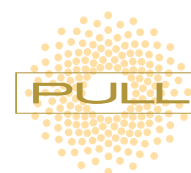




Hewlett Packard

When HP invented an innovative direct disc labeling technology, we invented a new global attribute brand.

When you have influence you have



influence by design

Overview

Hewlett-Packard continues to live up to its promise to invent useful technologies in personal computing, digital imaging and printing products. HP invented a revolutionary direct disc labeling technology that enabled users to burn silk-screen quality CD labels right from the computer's disc drive.

Challenge

The business and marketing strategy mandated this technology would not be branded under the HP name, but instead be branded separately and licensed as an attribute product feature embedded in computer and media storage products worldwide.

Solution

PULL began by developed the strategic positioning for this attribute brand that clearly differentiated it from other disc labeling alternatives. Gathering information on what motivates users to label their media, self expression was the key factor for users who wanted to archive and share their music and video assets on CD or DVD. The ability to create labels with a professional result resonated with consumers. We then invented the verbal and visual brand identity and design management system that enabled users and licensees of the technology to properly identify computer and media storage products as having this embedded labeling capability. Additionally, we developed all the market launch communications targeted to consumers and to potential licensee companies interested in early adoption of this technology in their products. Lightcribe was introduced at CES 2004, to industry accolades, and it continues to be one of HP's most successful products.

Strategic Services

- brand positioning
- brand identity development
- naming
- communications planning
- market research

Creative Services

- identity design
- design management
- marketing communications
- branded environments

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Direct Disc Labeling

Create precise, professional, silk-screen-quality labels for all your CDs and DVDs.

The LightScribe treatment has been created to identify a technology for CD/DVD direct disc labeling that will be incorporated into the products of leading computer hardware manufacturers, software developers and media storage products worldwide. LightScribe-enabled hardware, software and media storage products offer an integrated system to create precise, silk-screen-quality labels directly from an optical disc drive.

Making LightScribe Direct Disc Labeling technology the market standard requires consistent application of the LightScribe identification system by authorized manufacturers. Through consistent application of the LightScribe treatment, consumers will easily recognize products in the marketplace that have, and are compliant with, the functionality of LightScribe Direct Disc Labeling technology.

The LightScribe logo is used to officially identify all computer hardware, software and media storage products from manufacturers who are authorized to market their products with embedded LightScribe Direct Disc Labeling technology. The logo must be used only in its approved format.

The logo comprises three disc-like elements: the symbol, the LightScribe logo and the descriptor. These elements, when used in their official format, make up the complete LightScribe logo. They are never to be used separately in any manner, except as follows: The optical disc, outer label logo and the media hub logo are the only instances where the logo may be used without its descriptor.

Symbol

LightScribe

Descriptor

DIRECT DISC LABELING

music
photos
work
home video

Host Brand Logo

CD-R

700
80
48x

Host Brand Logo

CD-R

Reproducible Compact Discs
for LightScribe
Direct Disc Labeling
CD Writers

LightScribe Users **Business Opportunities**

lightScribe

DIRECT DISC LABELING

Vacation In Hawaii

360° of **WOW!**

Create silk screen quality CD and DVD labels right inside your computer.



HOW WILL YOU **influence** YOUR CUSTOMERS?

PULL is a brand development, design and communications consultancy specializing in enterprise strategy, corporate and brand identity, retail design, branded environment design and integrated marketing communications. We work with our clients to create more pull and influence in their brand building initiatives, connecting customers into a two-way conversation. If you would like to learn more about our work, please visit our site, or contact Thomson Dawson tdawson@pullinc.com



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PULL Inc.

Enterprise Strategy / Brand Development / Communications
1015 West El Roblar Drive
Ojai, California 93023 USA
v 805 640 3920 f 805 640 3922
www.pullinc.com