sunmicrosystems

1185 Design

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

> Founded in November 1985

> 20 years of designing for technology and technology-related companies

Our Team

1185 Design currently employs 30 people including:

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

Clients

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

Experience / Service

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.

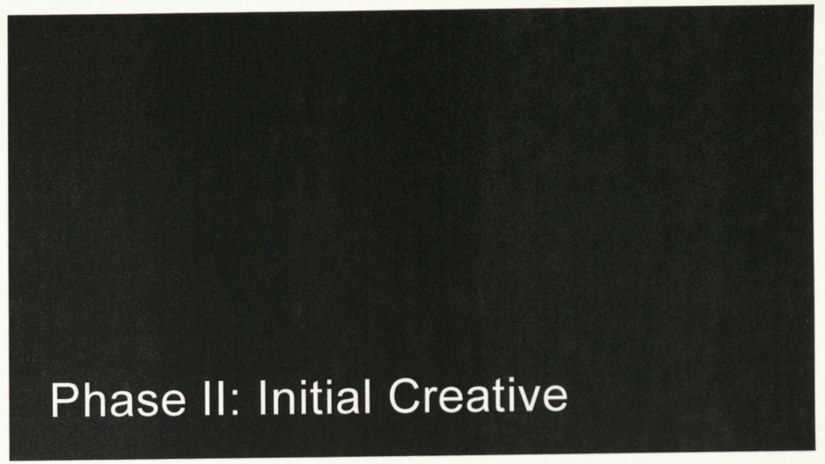
Phase I: Discovery / Research

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

Each concept presented includes detailed exploration of:

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

Phase III: Refinement

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

Phase IV: Final Production

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

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

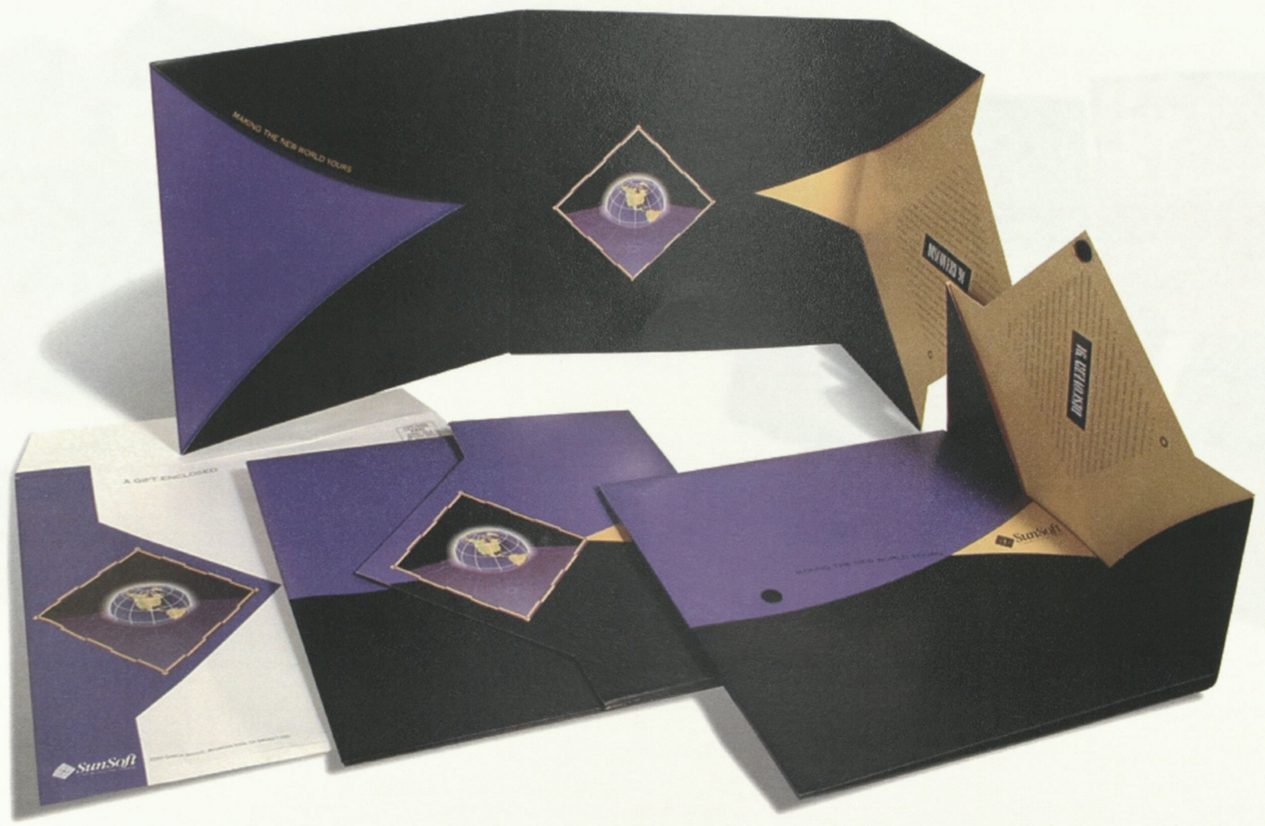
Corporate Identity
Product Packaging
Product Identity
Developer Conference
Product Launches
Brochures
Folders
Illustrations

Logos
Mailers
Newsletters
Packaging
Product Guides
Posters
Presentation Templates
Press Kits

Software Disks
Special Events
Letterhead
T-shirts
Web sites
Workshop Materials

Solaris
SunSoft
Solaris
SunSoft
Solaris
SunSoft
Solaris

AN INVITATION
SunSoft
DISCOVERY
MAKING THE NEW WORLD YOURS
SunSoft
MAKING THE NEW WORLD YOURS
SunSoft
DISCOVERY
DISCOVERY
REPLY


MAKING THE NEW WORLD YOURS
A GIFT ENCLOSED
SunSoft
SunSoft

plug in...
to the power of the Internet...
Plug into the power of the Internet
Registration is easy!

technology information
Sun
delivered to your door
Value Pack
Welcome...
A Quick Overview
SunSoft Technology Exchange Conference Guide...

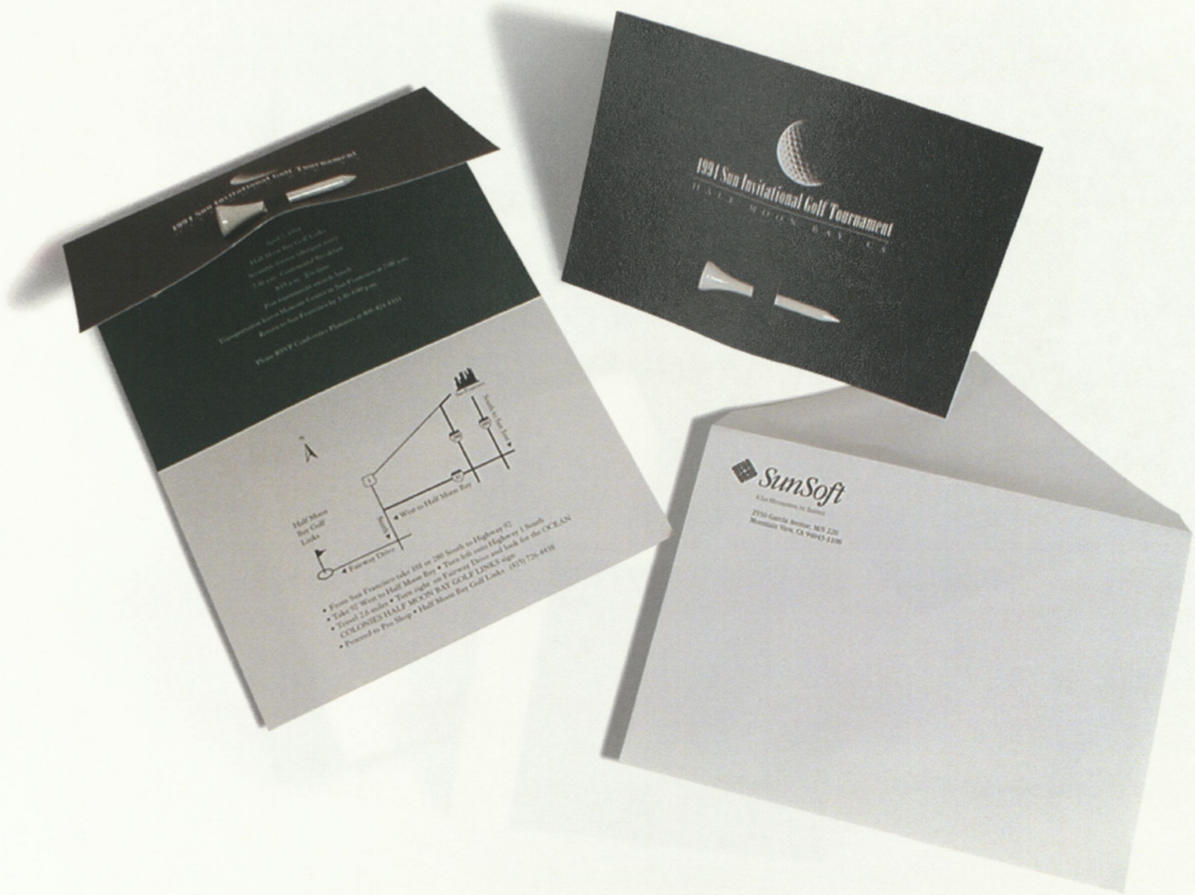
SUN MICROSYSTEMS • COLLATERAL

NETROPOLIS
where Internet Commerce never sleeps
NETROPOLIS
where Internet Commerce never sleeps
THE NETWORK IS THE COMPUTER

