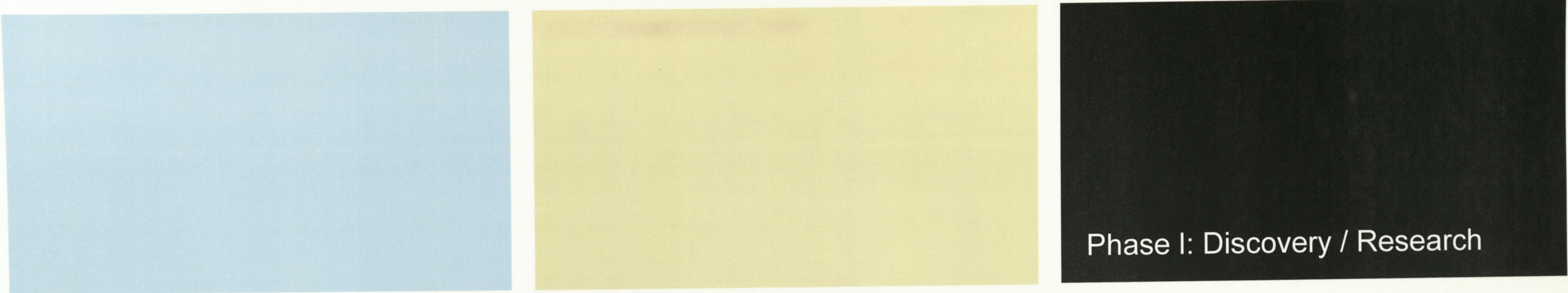


## Phase I: Core Dump

Clients meet with 6 to 10 designers and a project team to discuss our client's marketing strategy, technology, competition, and objectives.

**GOAL:** Get a clear picture of who our client is and what sets their organization apart from the competition.

**GOAL:** Get a 360 degree picture of our client's company, both from an internal and external perspective.



Phase I: Discovery / Research

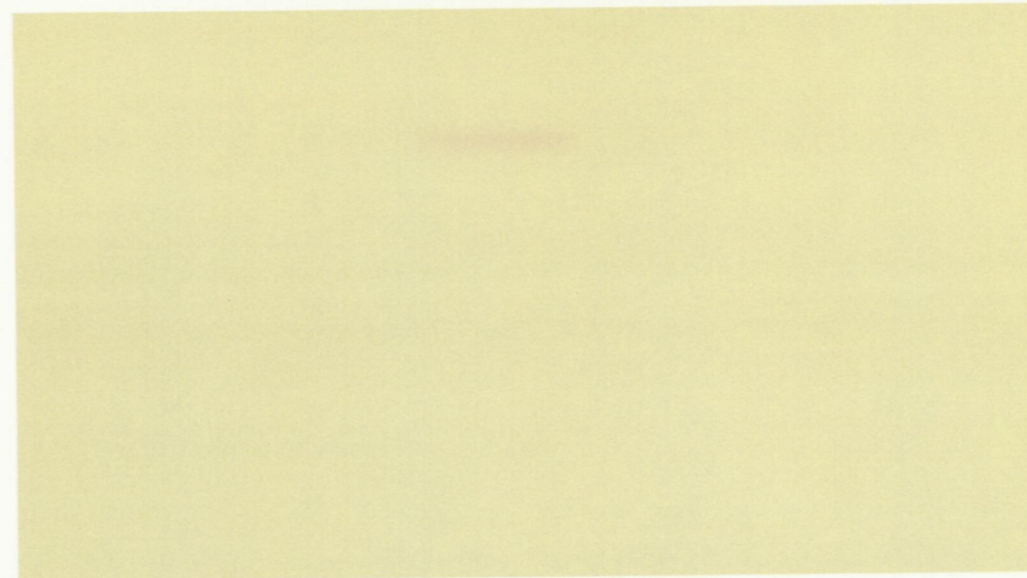
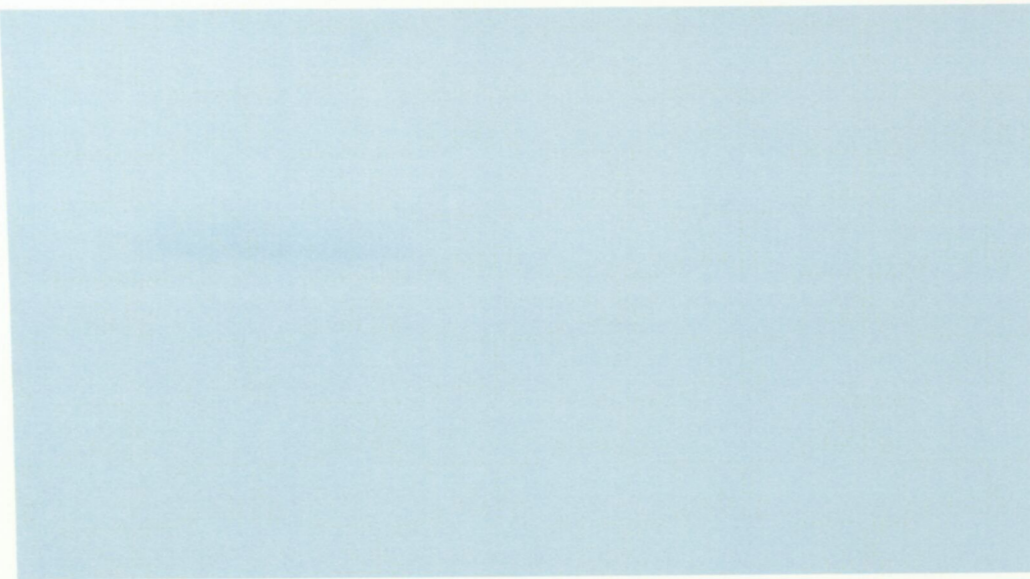
## Phase I: Discovery / Research / Competitive Analysis

1185 Design will interview global key partners, customers, and sales and marketing individuals to:

- > Prepare a competitive analysis
- > Create an electronic survey

GOAL: Get a 360 degree picture of our client's company, both from an internal and external perspective.



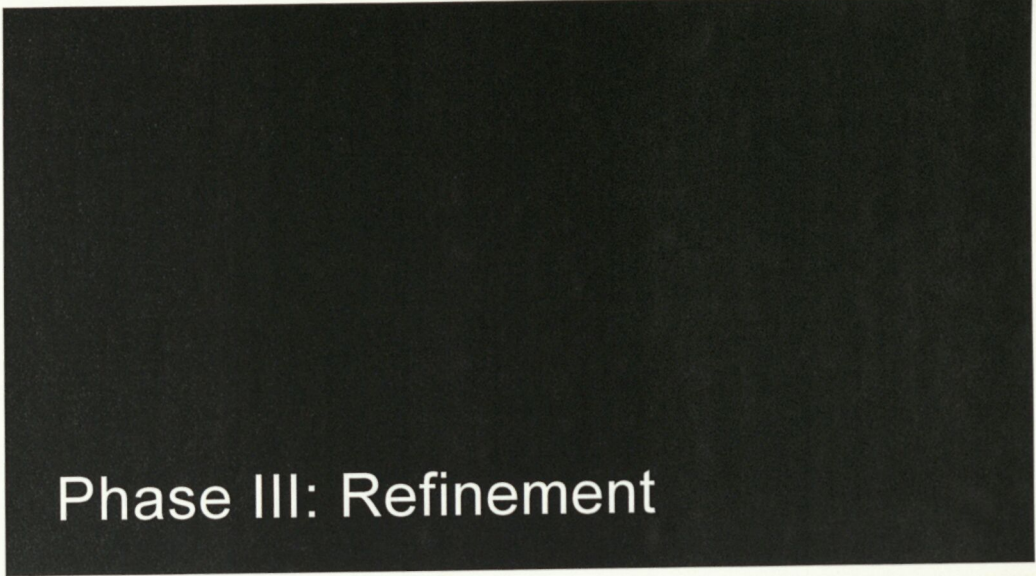
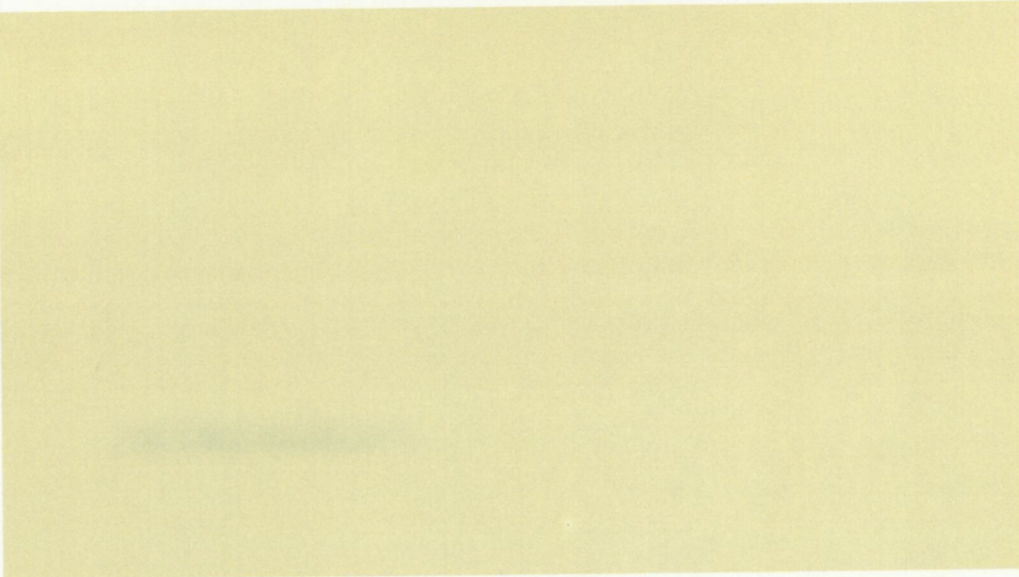
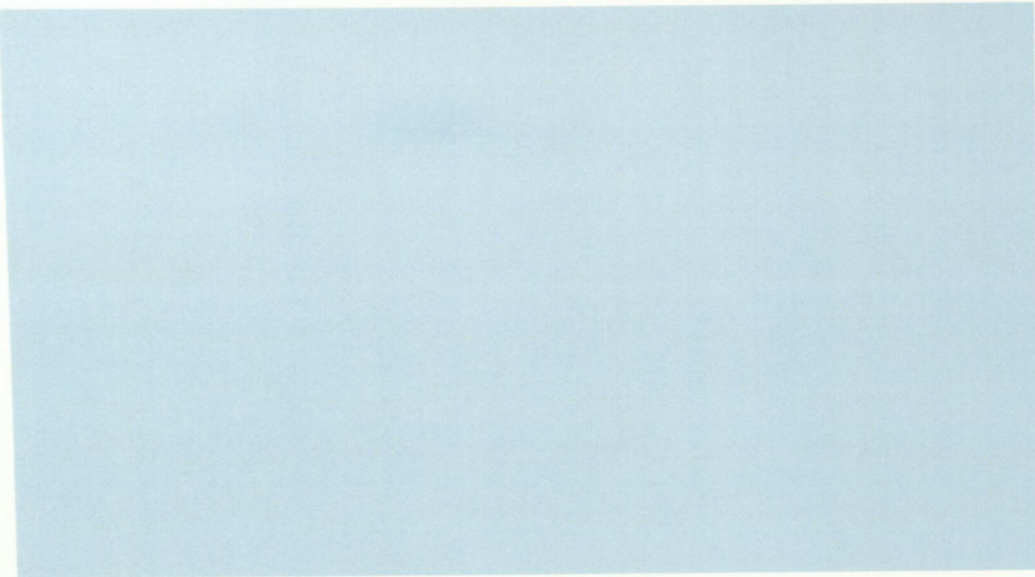