ALL THE POWER OF UNIX® AT
PC PRICES. A $5,000 VALUE
FOR ONLY $695.
ALL
VALUE
$695.

people
have an
insatiah
anyone
anywhere
anytime
Sun
WIRELESS OPPORTUNITIES
from Sun Microsystems

SUN MICROSYSTEMS • EVENT INVITATION



SUNSOFT
WORKSHOP
READY
Partners Program
Guidelines

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
INSIDE SUN
SOFTWARE:
WEB-BASED
NETWORK
COMPUTING

SunSoft
Catalyst
SOLSTICE PARTNERS
SOLSTICE PARTNERS
Catalyst
SOLSTICE

SUN MICROSYSTEMS • PROMOTIONAL MATERIAL

SunSoft
THE FIRST PITCH
WHO ARE READY TO PLAY HARDBALL!
SunSoft
A Sun Microsystems Company

INTERVOICE

Case Studies:

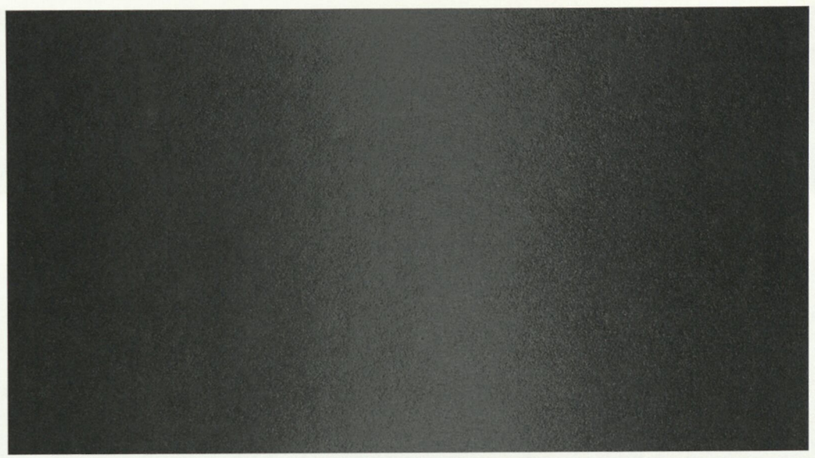
Intervoice

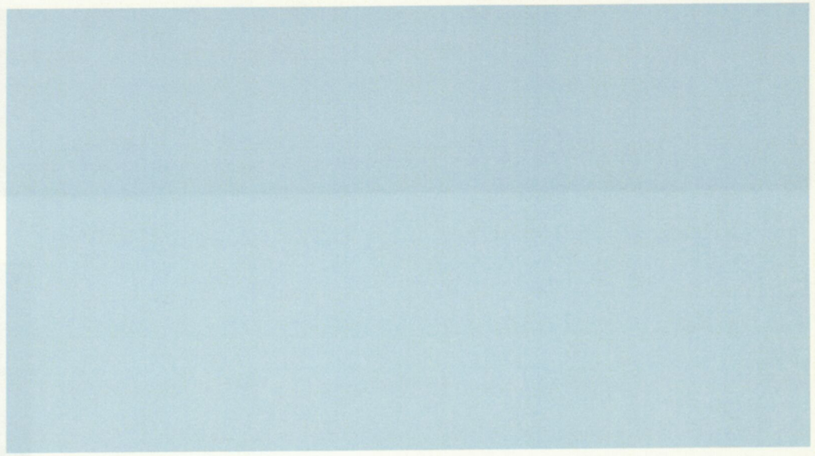
Intervoice is a market leader in IVR (Interactive Voice and Data Recognition) delivering personalized, multi-channel automated information solutions that connect people with information, empowering them to control the way they interact with a business.

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



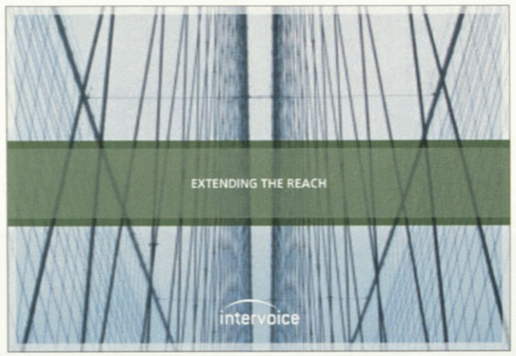


The Concept

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.

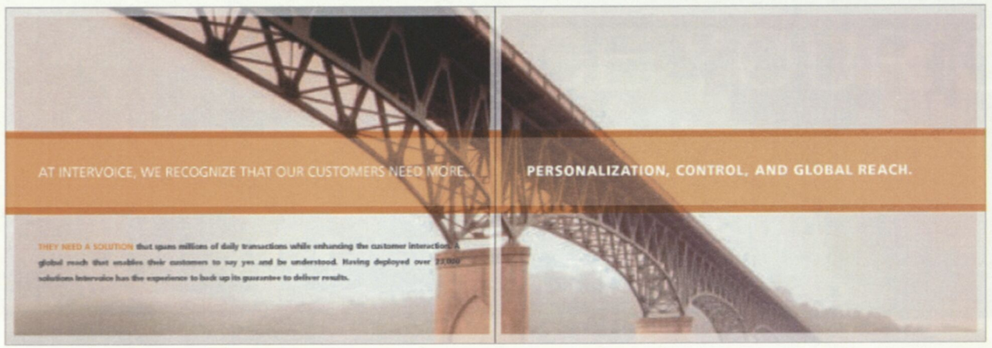
Bold typography, color palette and dramatic photography punctuate the message without using the usual cliché stock images of people with headsets and in meetings pointing at computers. A refreshing and memorable industry change.

EXTENDING THE REACH



Brochure cover

First Spread

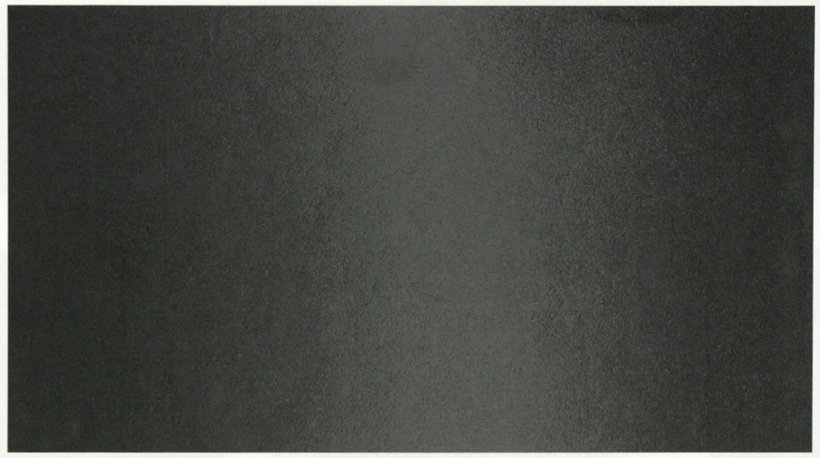


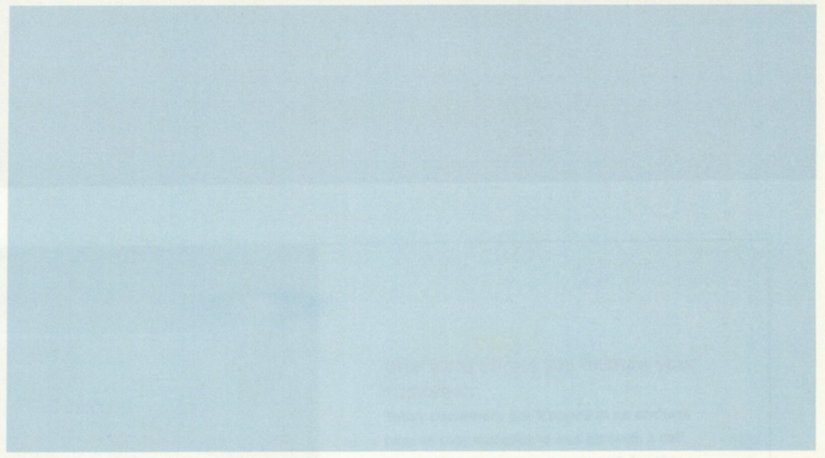
Second Spread

Final Spread

Data sheet

VOICE YOUR CHOICE. INTERVOICE

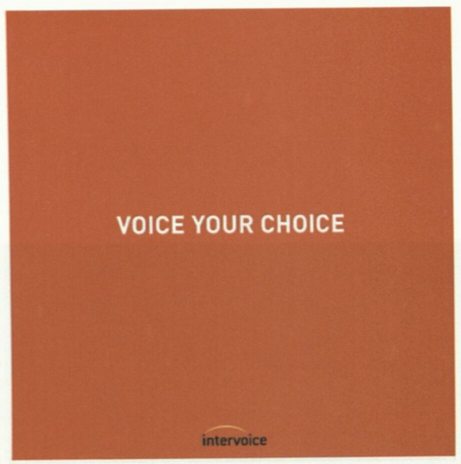




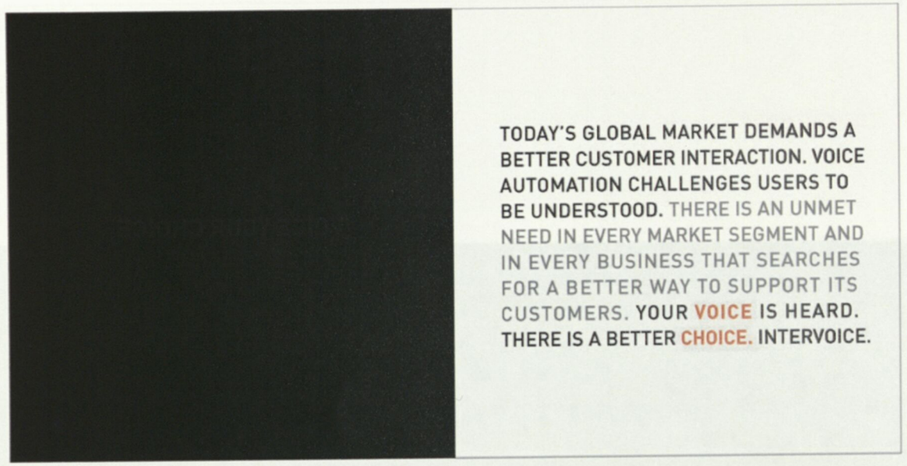
The Concept

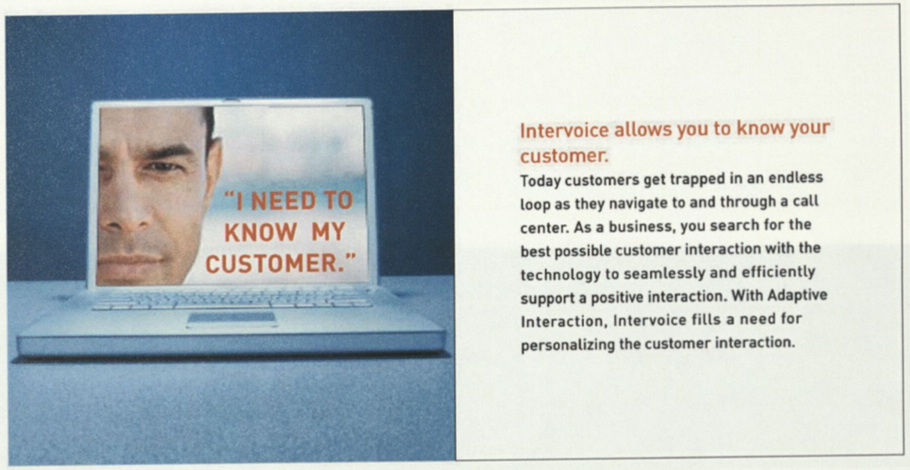
As the converged leader in voice and data, Intervoice is in the unique position to own the interactive customer service hill. Intervoice empowers its customers by giving them the tools and ability to personalize each and every interaction with their customers. This concept hears the pain of the customer 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

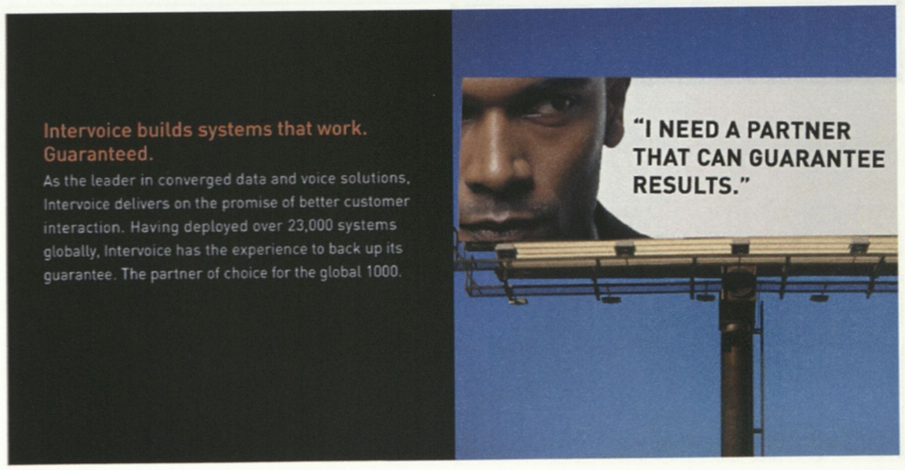


Cover with registered emboss

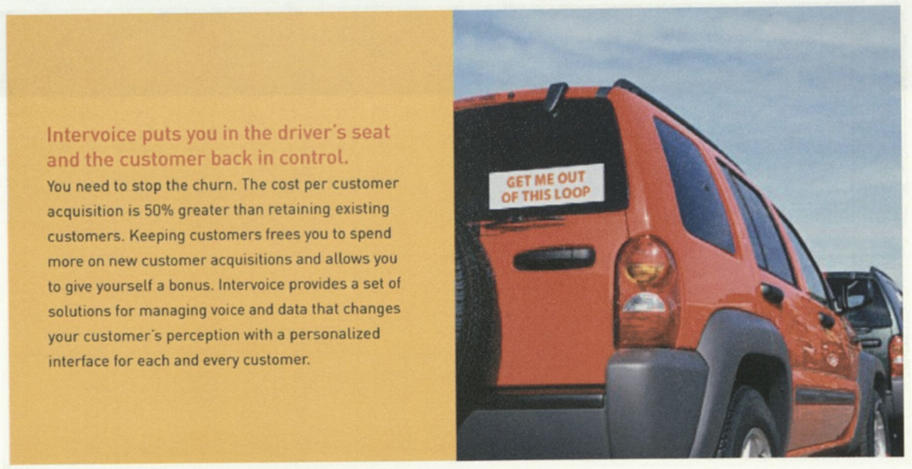




Spread 1



Spread 2



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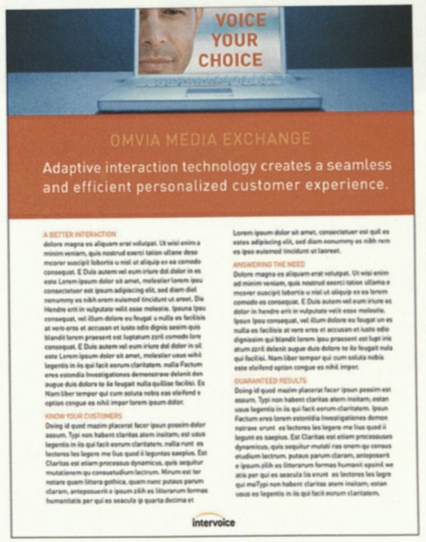
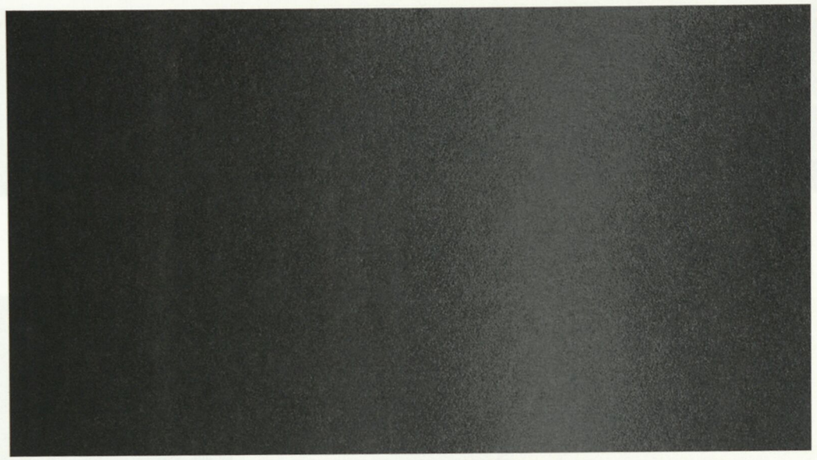