## Phase II: Initial Creative

Multiple creative concepts are presented the objectives of the rebranding effort

Each concept presented includes detailed exploration of:

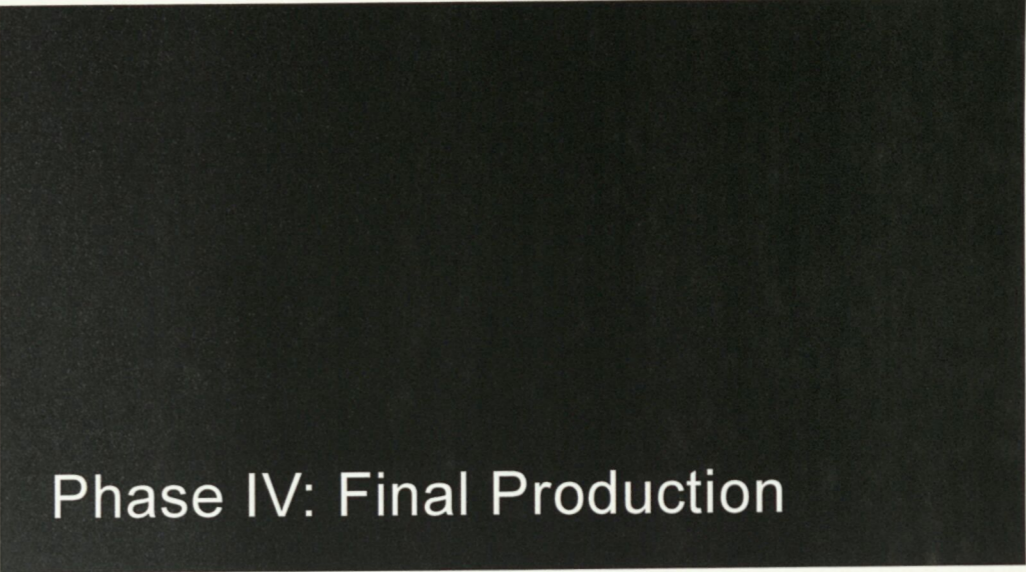
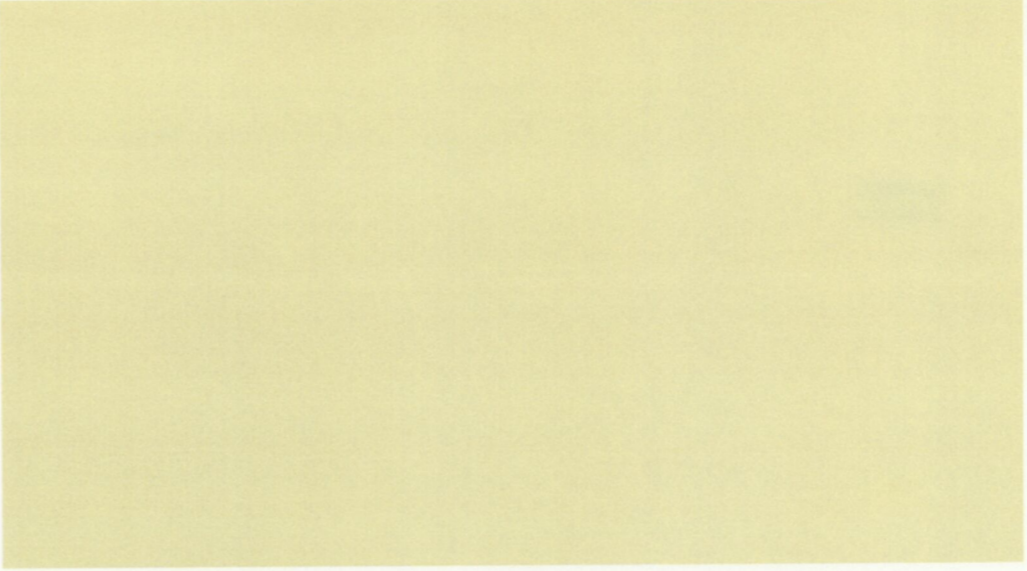
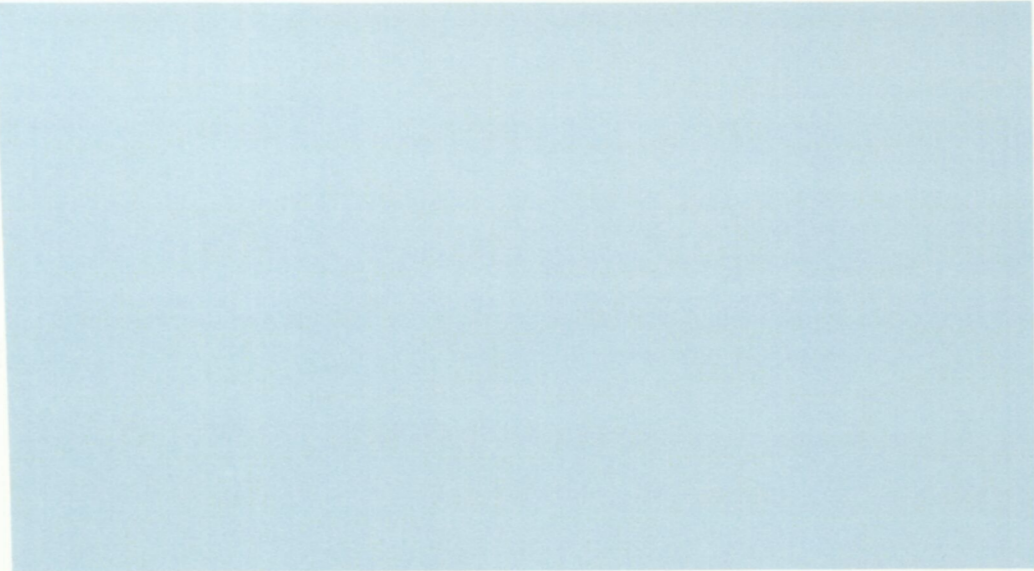
- > Conceptual Thinking
- > Color Palette, Grid System and Typography
- > Photography/Illustration styles



### Phase III: Refinement

Client selects a concept that best meets the objectives of the rebranding effort

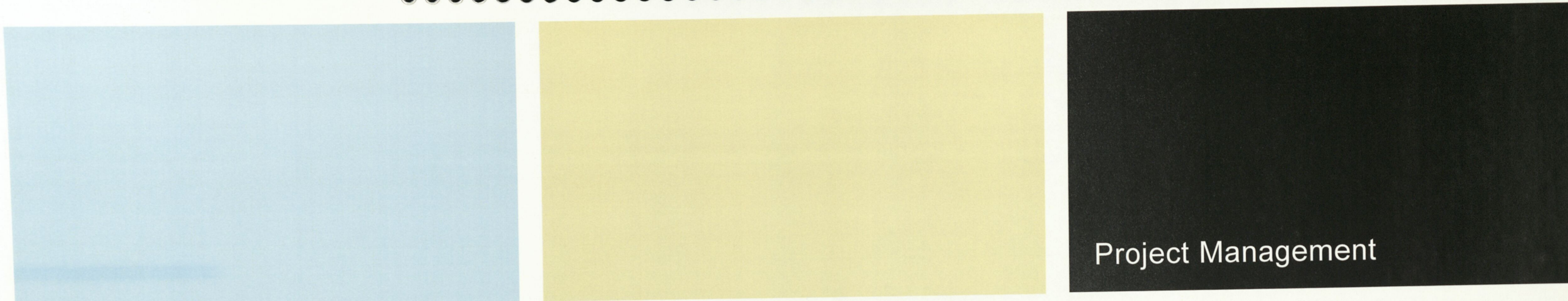
The 1185 Design team then works closely with the client to fine tune the creative  
ensure that the creative is properly translated



## Phase IV: Final Production

The project is handed off to our production or multimedia teams

Our design team works closely with our production and multimedia teams to ensure that the creative is properly translated



Project Management

## Project Management

Each project is tracked closely

Schedules are updated weekly

Weekly client meetings occur when needed

Clients have a password protected electronic site:

- > Creative repository for reviews and updates
- > Track projects schedules and estimates

SUN MICROSYSTEMS

## Case Study

## Sun Microsystems

1185 Design began working with SunSoft when Sun was split into multiple planets in 1991. We were hired by Bill Larson, Ed Zander and Zach Nelson to design the launch of the new SunOS identity, packaging and collateral renamed Solaris. SunSoft launched Solaris at the Developer Conference in 1991. 1185 Design continued to work with SunSoft, SunPro, SunDeveloper, SunServices and SunTelco for the next ten years. Sun consolidated all of its planets into Sun Microsystems at that time.

OVER 10 YEARS • OVER 1,000 DIVERSE SUN PROJECTS

1991      1992      1993      1994      1995      1996      1997      1998      1999      2000

SunSoft

SunPro

SunServices

SunTelco

SunDeveloper

Corporate Identity

Product Packaging

Product Identity

Developer Conference

Product Launches

Brochures

Folders

Illustrations

Logos

Mailers

Newsletters

Packaging

Product Guides

Posters

Presentation Templates

Press Kits

Software Disks

Special Events

Letterhead

T-shirts

Web sites

Workshop Materials

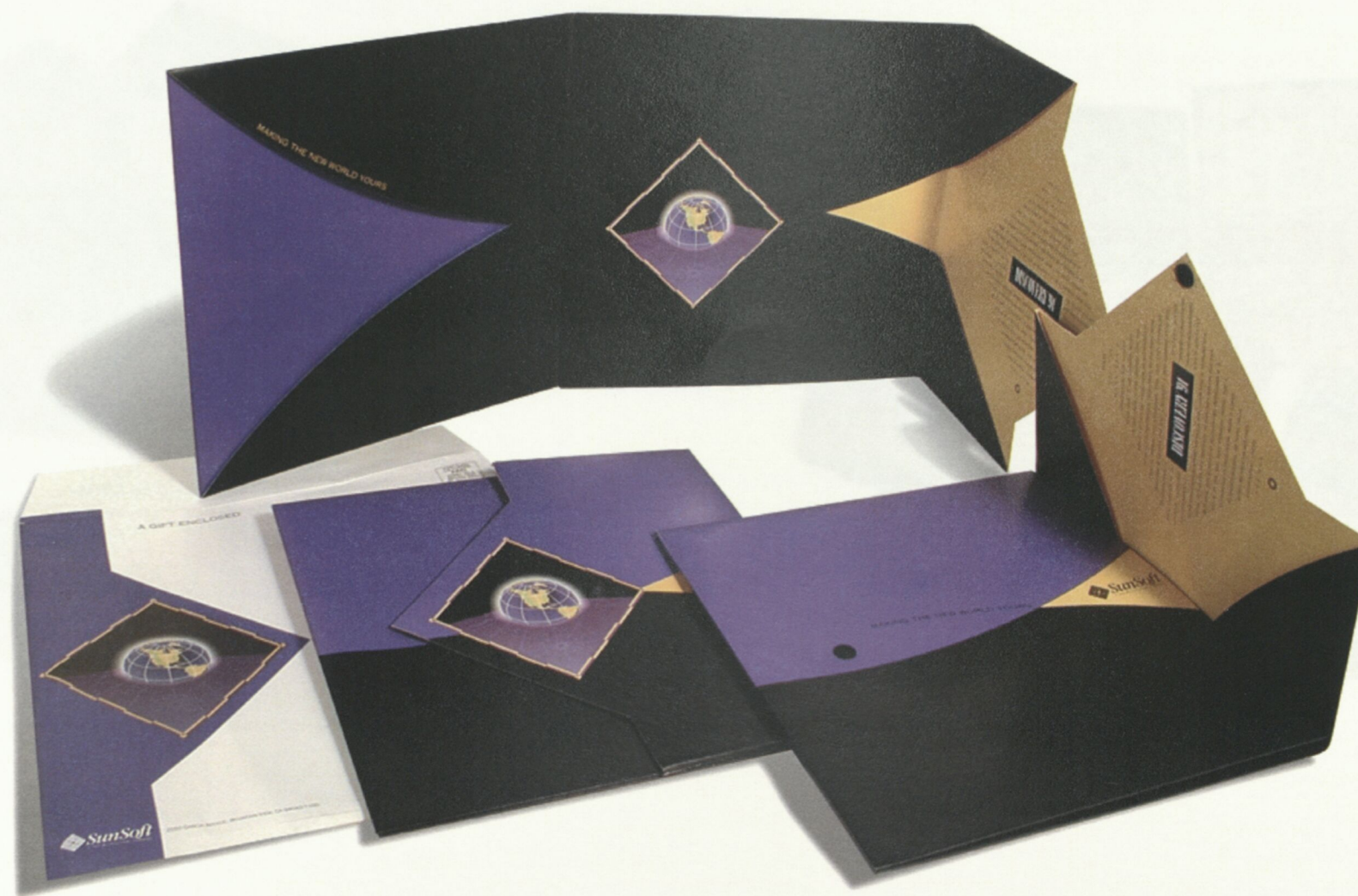




SUN MICROSYSTEMS • DEVELOPER CONFERENCE



SUN MICROSYSTEMS • DEVELOPER CONFERENCE













1991 Sun Microsystems Golf Tournament

Half Moon Bay Golf Links  
10000 Sausalito Road  
Half Moon Bay, CA 94041  
Phone: (415) 461-1111

• From San Francisco take I-880 to I-92 South to Highway 92  
• Take 92 West to Half Moon Bay • Turn left onto Highway 1 South  
• Travel 1.6 miles • Turn right on Fairway Drive and look for the CELEAN  
CELESTIAL HALF MOON BAY GOLF LINKS sign  
• Proceed to Pin Shop • Half Moon Bay Golf Links (415) 726-8438

1991 Sun Microsystems Golf Tournament

HALF MOON BAY, CA

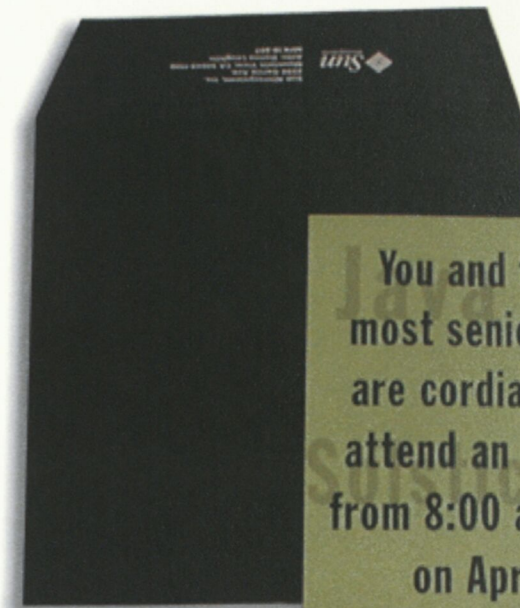
1991 Sun Microsystems Golf Tournament

**SunSoft**  
A Sun Microsystems Company

2950 Gateway Avenue, MS 220  
Menlo Park, CA 94025-1206

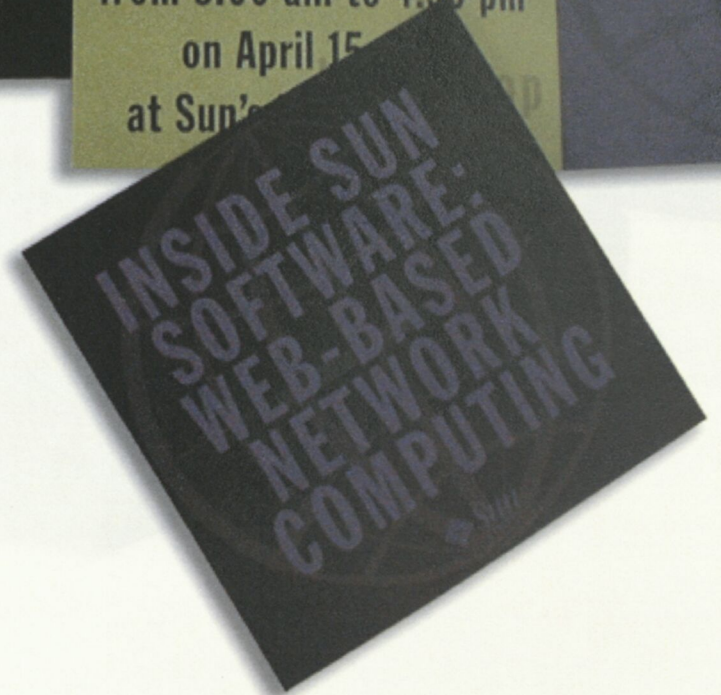






You and two of your most senior colleagues are cordially invited to attend an Executive Day from 8:00 am to 4:30 pm on April 15 at Sun's

Executive Day  
April 15, 1998  
8:00 am - 4:30 pm  
Sun Microsystems  
2500 Oracle Parkway  
Redwood City, CA 94065  
RSVP: 650-988-0800  
Sun Microsystems  
2500 Oracle Parkway  
Redwood City, CA 94065









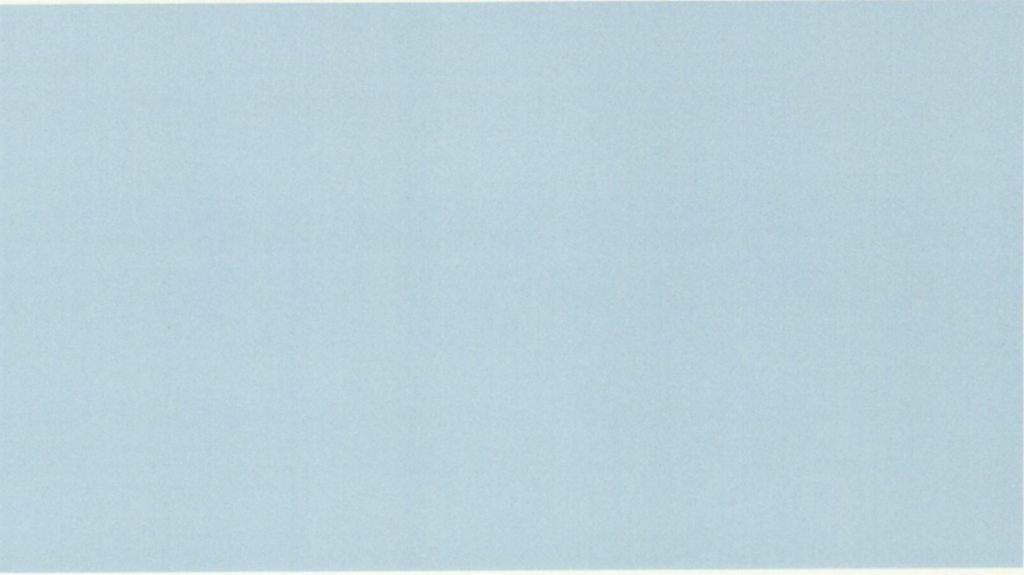


# INTERVOICE

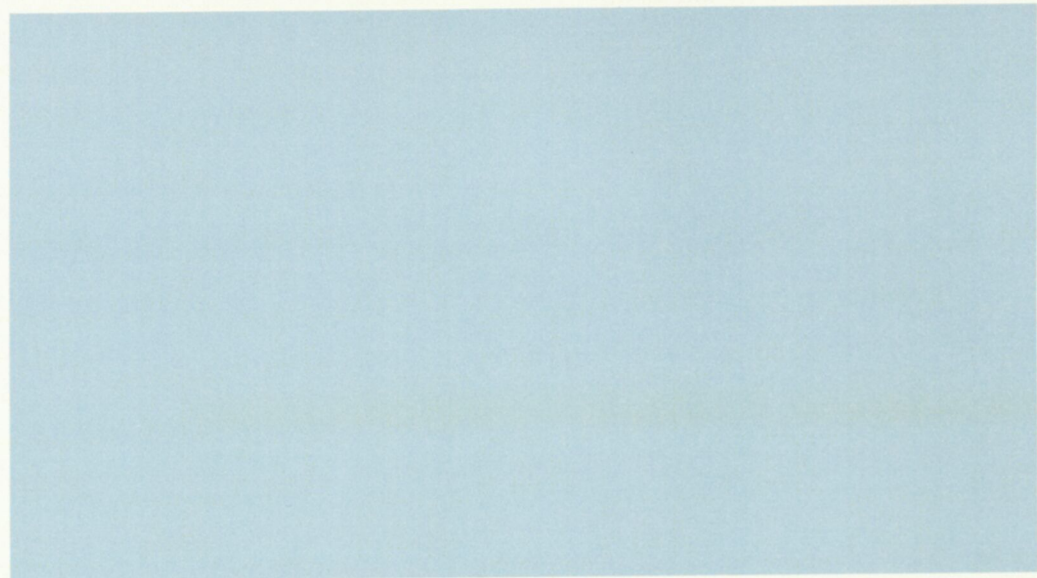
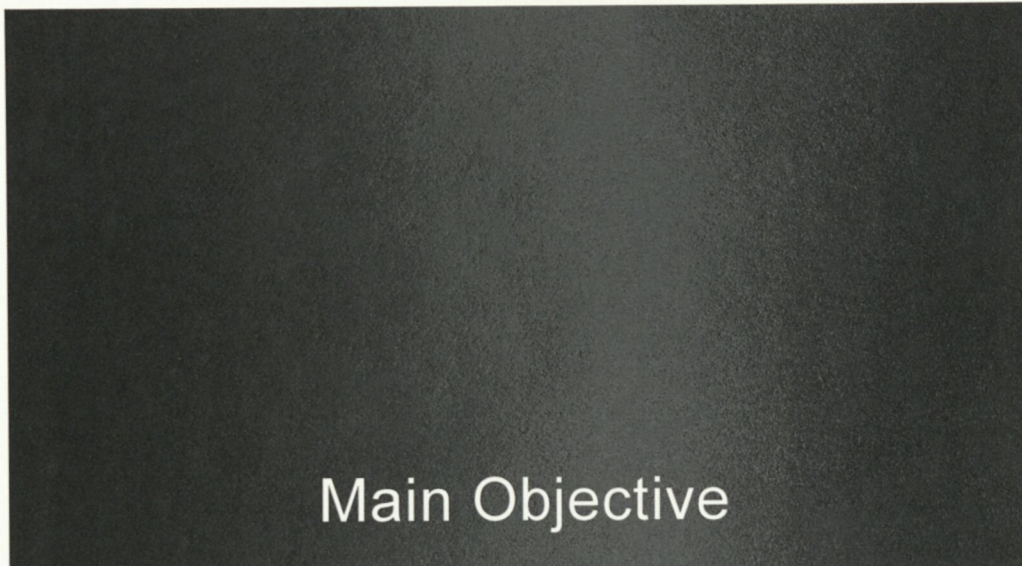

Case Studies:



Intervoice



Intervoice is a market leader in IVR (Interactive Voice and Data Recognition) delivering personalized, multi-channel automated information solutions that connect people with information, empowering them to control the way they interact with a business.