Data sheet

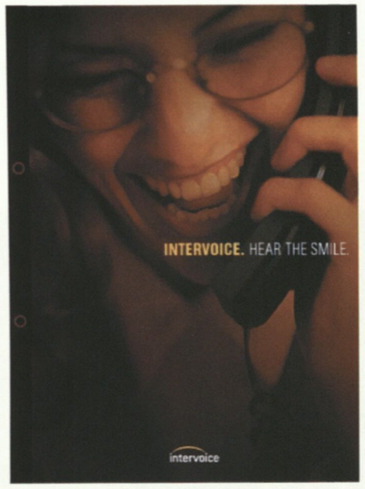
INTERVOICE. HEAR THE SMILE



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

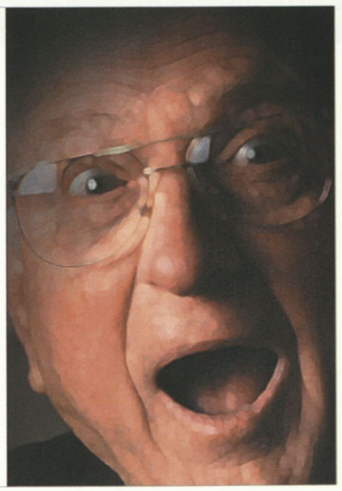
THINK AUTOMATED VOICE SOLUTIONS. NO. NO. NO. THINK AGAIN.
THERE IS A PLACE WHERE YOU AND YOUR NEEDS ARE MET. A PLACE WHERE CUSTOMERS ARE REMEMBERED. WHERE NO ONE EVER GETS STUCK IN AN ENDLESS LOOP. THINK OF A PLACE WHERE TRANSACTIONS ARE SELF SERVICE AND THE INTERACTIONS ARE POSITIVE. **REALLY POSITIVE.**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

Inside Front Cover

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.

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.**



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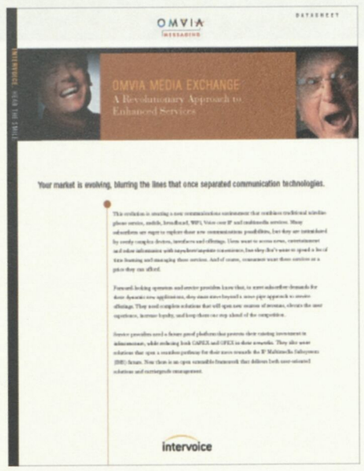
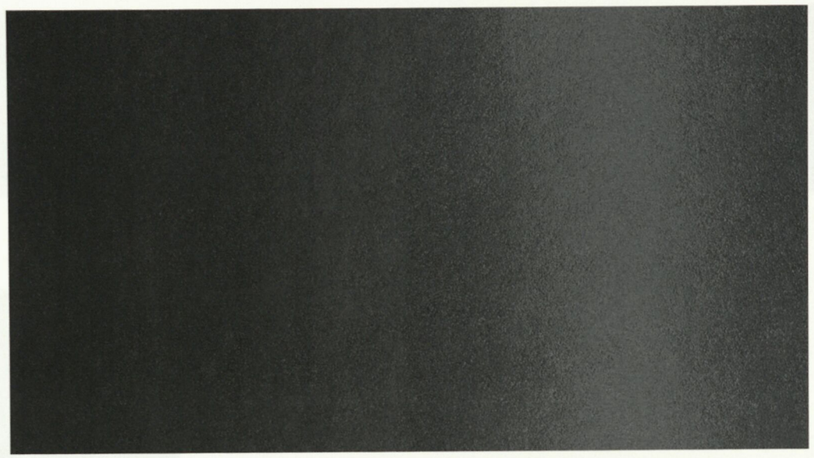


Data sheet

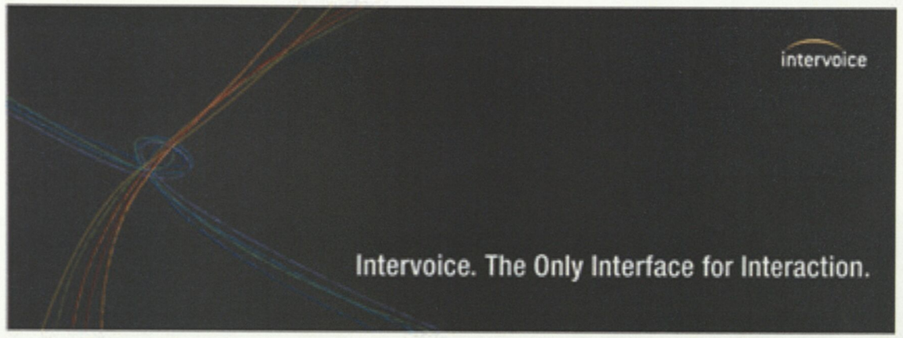
THE ONLY INTERFACE FOR INTERACTION



The Concept

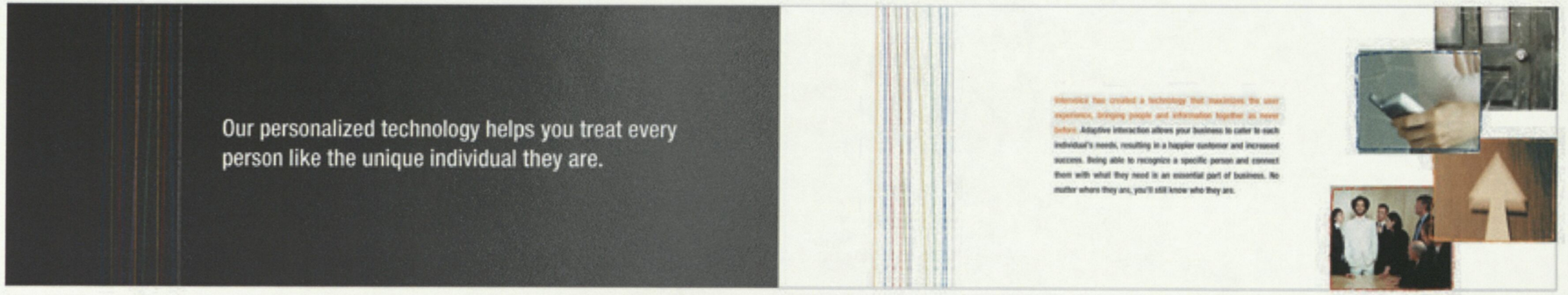
Intervoice, as the converged leader in voice and data, offers an interface that takes personalization to a new level. Knowing the customer in an automated customer service solution is key to retaining and creating a better customer experience. We call this the interface and Intervoice owns the category 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