## Main Objective

What is our main objective with this exercise? We want to position Intervoice as THE leader in converged voice and data solutions. How do we do that in a memorable and compelling way? How do we establish Intervoice as THE company everyone wants to work with? There are many ways to articulate this value proposition. Here are our recommendations.



# EXTENDING THE REACH

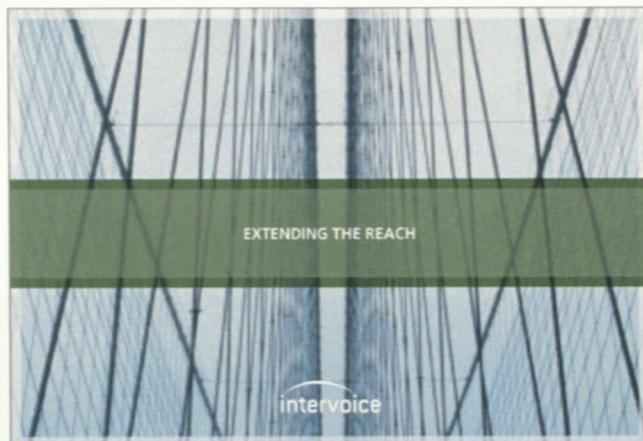


## The Concept

This concept is based on the idea that customers need more than just Voice. As the leader of converged data and voice, Intervoice provides an end-to-end solution that enables their customers to extend their reach in all areas of interactive customer service. The message is bold, suggesting a leader who consistently delivers. Metaphoric imagery illustrating a “Reach” and other key points such as a “Stair step to a New World” support the subtext of the overall positioning.

Bold typography, color palette and dramatic photography punctuate the message without using the usual cliché stock images of people with headsets and in meetings pointing at computers. A refreshing and memorable industry change.

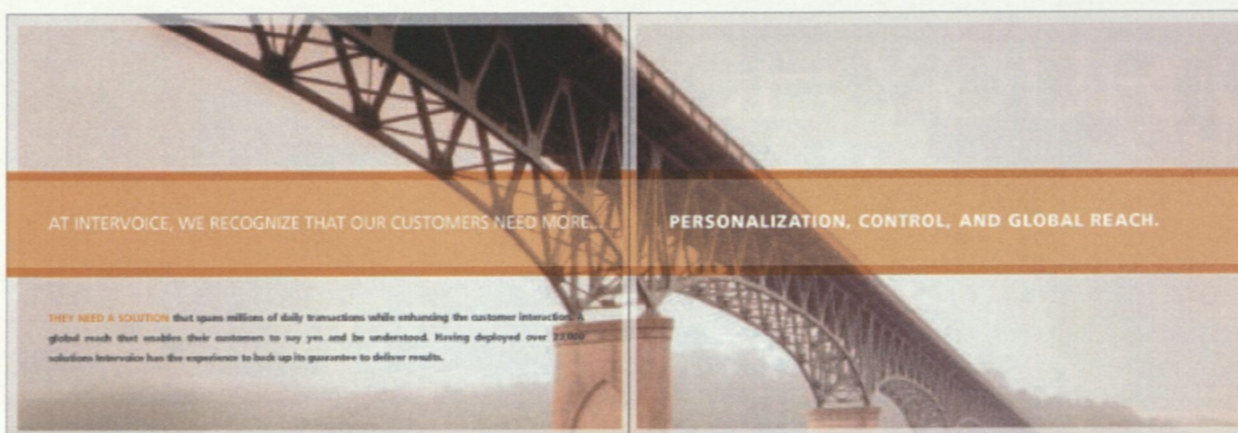
# EXTENDING THE REACH



Brochure cover



First Spread



Second Spread



Final Spread



Data sheet

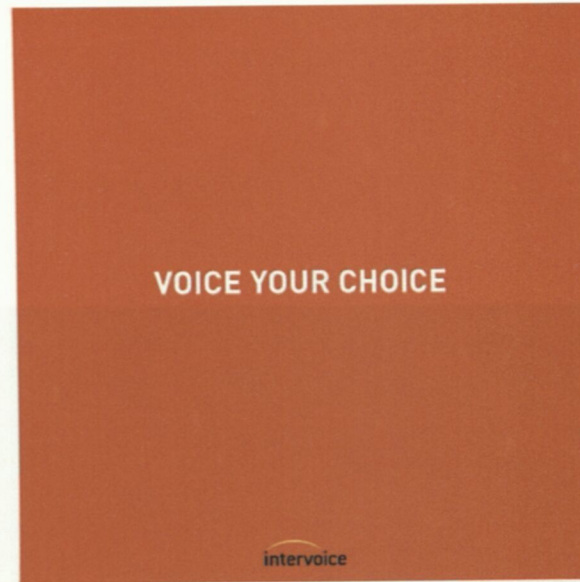
The Concept

VOICE YOUR CHOICE. INTERVOICE

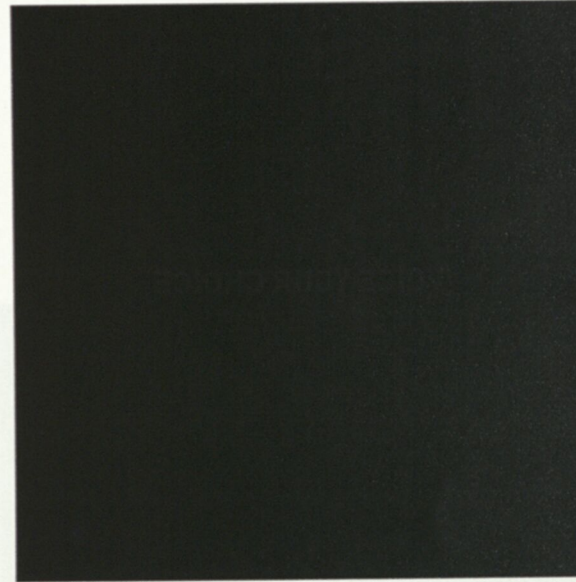
## The Concept

As the converged leader in voice and data, Intervoice is in the unique position to own the interactive customer service hill. Intervoice empowers its customers by giving them the tools and ability to personalize each and every interaction with their customers. This concept hears the pain of the customer and offers a superior solution in both data and voice. The message is provocative and you get the sense through the use of imagery that the customer demands to be heard. The customer is voicing their choice and the choice is Intervoice.

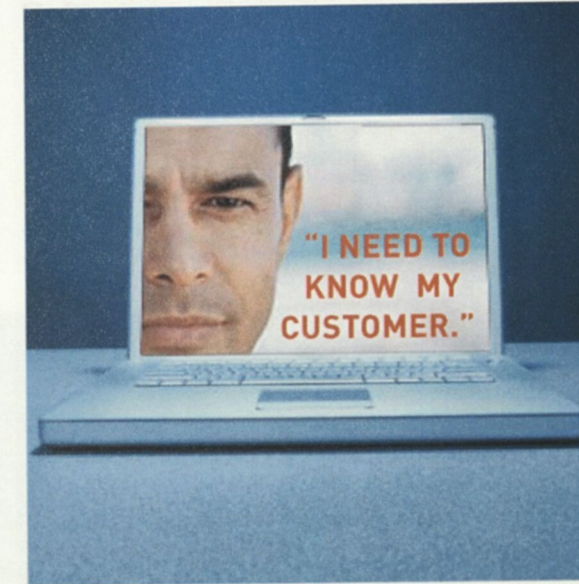
# VOICE YOUR CHOICE. INTERVOICE



Cover with registered emboss

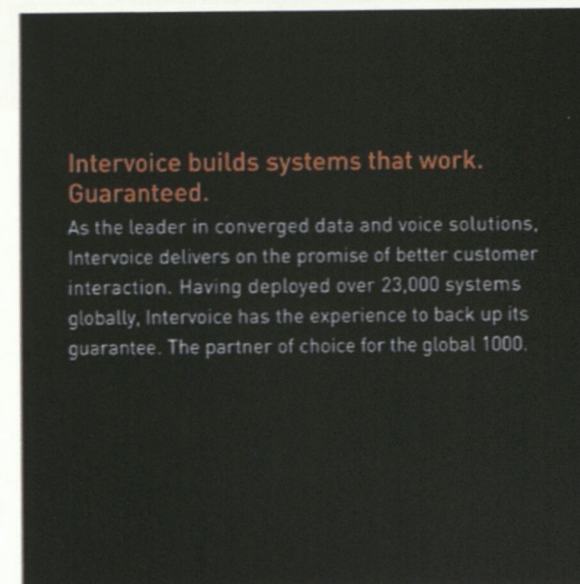


TODAY'S GLOBAL MARKET DEMANDS A BETTER CUSTOMER INTERACTION. VOICE AUTOMATION CHALLENGES USERS TO BE UNDERSTOOD. THERE IS AN UNMET NEED IN EVERY MARKET SEGMENT AND IN EVERY BUSINESS THAT SEARCHES FOR A BETTER WAY TO SUPPORT ITS CUSTOMERS. YOUR **VOICE** IS HEARD. THERE IS A BETTER **CHOICE**. INTERVOICE.

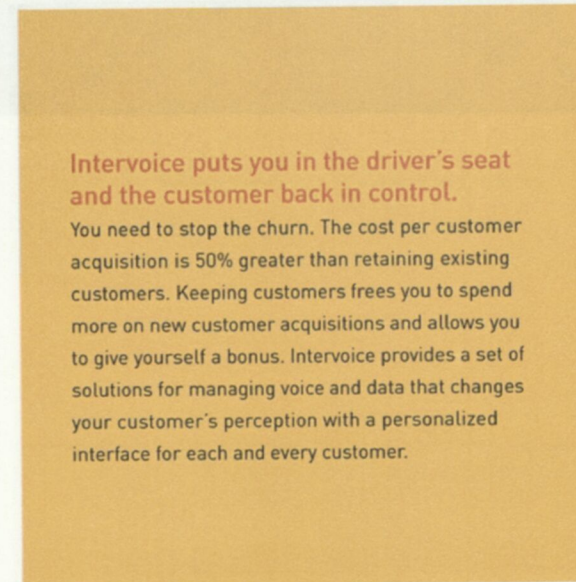


**Intervoice allows you to know your customer.**  
Today customers get trapped in an endless loop as they navigate to and through a call center. As a business, you search for the best possible customer interaction with the technology to seamlessly and efficiently support a positive interaction. With Adaptive Interaction, Intervoice fills a need for personalizing the customer interaction.

Spread 1



Spread 2



Spread 3



**VOICE YOUR CHOICE**

OMVIA MEDIA EXCHANGE

Adaptive interaction technology creates a seamless and efficient personalized customer experience.

**A BETTER INTERACTION**  
Dolore magna et aliquam erat volutpat. Ut wisi enim a elit ut aliquam et dolore...

**UNDERSTAND THE NEED**  
Dolore magna et aliquam erat volutpat. Ut wisi enim a elit ut aliquam et dolore...

**GUARANTEED RESULTS**  
Dolore magna et aliquam erat volutpat. Ut wisi enim a elit ut aliquam et dolore...

**KNOW YOUR CUSTOMERS**  
Dolore magna et aliquam erat volutpat. Ut wisi enim a elit ut aliquam et dolore...

intervoice

Data sheet

INTERVOICE. HEAR THE SMILE

## The Concept

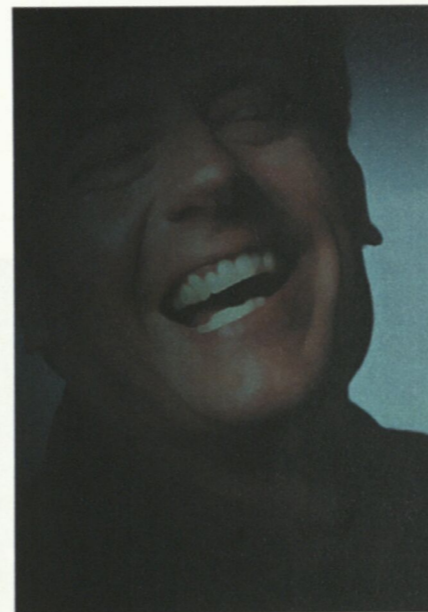
When you think of interactive customer service, you immediately think Ugh! The goal of this concept and theme is change the association of negative experiences with interactive solutions and demonstrate what a positive custom experience Intervoice provides for its customers and their customers. "Hear the Smile" reinforces a better overall experience from the leader of converged voice and data. Intervoice. There is no better company to provide the best possible customer interaction than Intervoice. This concept uses extremely positive smiling faces cropped very tightly and articulated with provocative text.



INTERVOICE. HEAR THE SMILE.



Cover with registered emboss



Inside Front Cover

**THINK AUTOMATED VOICE SOLUTIONS. NO. NO. NO. THINK AGAIN.** THERE IS A PLACE WHERE YOU AND YOUR NEEDS ARE MET. A PLACE WHERE CUSTOMERS ARE REMEMBERED. WHERE NO ONE EVER GETS STUCK IN AN ENDLESS LOOP. THINK OF A PLACE WHERE TRANSACTIONS ARE SELF SERVICE AND THE INTERACTIONS ARE POSITIVE. **REALLY POSITIVE.** THAT PLACE EXISTS. THAT PLACE IS **INTERVOICE.**

This service of voice... (faded text)

... (faded text)

**THINK OF A PARTNER THAT GUARANTEES RESULTS.** A PARTNER WITH A UNIQUE FOCUS ON THE WAY PEOPLE INTERACT AND CONNECT WITH INFORMATION. A PARTNER THAT TAKES CARE OF YOU SO YOU CAN TAKE CARE OF YOUR CUSTOMER. THAT PARTNER IS **INTERVOICE.** THE GLOBAL LEADER IN CONVERGED DATA AND VOICE, TRANSFORMING THE WAY THE WORLD INTERACTS.

This service of voice... (faded text)

... (faded text)



Spread 1

FINDING AN **EXPERT** IN ANYTHING IS EASY WHEN YOU ARE FOCUSED ON CREATING A **BETTER SOLUTION.** A SOLUTION WITH BETTER DEPLOYMENT COST AND LESS DISRUPTION. AN END TO END SOLUTION THAT REALLY DOES DELIVER ON THE PROMISE OF BETTER CUSTOMER INTERACTIONS. THERE IS ONE CUSTOMER SERVICE EXPERT. THAT EXPERT IS **INTERVOICE.**

This service of voice... (faded text)



Spread 2

OMVIA  
INITIATIVE

OMVIA MEDIA EXCHANGE  
A Revolutionary Approach to  
Enhanced Services

Your market is evolving, blurring the lines that once separated communication technologies.

This initiative is creating a new communications ecosystem that enables traditional wireless phone services, mobile broadband, Wi-Fi, Voice over IP and multimedia services. These solutions are eager to replace their own communication possibilities, but they are held back by costly legacy devices, networks and settings. They want to evolve, cross, communicate and deliver information with sophisticated convenience. But they don't have a good way of doing that, so they are stuck in their own silos.

Personal banking systems and services providers know that, to stay relevant, they need to be able to offer their customers the same level of service that is available in other channels. They also want to offer services that give a consistent experience for their users across the Web, Mobile, and Voice. They know that they need to be able to interact with their customers in a way that is consistent across all channels.

intervoice

Data sheet

The Concept

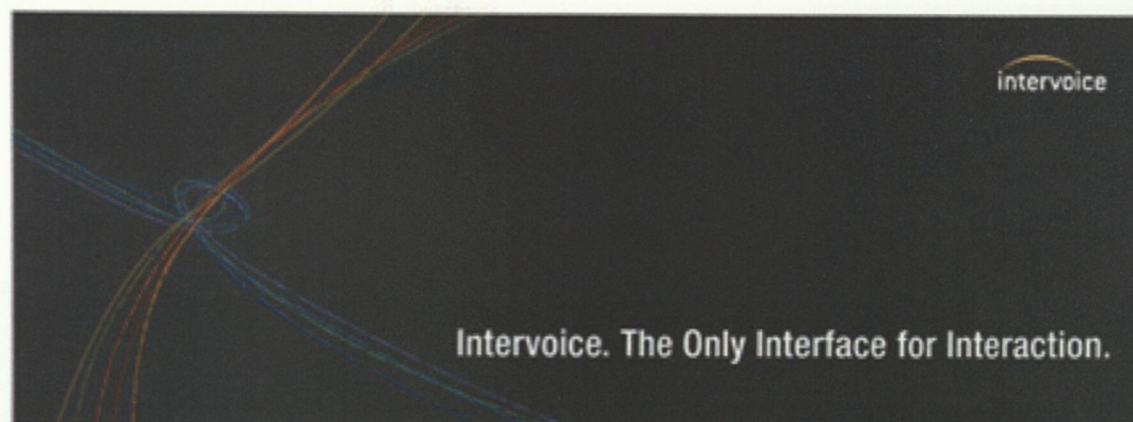
# THE ONLY INTERFACE FOR INTERACTION

... by ... the ... to ... many voices and ...

## The Concept

Intervoice, as the converged leader in voice and data, offers an interface that takes personalization to a new level. Knowing the customer in an automated customer service solution is key to retaining and creating a better customer experience. We call this the interface and Intervoice owns the category of delivering a better interface for a better interaction. Putting a stake in the ground as the “Only” interface for interaction reinforces the leadership position. This concept uses photographic images to reflect the individual as well as graphic line abstractions to represent many voices and interactions.

THE ONLY INTERFACE FOR INTERACTION

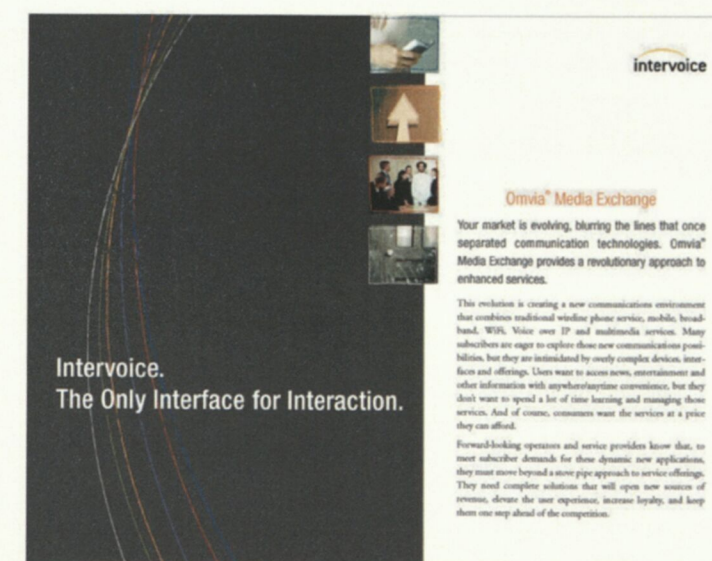


Brochure Cover



Brochure inside spread

Spread 1



Data sheet

KNOW ME

## The Concept

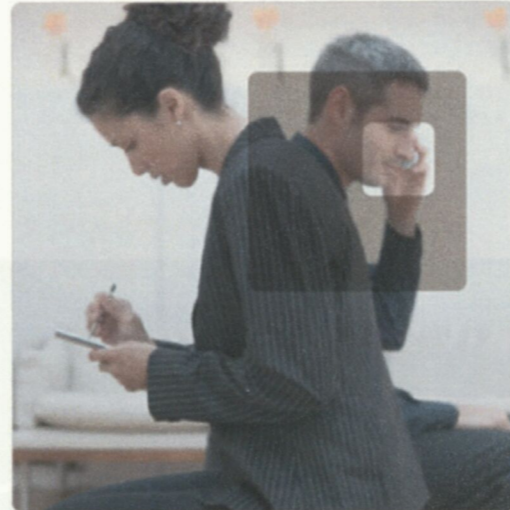
This concept personalizes Interoice as a company by giving it a voice that speaks to where value is at every step of interactions with customers. The direct voice addresses the personalization aspect of customer service, the technology and the company's global reach.

KNOW ME



**KNOW ME.**

Front Cover



I am a world leader in converged voice and data solutions. I help callers move through the black hole of voice self-service. Without getting stuck. Without getting frustrated. And get stuff done. I have deployed more than 1.5 million ports. I handle millions of mission critical calls daily for more than 5000 customers worldwide. Really big customers. Really small customers. Medium sized customers.

**KNOW ME.**  
I am Intervoice.

Inside Front Cover



Jane. William. Celia. Sharon. Robert. Billy. Raj. Katherine. Luke. Christopher. Micah. James. Albert. Myrna. Curtis. Byron.

**PERSONALIZATION.**  
I have a solution that enables your customer to have a better experience. Finally, using voice self-service is as simple as using the Web. I've taken the elements of web interaction that work and extended them to the phone. Since not everyone has a computer with them all the time.

**KNOW YOU.**  
I am Intervoice.

Spread 1



**UNIFIED TECHNOLOGY.**  
No way will I allow a customer to sit in the caged loop of voice limbo. My ability to know your customers ensures a better experience... everytime! My advanced software platform combines internet and voice technologies to let your customers connect, develop, run, manage and report on their voice automation solutions. Really.

**KNOW WAY.**  
I am Intervoice.

Spread 2



Ameritrade. Amtrak. BMW. Chase. Citibank. CSX Transportation. J.P. Morgan. Kmart. MasterCard. Ticketmaster. Travelocity. Verizon.

**GLOBAL.**  
I have 850 employees in over 15 countries. I have deployed over 23,000 implementations around the world. My strategic alliances with companies like HP, Microsoft, Intel, Ericsson and BEA reduce the time, cost and risk of building and delivering voice solutions.

**KNOW HOW.**  
I am Intervoice.

Spread 3

**KNOW IT ALL.**  
I am Intervoice.

Communication technologies are converging. This evolution is creating a new environment that combines traditional wireline phone service, mobile, broadband, WiFi, Voice over IP and multimedia services. Many subscribers are eager to explore these new communications possibilities, but they are intimidated by overly complex devices, interfaces and offerings.

**BENEFITS**  
OMVIA MEDIA EXCHANGE OFFERS VOICES...  
OMVIA MEDIA EXCHANGE OFFERS SERVICE PROVIDERS...

**OMVIA MEDIA EXCHANGE**

Spread 4

The Concept

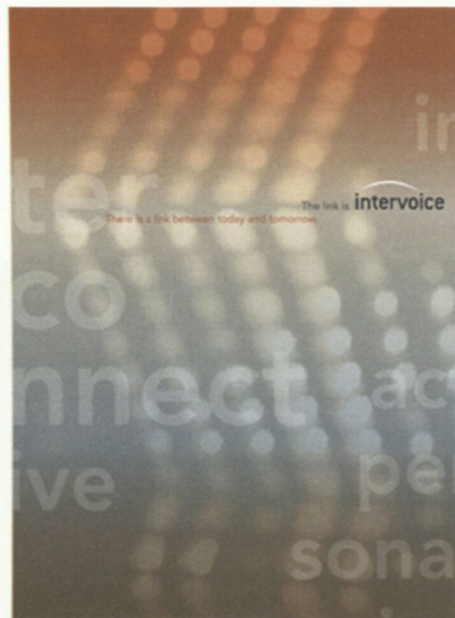
INTERVOICE. THE LINK BETWEEN  
TODAY AND TOMORROW.