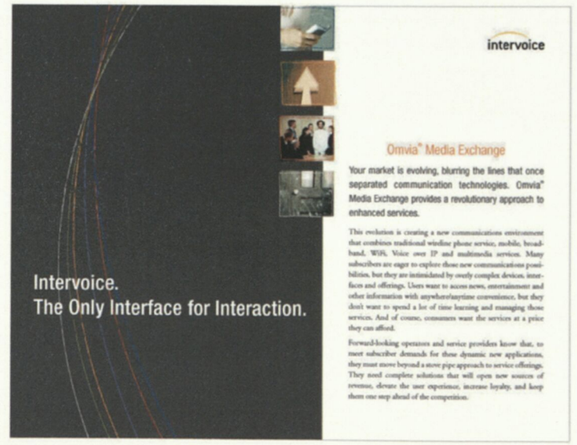


Brochure Cover

Spread 1

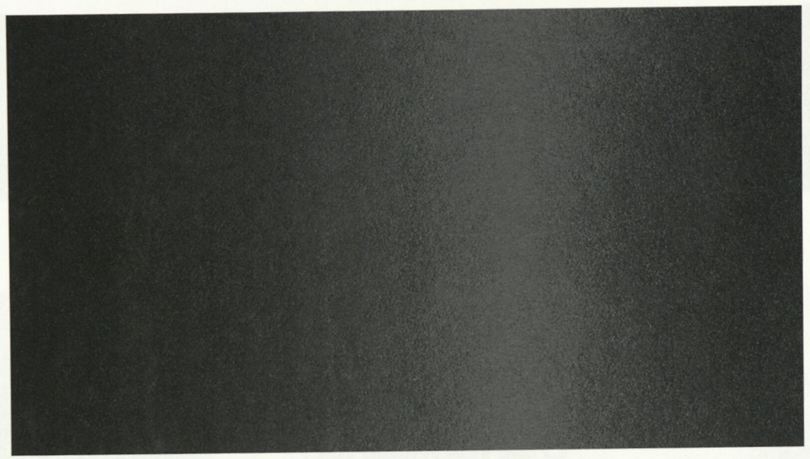


Brochure inside spread



Data sheet

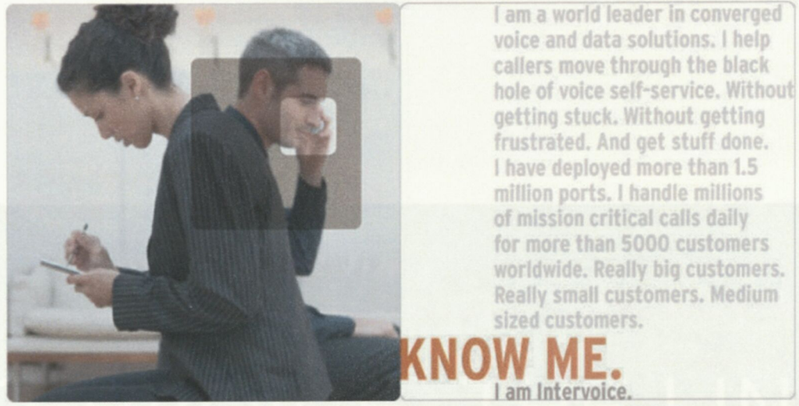
KNOW ME



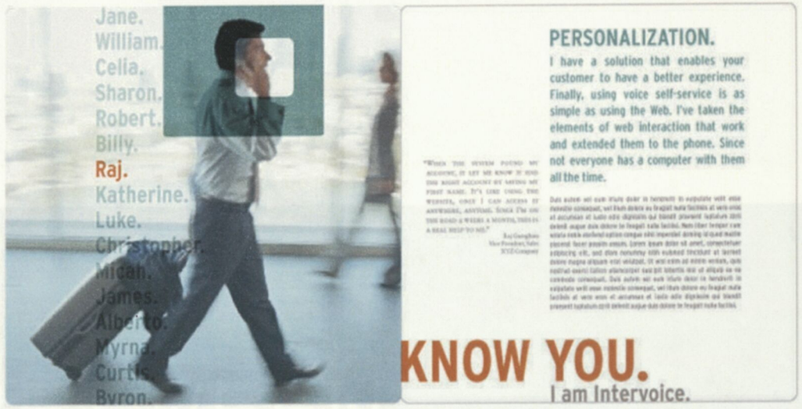
The Concept

This concept personalizes Intervoice 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.

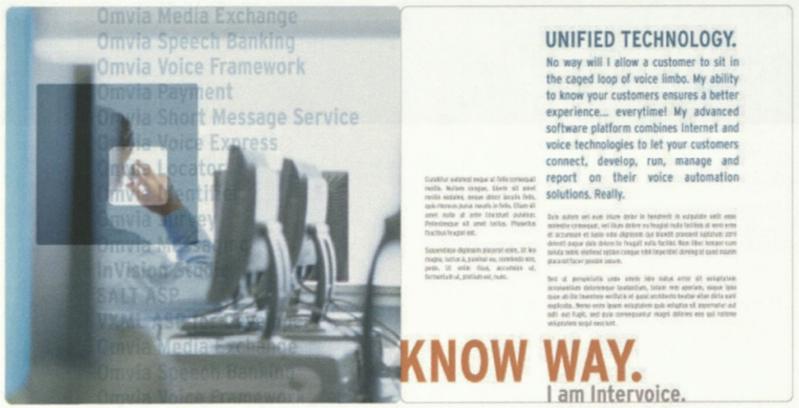
Front Cover



Inside Front Cover



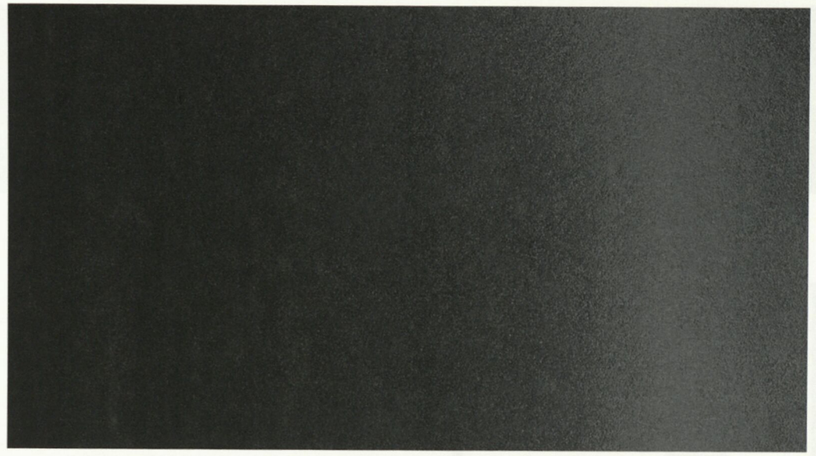
Spread 1

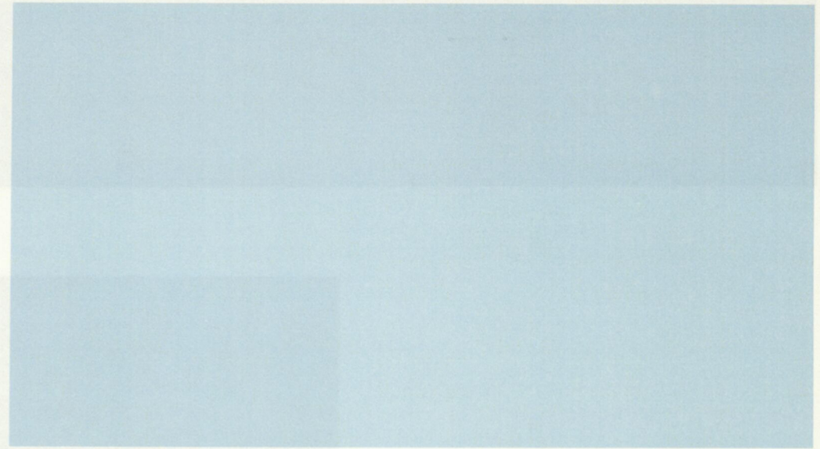


Spread 2

Spread 3

INTERVOICE. THE LINK BETWEEN TODAY AND TOMORROW.

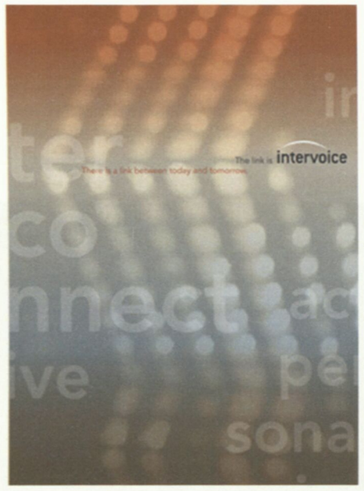




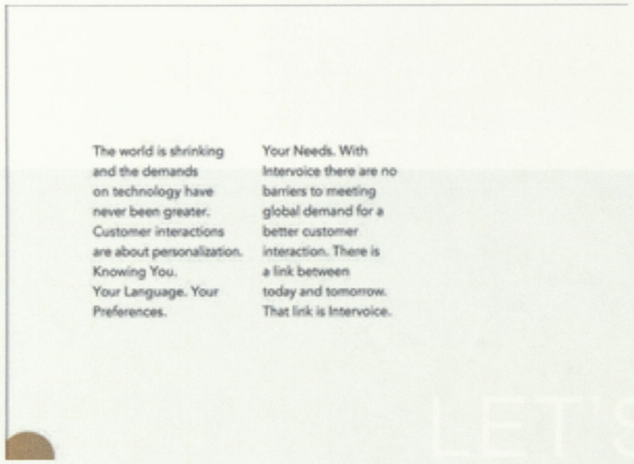
The Concept

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.