## The Concept

The New Intervoice is the converged leader in Automated Voice and Data solutions for an ever changing and demanding global market. This concept addresses the complexities of linking disparate technology offerings to create a better customer experience. Intervoice is the link that enables International transactions, interpersonal communications and interlinked technologies on the back and front end of those customer interactions. The use of creative typography stacked, scattered and ordered illustrate broad deployment, integration and a dynamic solution. The imagery metaphorically speaks to an ever shrinking world and positions Intervoice as global leader.

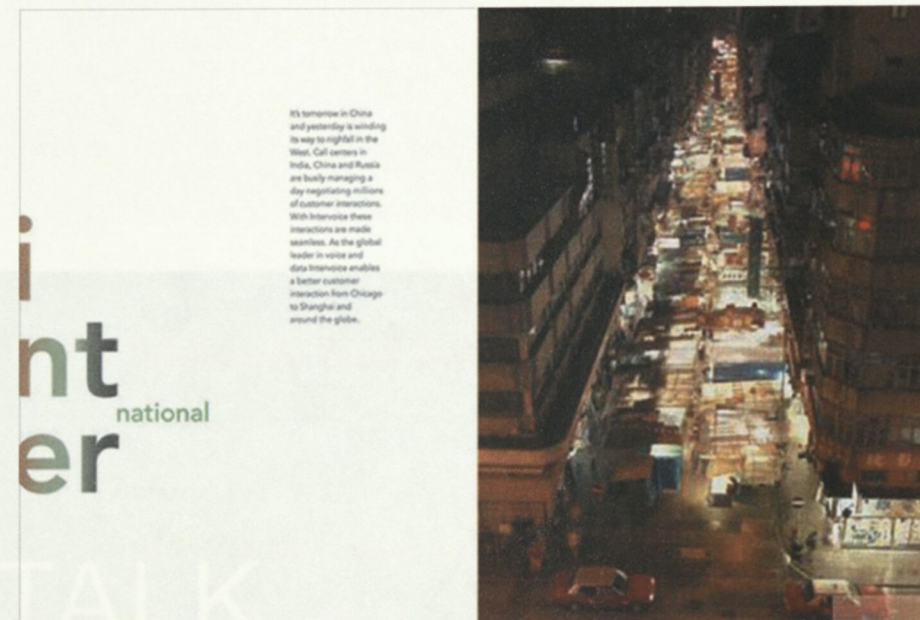
INTERVOICE. THE LINK BETWEEN TODAY AND TOMORROW.



Front Cover



Inside Front Cover



Spread 1



Spread 2



Spread 3

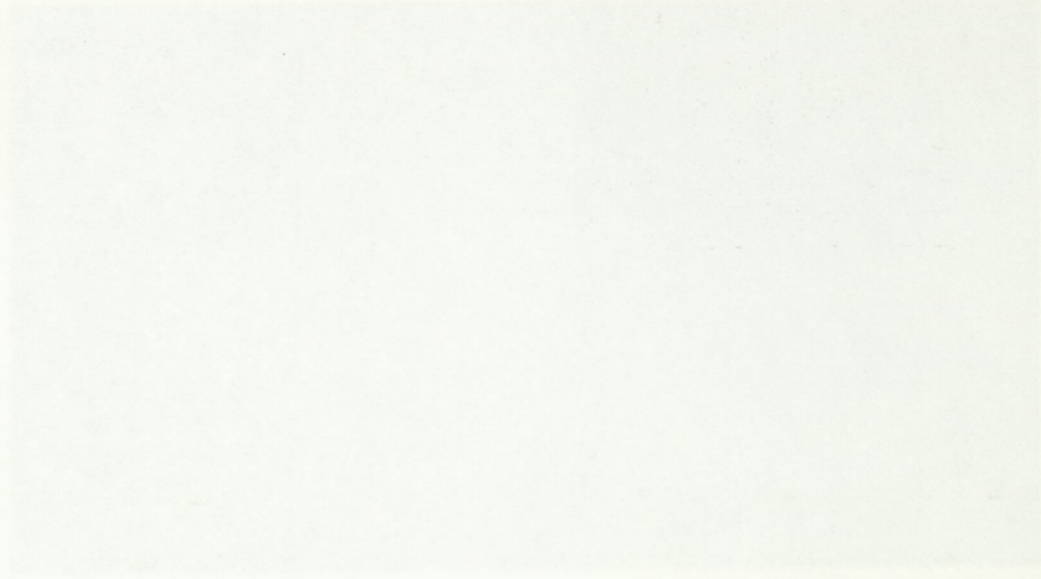


Data sheet option 1



Data sheet option 2

The Concept



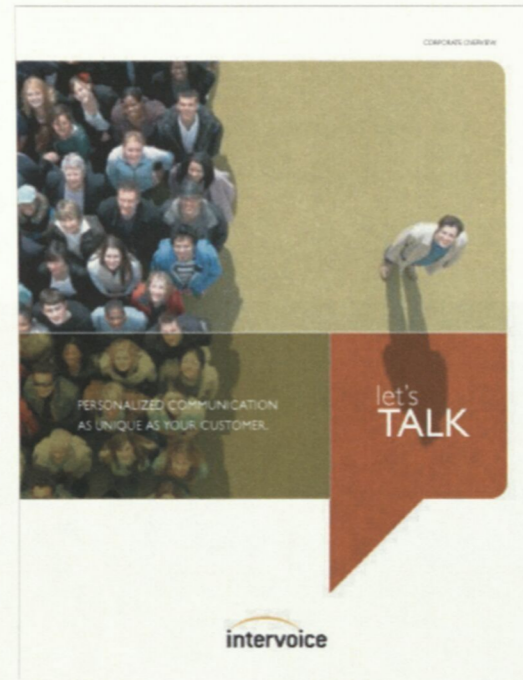
# LET'S TALK

It's clear that the design is intended to be a safe view to close-up shots of things...  
The color palette is bright and friendly, yet contemporary and leans...  
The overall look and feel is clean and modern.

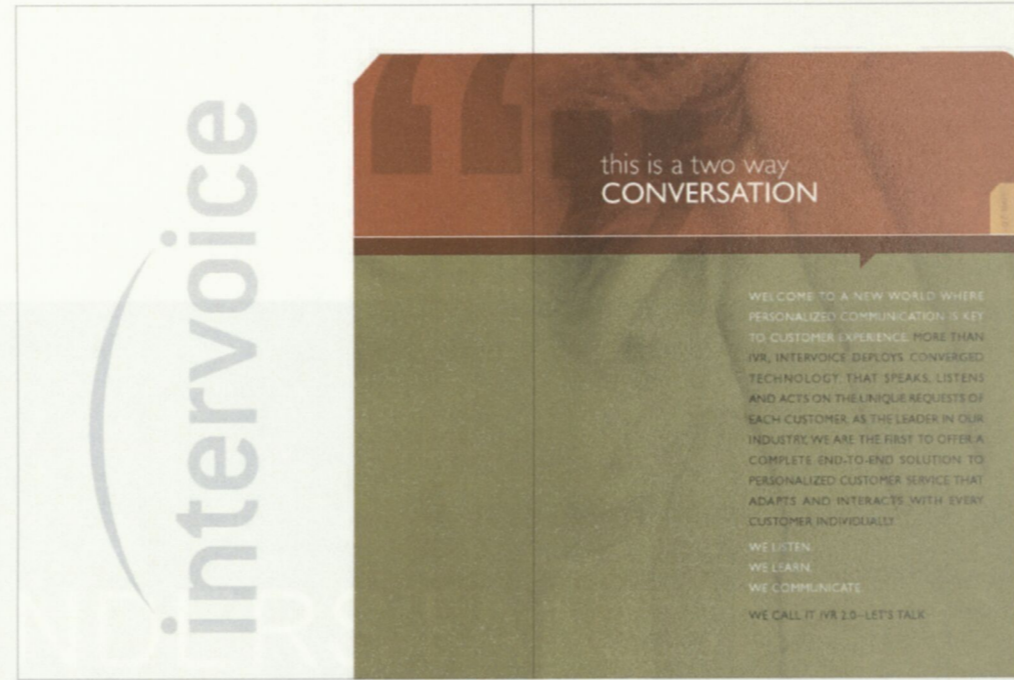
## The Concept

Intervoice provides personalized communication as unique as each customer. This concept illustrates personal conversation between two parties—each party listens, learns and interacts; it's a two-way conversation in which clear communication occurs. Intervoice, in the same way, interacts and communicates with the customer through converged technology. Intervoice speaks, listens and acts on the unique requests of each customer. This concept humanizes IVR and introduces personalized communication (IVR 2.0) opening the doors to a “New World”. Imagery is kept clean yet interesting and ranges from bird's-eye view to close-up shots representing “focusing in” on the customer. The color palette is bright and friendly, yet contemporary and leans toward a consumer look and feel.