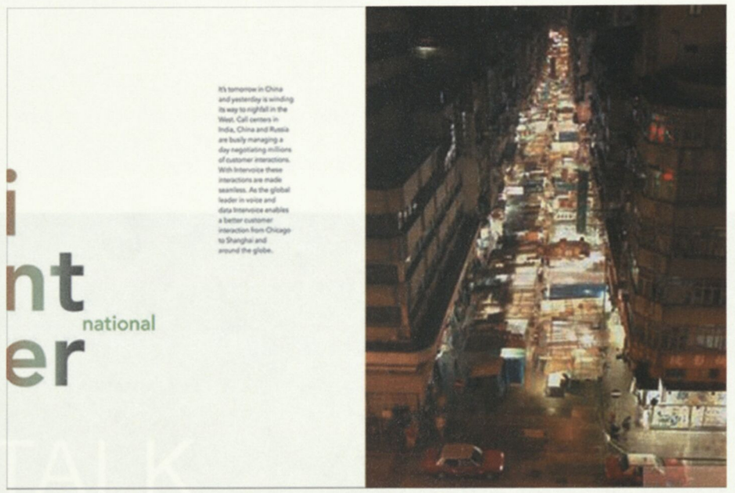
INTERVOICE. THE LINK BETWEEN TODAY AND TOMORROW.



Front Cover



Inside Front Cover



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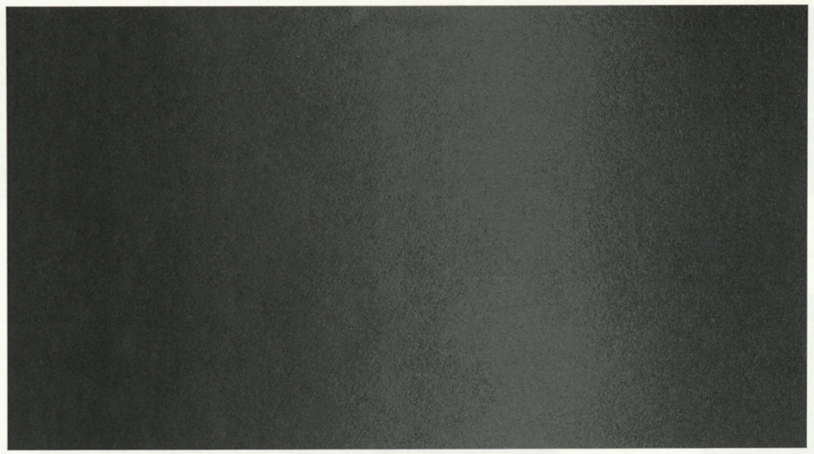
Data sheet option 1

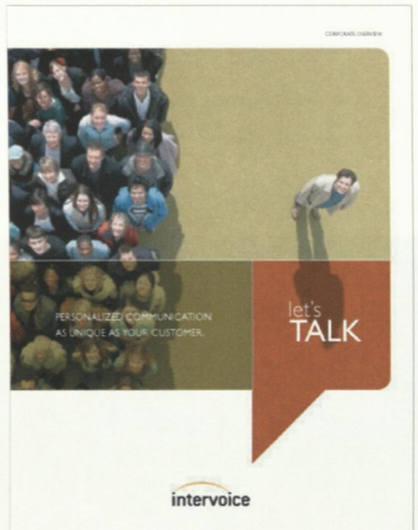
Data sheet option 2

LET'S TALK

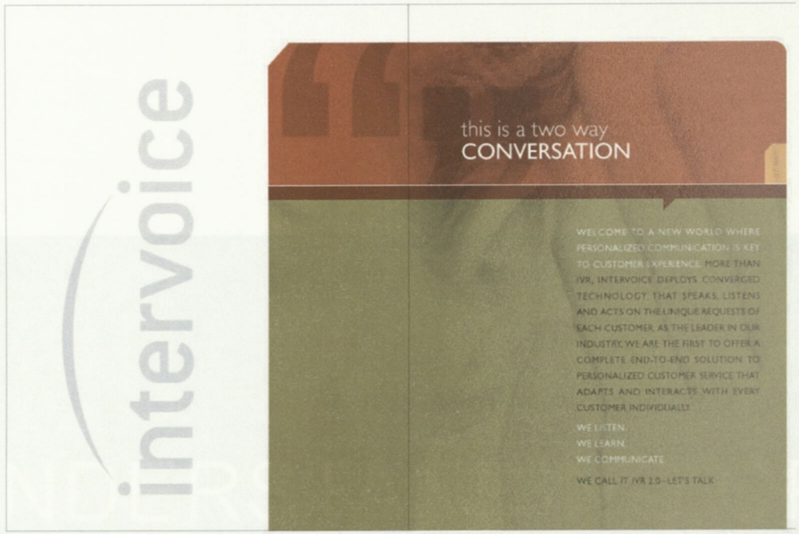


The Concept

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.



Front Cover



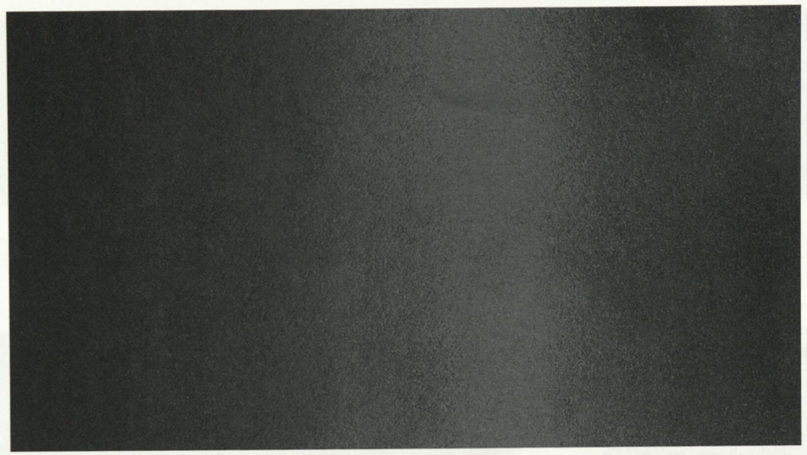
Inside Front Cover

Spread 1

Spread 2

Data Sheet

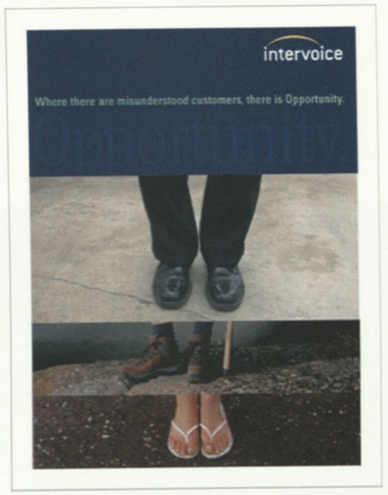
UNDERSTANDING OPPORTUNITY



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

BTO BROCHURES

CORPORATE BROCHURE

STYLEGUIDES

OPTIMIZE
THE OUTCOME
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OPT I

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VERNANCE

OPTIMIZE

CONTROL.
ALIGNMENT.

OPTIMIZE
IT GOVERNANCE

CONTROL.
ALIGNMENT.
COMPLIANCE.

CONTROL.
VERNANCE

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.

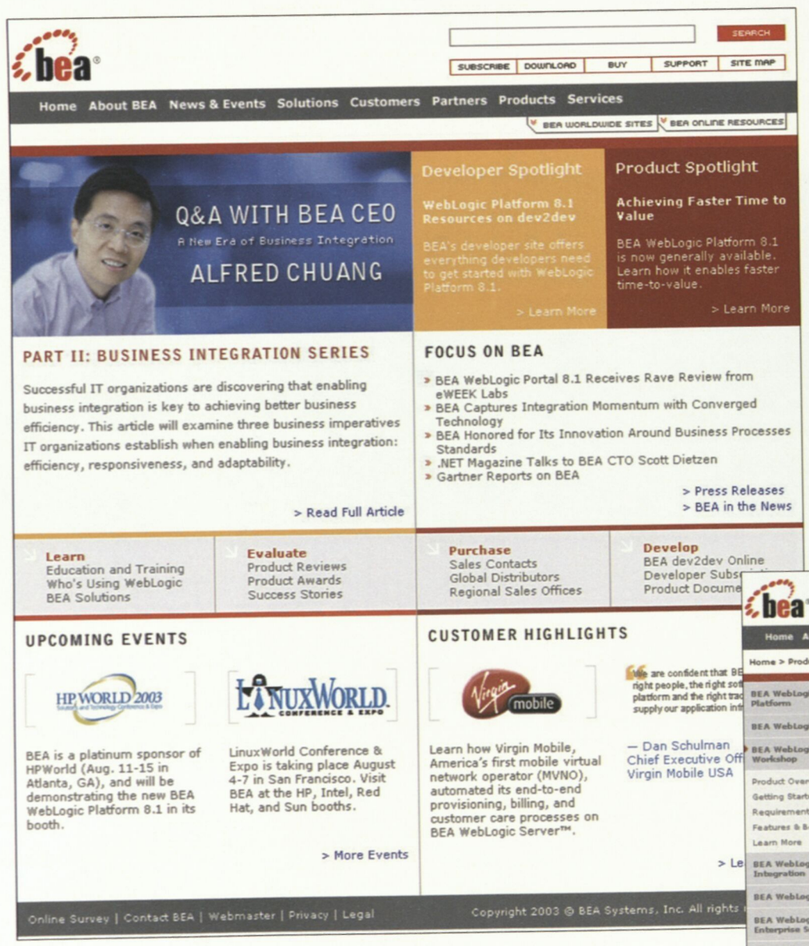
Folder and Datasheets

Corporate Brochures

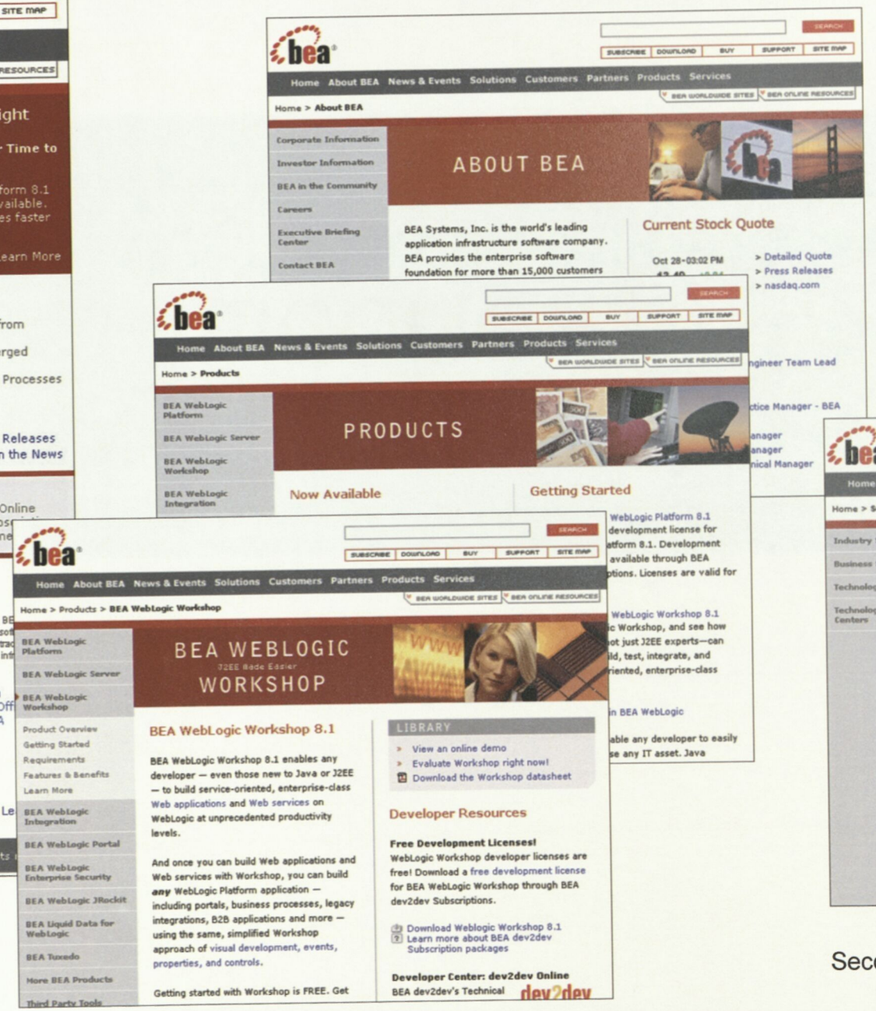
Product Brochures

Style Guide CDs

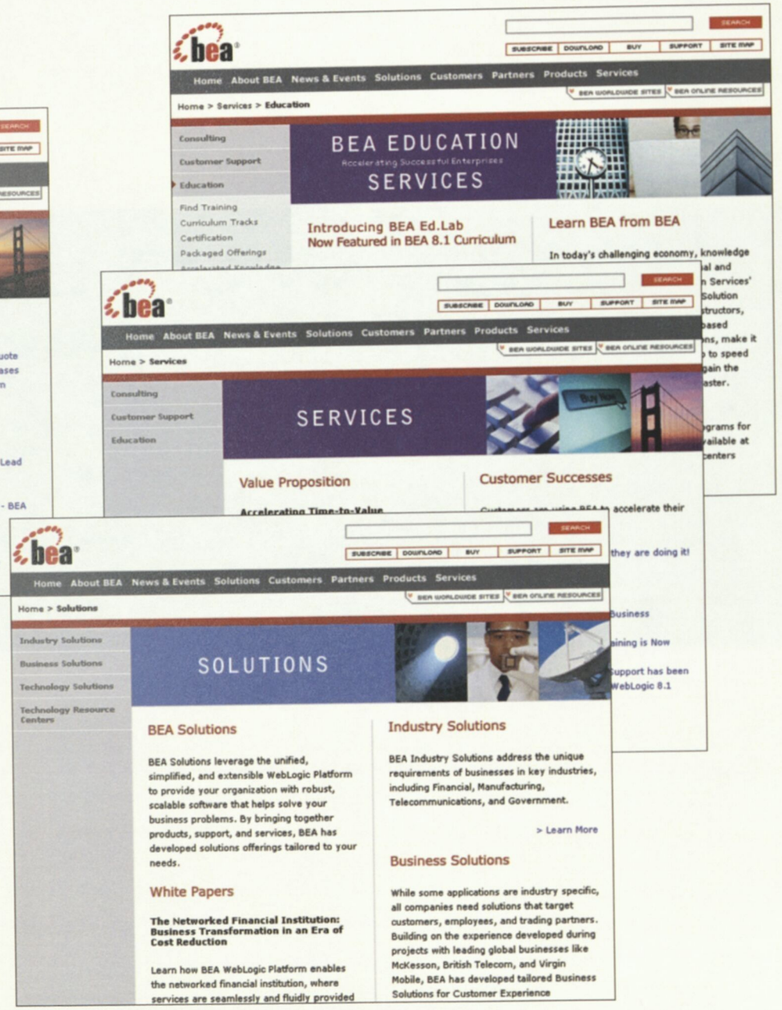
BEA SYSTEMS WEB TEMPLATES



Home Page



Secondary Pages



Secondary Pages

PICOLIGHT

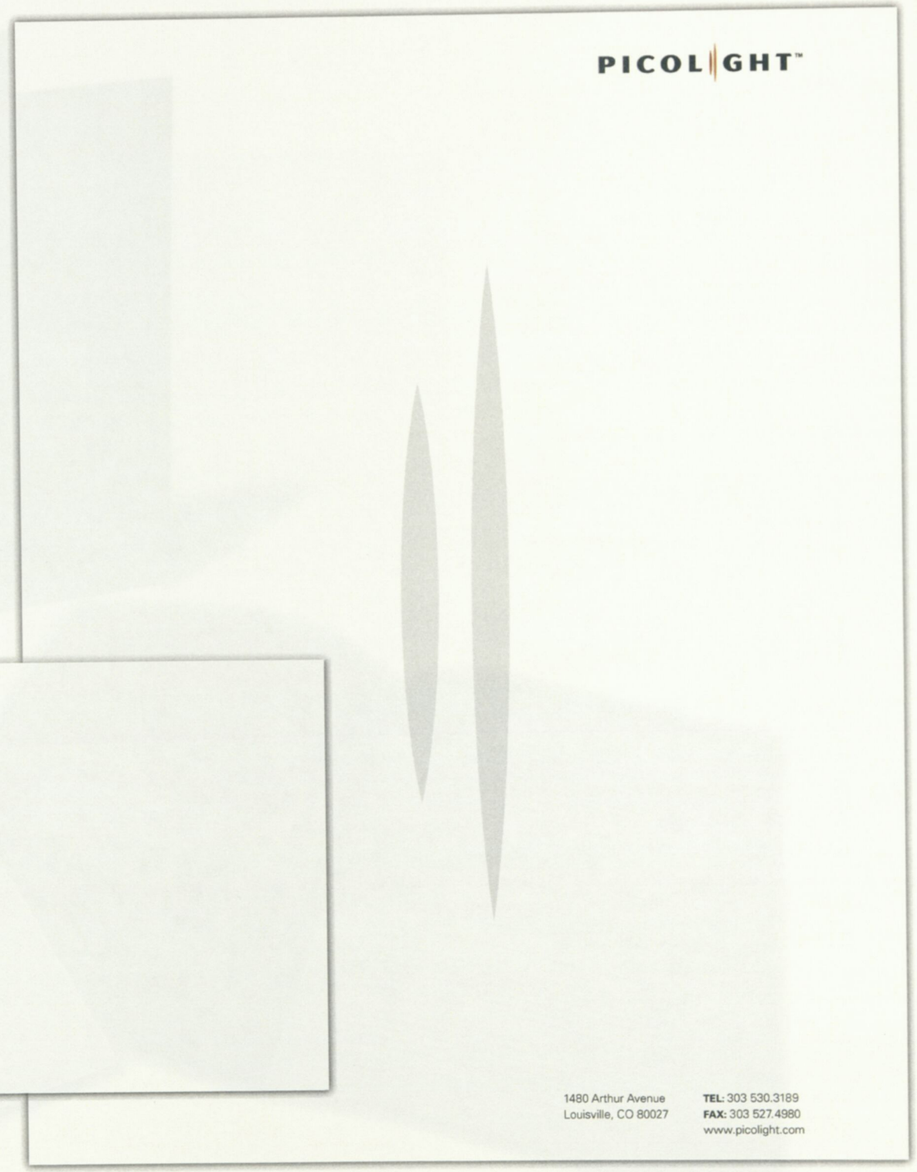
Case Study:

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™

APPLICATION OF LOGO