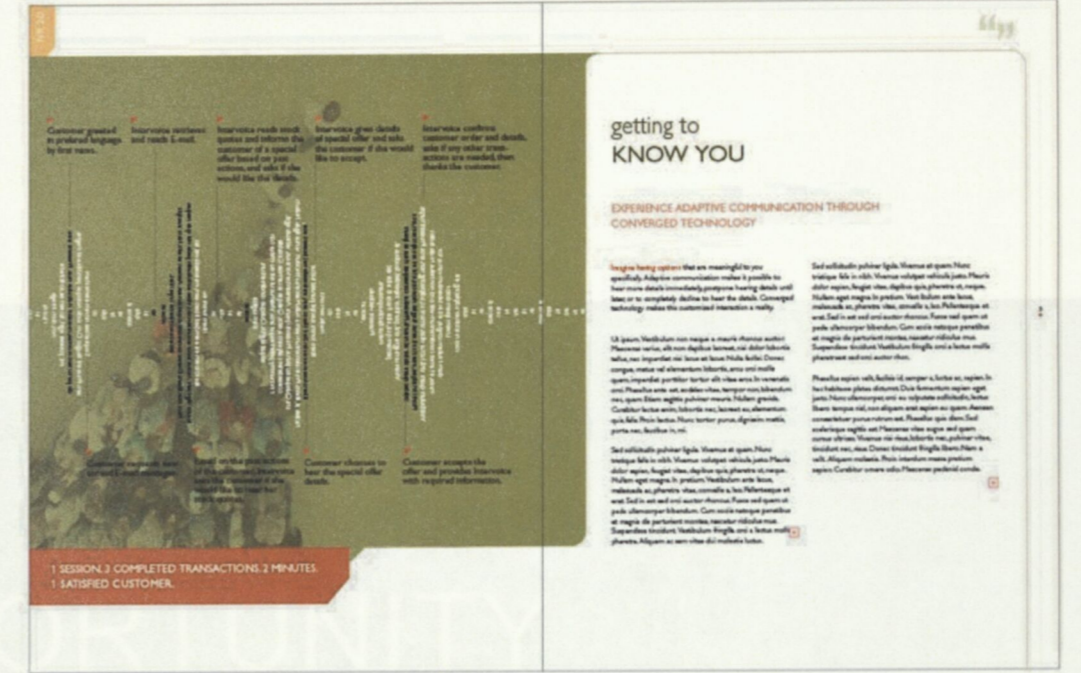
# LET'S TALK



Front Cover



Inside Front Cover



Spread 1



Spread 2



Data Sheet

# UNDERSTANDING OPPORTUNITY

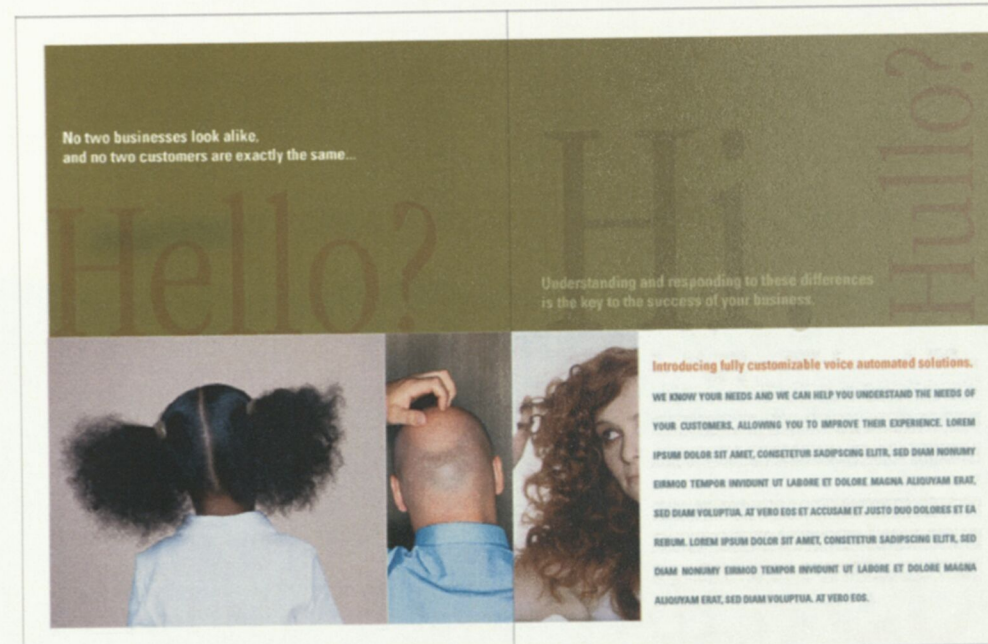
## The Concept

The new Intervoice successfully navigates the complexities of customer choice to create a better customer experience. Intervoice is the link that enables a variety of callers, their many communication devices and their individual needs. The grouping of related images, such as communication devices, shoes or hairstyles represents a diversity of customers. In each case, the subjects are in similar positions to accentuate their differences. The typography utilizes large words that are frequently misunderstood regional expressions, emphasizing the software's ability to recognize varied speech. The bright, consumer-friendly palette helps lighten the tone of consumer satisfaction.

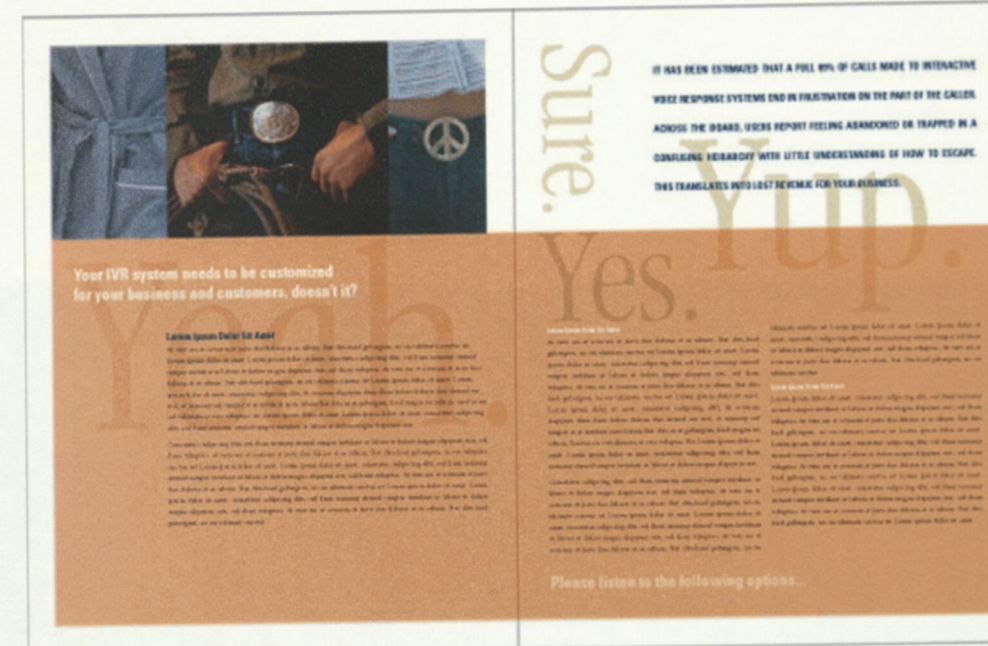
# UNDERSTANDING OPPORTUNITY



Front Cover



Inside Front Cover



Spread 1



Spread 2



Data Sheet cover

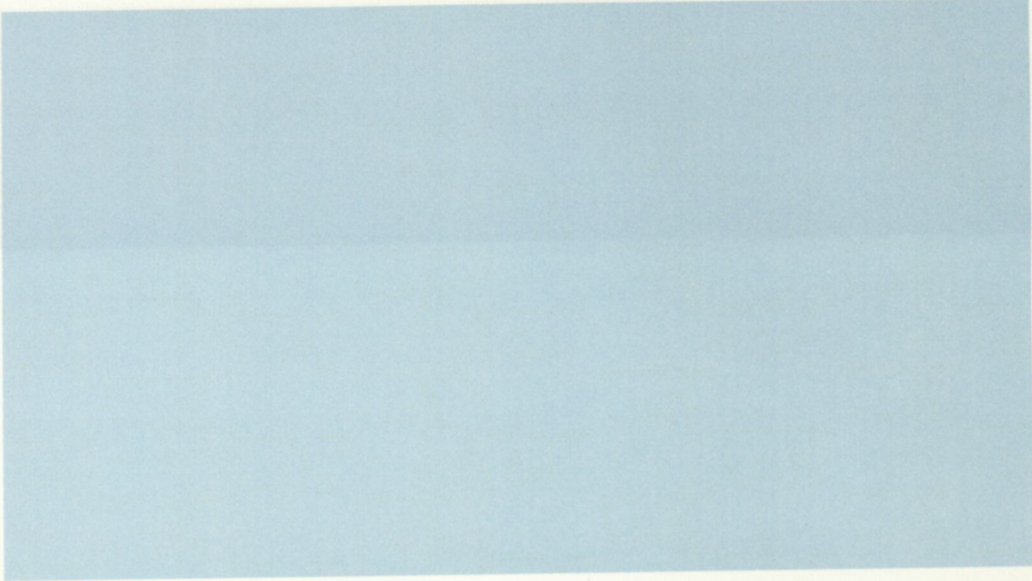


MERCURY

Case Study:



MERCURY

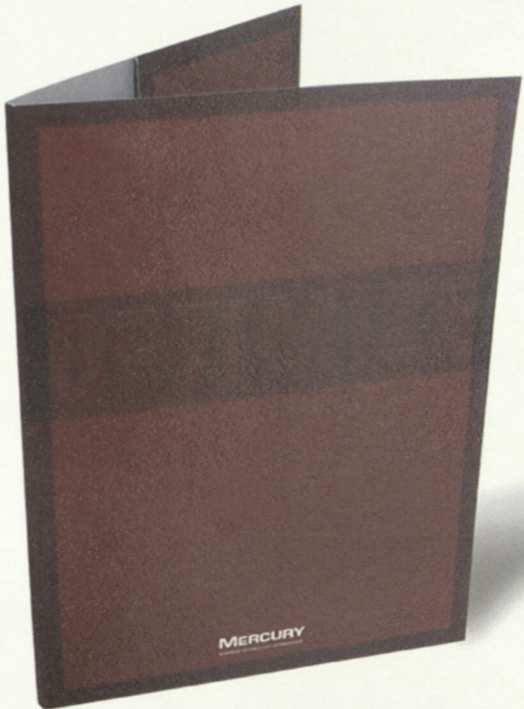


Mercury Interactive is the global leader in Business Technology Optimization (BTO) software and services whose products and solutions help customers govern and manage IT and optimize application quality, performance, and availability.

ANNUAL REPORTS







STYLEGUIDES



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IT Governance Application Delivery Application Management

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**Events**

- Garner Project Portfolio Management Summit  
June 26-28
- Webinar: Performance Testing in a Web Services World  
July 12
- Webinar: Governing Your IT Portfolio to Support Business Strategy  
July 13

[more](#)

**Features**

- Lifecycle Diagnostics for .Net Applications: Identify and Resolve Performance Bottlenecks Faster  
Read about Mercury's holistic approach to managing the .NET application lifecycle.
- A Tour of Mercury Sarbanes-Oxley IT Assessment Accelerator  
Learn how to more easily and efficiently achieve Sarbanes-Oxley compliance.
- Three Paths to Enterprise Monitoring with Low TCO: Mercury Solutions for Application Performance Management  
Read about several ways to lower the TCO of enterprise monitoring.

**News**

- Mercury Positioned in Leader Quadrant for IT Project and Portfolio Management  
June 22
- Mercury and Peregrine Systems® Announce Strategic Agreement  
June 15
- Mercury Announces Agenda for Mercury World 2005  
June 9

[more](#)

OPT I

OPTIMIZE

OPTIMIZE  
IT GOVERNANCE

OPTIMIZE  
CONTROL.  
GOVERNANCE

OPTIMIZE  
CONTROL.  
GOVERNANCE

CONTROL.  
ALIGNMENT.

CONTROL.  
ALIGNMENT.  
COMPLIANCE.

CONTROL. ALIGNMENT. COMPLIANCE.



BEA SYSTEMS

The Concept

BEA Systems

BEA Systems, Inc. is the world's leading application infrastructure software company, providing the enterprise software foundation that allows thousands of companies to benefit from service-oriented architectures.

BEA SYSTEMS COLLATERAL



Folder and Datasheets



Corporate Brochures



Product Brochures

# BEA SYSTEMS COLLATERAL



Style Guide CDs

Secondary Pages

Secondary Pages

# BEA SYSTEMS WEB TEMPLATES

The Home Page template features a top navigation bar with links for Home, About BEA, News & Events, Solutions, Customers, Partners, Products, and Services. A search bar and utility links (Subscribe, Download, Buy, Support, Site Map) are also present. The main content area is divided into several sections: a 'Q&A WITH BEA CEO' section featuring Alfred Chuang; 'Developer Spotlight' and 'Product Spotlight' sections; a 'PART II: BUSINESS INTEGRATION SERIES' article; 'UPCOMING EVENTS' including HP World 2003 and LinuxWorld; and 'CUSTOMER HIGHLIGHTS' featuring Virgin Mobile. A sidebar on the right contains 'Developer Spotlight' and 'Product Spotlight' links.

Home Page

The About BEA page template includes a navigation bar and a search bar. The main content area features a large 'ABOUT BEA' header, a 'Current Stock Quote' section, and a 'PRODUCTS' section with sub-sections for 'Now Available' and 'Getting Started'. A sidebar on the left lists various product categories like BEA WebLogic Platform, BEA WebLogic Server, and BEA WebLogic Workshop. The bottom section highlights the 'BEA WEBLOGIC WORKSHOP' with a 'LIBRARY' of resources and 'Developer Resources'.

Secondary Pages

The Services page template features a navigation bar and a search bar. The main content area is titled 'SERVICES' and includes a 'Value Proposition' section, 'Customer Successes', and 'Industry Solutions'. A sidebar on the left lists service categories like Consulting, Customer Support, and Education. The bottom section highlights 'BEA SOLUTIONS' with 'White Papers' and 'Business Solutions'.