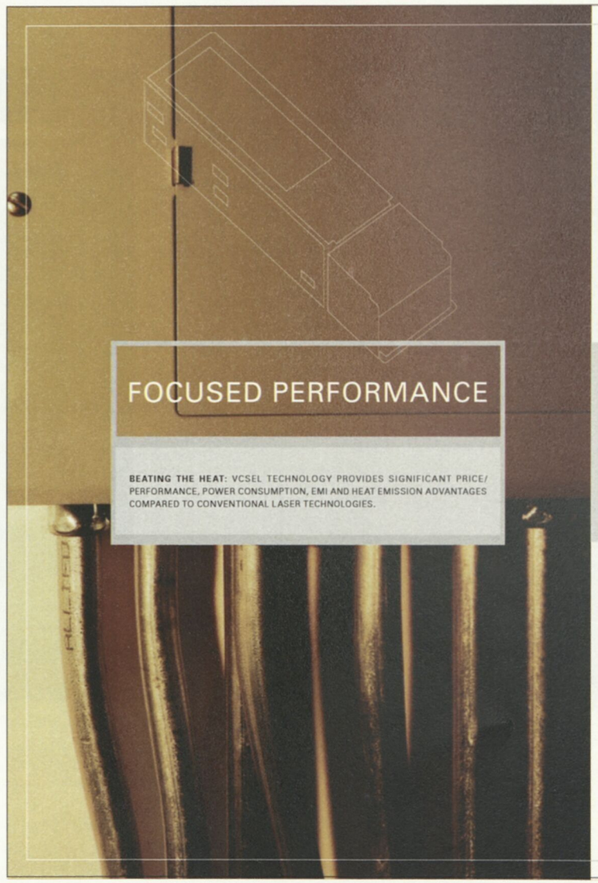


PRESENTATION FOLDER AND BROCHURE

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.

WEB SITE

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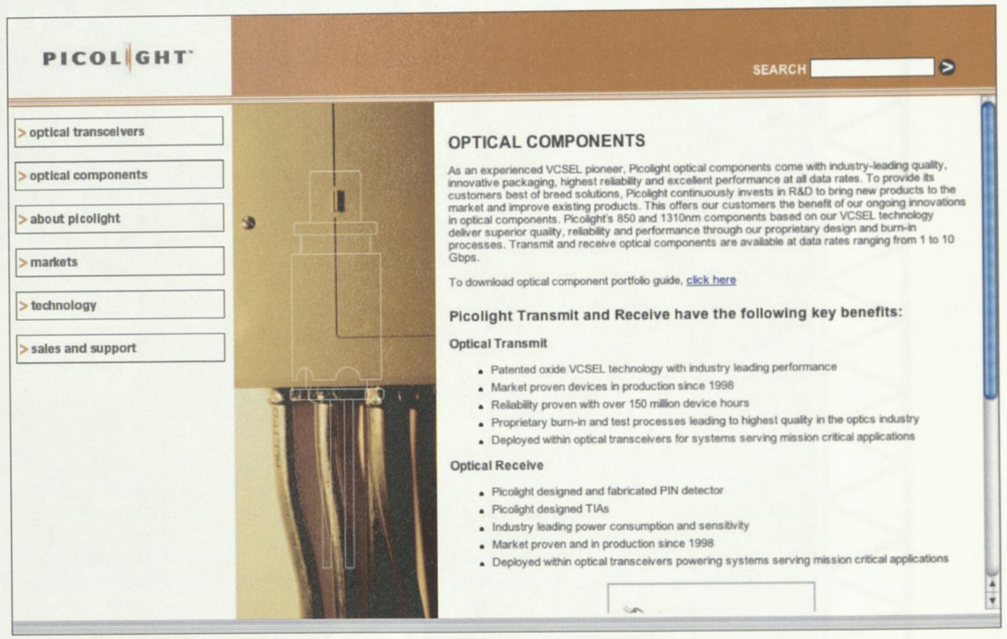

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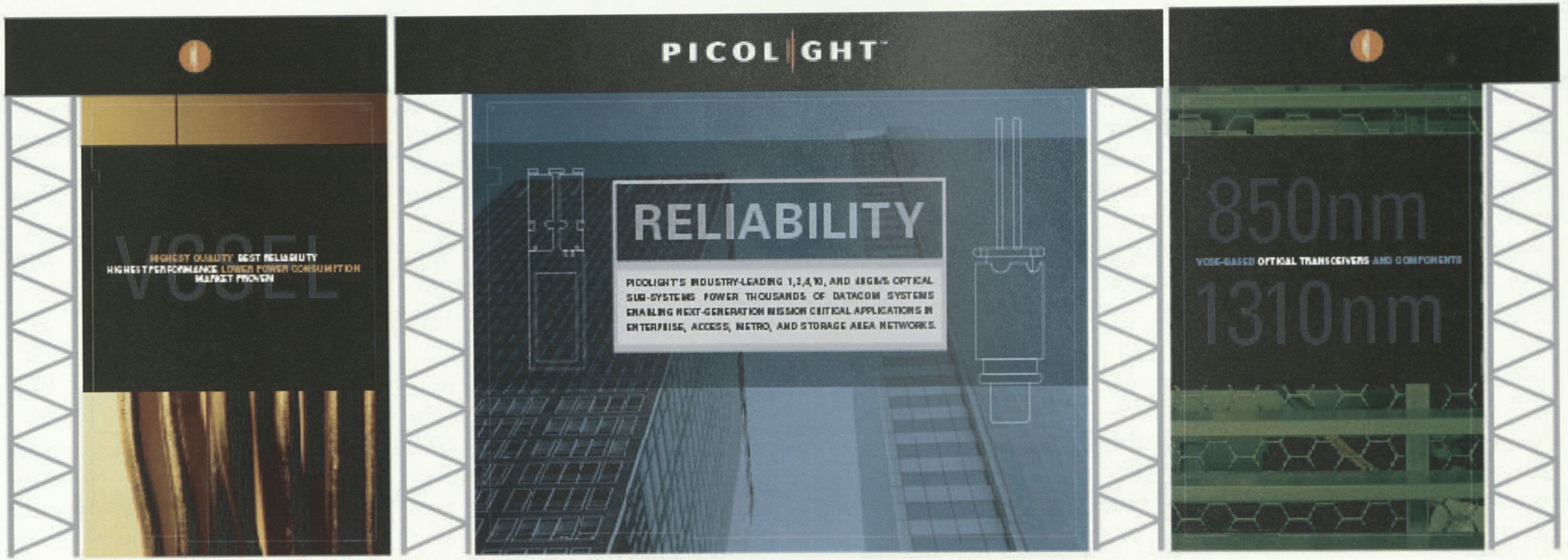
TRADESHOW GRAPHICS



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