Secondary Pages


PICOLIGHT



Case Study:



PICOLIGHT

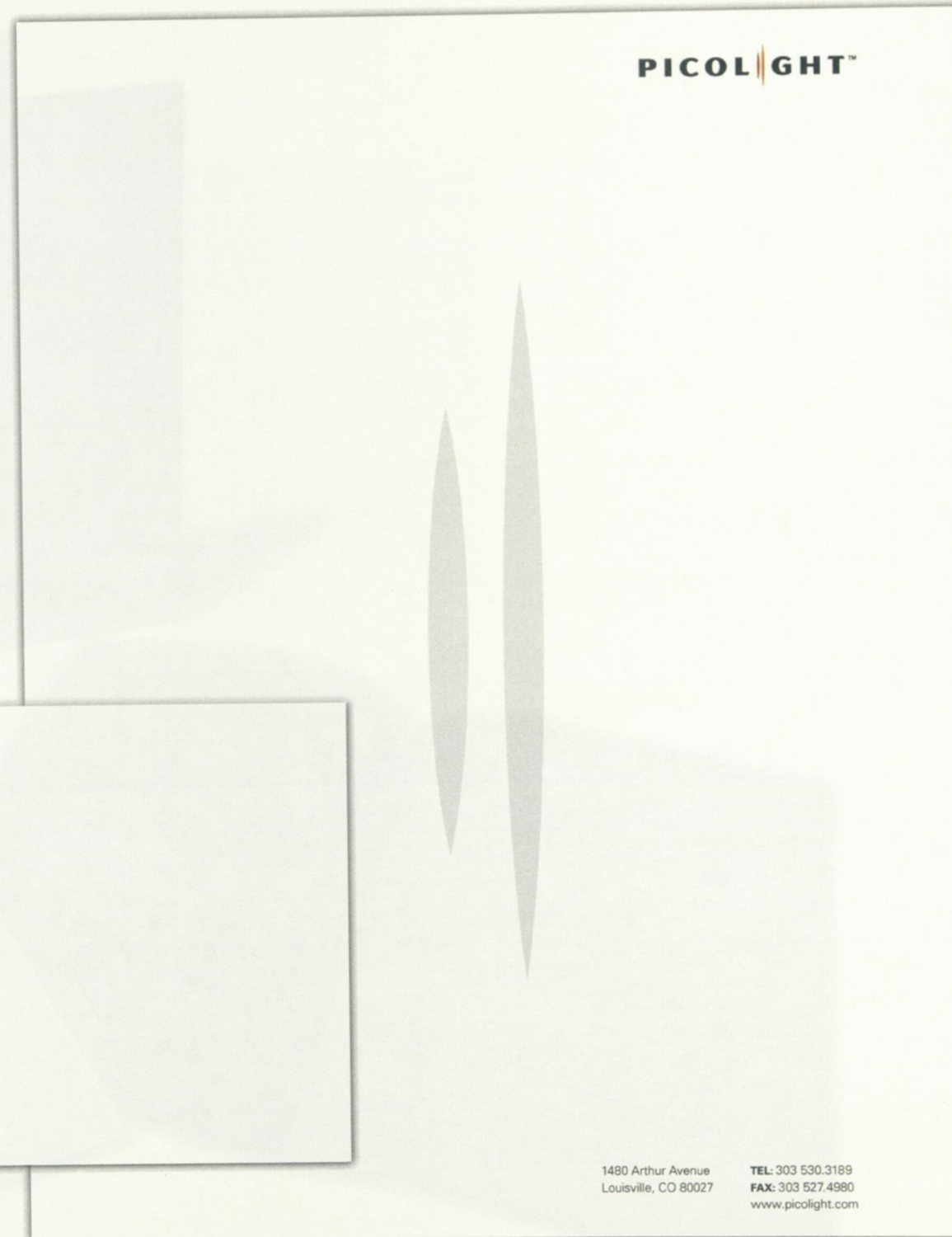
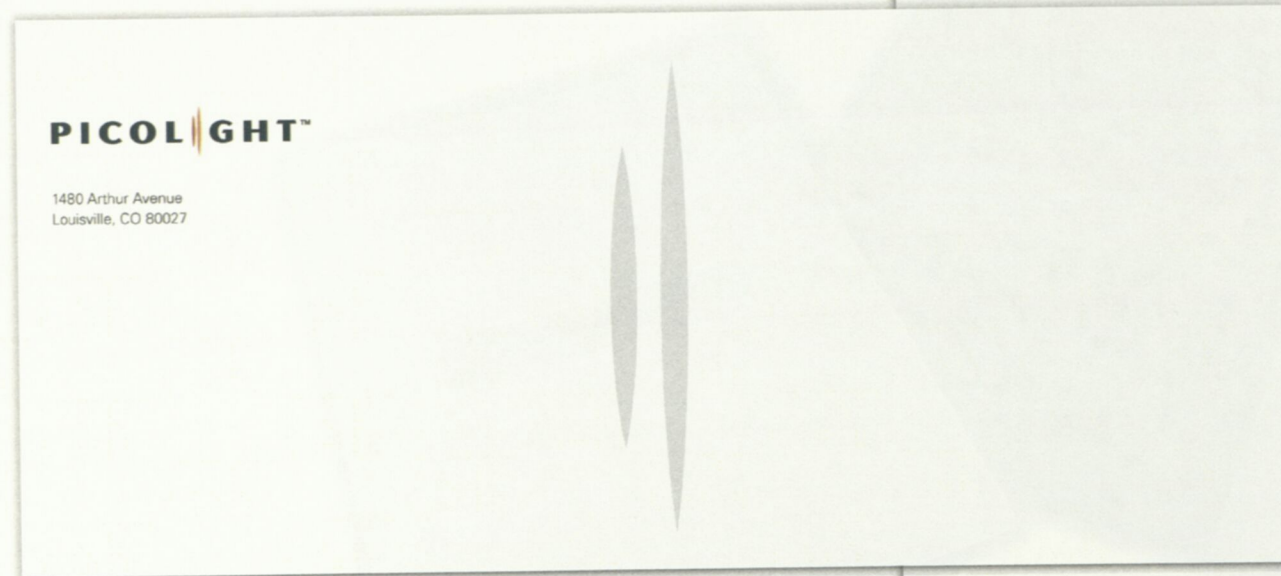


Picolight is an innovative designer and manufacturer of VCSEL optical transceivers and optical components for high-bandwidth optical systems in the rapidly growing data center, enterprise, storage area, and metro-area network markets.

PICOLIGHT™

# PICOLIGHT™

APPLICATION OF LOGO



PRESENTATION FOLDER AND BROCHURE



PICOLIGHT

WE ARE THE VCSEL COMPANY.

PICOLIGHT

FOCUSED PERFORMANCE

BEATING THE HEAT: VCSEL TECHNOLOGY PROVIDES SIGNIFICANT PRICE/PERFORMANCE, POWER CONSUMPTION, EMI AND HEAT EMISSION ADVANTAGES COMPARED TO CONVENTIONAL LASER TECHNOLOGIES.

IP convergence is upon us. The proliferation of the Internet Protocol (IP) and associated technologies has created a landscape where voice, data and video can be transmitted over a single network. IP networks are becoming mainstream communications vehicles, providing broadband Internet access and carrying traffic such as Voice over IP (VoIP), Video on Demand (VoD), business data and third-generation (3G) wireless applications.

The fastest-growing network segments are those that span short- and medium-reach distances of less than 10 kilometers in enterprise networks, data centers, campuses, storage, access and metro networks. These networks require fast and reliable advanced optical fiber links to interconnect switches and routers.

But as convergence continues, the high-end routers, switches and cross-connect equipment that now must handle legacy and IP traffic are becoming increasingly complex, requiring

SHORT REACH FOR THE LONG HAUL.

a high degree of scalability. This calls for higher speed and reliability—all in a very compact design.

Some network equipment is now moving large amounts of bandwidth at short distances—either from one line card to another, one module to another or from shelf to shelf. This task often requires compact parallel arrays capable of combining up to 12 channels, at speeds up to 40 Gigabits per second (Gbps) per module. Since heat, EMI and power consumption are critical in such densely packed modules, VCSEL has emerged as the only technology capable of reliably interconnecting next-generation high-speed optical systems.

Until now, most long-distance interconnect applications have been served by conventional distributed feedback (DFB) and Fabry-Perot (FP) lasers. But these solutions are hard-pressed to deliver smaller and faster optical devices that consume less power and emit less heat and EMI. That's why VCSELs—with their significant performance and cost advantages—are attracting attention in the communications marketplace.

Clearly, VCSEL is a technology whose time has come. And no one knows VCSEL like Picolight does.

**PICOLIGHT** SEARCH

- > optical transceivers
- > optical components
- > about picolight
- > markets
- > technology
- > sales and support

**PICOLIGHT**  
**WE ARE THE VCSEL COMPANY**  
 THE FIRST COMPANY TO MARKET 850nm AND 1310nm VCSEL-BASED  
 TRANSCEIVERS AND COMPONENTS FOR SHORT AND LONG REACH APPLICATIONS

**PICOLIGHT NEWS**

January 26, 2006 <a href="#">Picolight Appoints Doug Smidi to VP, Sales and Customer Service</a>	December 8, 2005 <a href="#">Picolight First To Ship 4G 1310nm VCSEL Transceivers</a>	August 17, 2005 <a href="#">Picolight Raises \$27.5 Million Funding Round</a>
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**2006 EVENTS**

<a href="#">OFC/NOEC</a>	March 7-9, 2006
<a href="#">INTEROP</a>	April 30-May 5, 2006
<a href="#">GLOBALCOMM</a>	June 4-6, 2006

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**PICOLIGHT** SEARCH

- > optical transceivers
- > optical components
- > about picolight
- > markets
- > technology
- > sales and support

**OPTICAL COMPONENTS**

As an experienced VCSEL pioneer, Picolight optical components come with industry-leading quality, innovative packaging, highest reliability and excellent performance at all data rates. To provide its customers best of breed solutions, Picolight continuously invests in R&D to bring new products to the market and improve existing products. This offers our customers the benefit of our ongoing innovations in optical components. Picolight's 850 and 1310nm components based on our VCSEL technology deliver superior quality, reliability and performance through our proprietary design and burn-in processes. Transmit and receive optical components are available at data rates ranging from 1 to 10 Gbps.

To download optical component portfolio guide, [click here](#)

**Picolight Transmit and Receive have the following key benefits:**

**Optical Transmit**

- Patented oxide VCSEL technology with industry leading performance
- Market proven devices in production since 1998
- Reliability proven with over 150 million device hours
- Proprietary burn-in and test processes leading to highest quality in the optics industry
- Deployed within optical transceivers for systems serving mission critical applications

**Optical Receive**

- Picolight designed and fabricated PIN detector
- Picolight designed TIAs
- Industry leading power consumption and sensitivity
- Market proven and in production since 1998
- Deployed within optical transceivers powering systems serving mission critical applications

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**PICOLIGHT™**

**VCSEL**  
HIGHEST QUALITY BEST RELIABILITY  
HIGHEST PERFORMANCE LOWER POWER CONSUMPTION  
MARKET PROVEN

**RELIABILITY**  
PICOLIGHT'S INDUSTRY-LEADING 1, 2, 4, 10, AND 40GB/S OPTICAL SMD-SYSTEMS POWER THOUSANDS OF DATA-COM SYSTEMS ENABLING NEXT-GENERATION MISSION CRITICAL APPLICATIONS IN ENTERPRISE, ACCESS, METRO, AND STORAGE AREA NETWORKS.

**850nm**  
VCSEL-BASED OPTICAL TRANSCEIVERS AND COMPONENTS  
**1310nm**





eleven**eighty**five**design**