Confidential Trade Secrets

Branding Brief
AKiiRA Media Systems
Branding Architecture

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Overview:

AKiiRA Media Systems (AMS) was formed a year ago to create the World's first intelligent media products and services. We now have a basic branding architecture illustrated below:

AMS Branding Architecture:

The AKiiRA intelligent media cloud. Hosts and distributes AKiiRA Media Products and Services.

"Corporate Brand"

Branded AKiiRA intelligent media products:

Based upon AMS technology and systems.

itwips

Get to the point: Creates automatic summaries of entire newspapers including articles photos and videos. Plus iTwips can be distributed on all major platforms: The Web, iPad, PC Tablets, and smart phones.

iblips

Byte-sized videos: Creates automatic video summaries of news, sports, and documentaries—short-form video solution for major video content providers.

What is intelligent media?

It is media that communicates what it is about, what information it contains and knows who will be interested in its content.

- Understands words and sentences within context and format
- Visually recognizes images and events without an audio track or key words
- It is smart:
    – Knows who is watching or reading

    – Knows who wants to advertise

    – Understands what you want to read

    – It learns and can be taught

    – Matches content to viewers preferences—summaries and aggregations (iTwips/iBlips)

Intelligent media is our AMS brand

1. Distinguishes our technology and products from other media products and systems.

2. Benefits of intelligent media are obvious and compelling:

    a. Contains intelligent information about its content

    b. "Deep" content information is obtained automatically—no need to enter long descriptions, or watch or read the media to compile all of its information (our sub brand of "intelligent meta data").

    c. "intelligent meta data" provides better targeted data for premium advertising

3. Intelligent media is ideal for the new social media and mobile media markets—smart phones and pad readers.

The "i" means intelligence

All of our branded products start with the letter "i" to position them as intelligent media that "knows" what it contains in great detail. This sentient knowledge can be used to create intelligent summaries of either videos or articles, to compile media collections that are aware of the viewer's preferences, and support search engines that can automatically match and categorize articles, videos and images.

The AKiiRA Brand Positioning

The AKiiRA corporate brand: Creator of advanced intelligent media technologies that can watch, hear and read digital media.

The AKiiRA product brands: Intelligent media products that make searching and consuming media convenient, rewarding, fun and smart.

The AKiiRA corporate brand identity:

The AKiiRA logo was designed to communicate intelligent media. Below is an illustration of the AKiiRA logo anatomy:

AKiiRA Logo Anatomy

The color **orange** was chosen because (1) it demands attention and (2) because in the Hindu religion a terra cotta orange is the color of Lord Ganesh, widely revered as the Remover of Obstacles and more generally as Lord of Beginnings patron of arts and sciences, and the deva of intellect and wisdom.

Here are some excerpts from psychological descriptions of the color **orange**:

- The most flamboyant color on the planet!
- It's the color most associated with fun times, happy and energetic days, warmth and organic products.
- Orange is associated with a new dawn in attitude.
- It symbolizes balance, warmth, enthusiasm, flamboyancy, and is demanding of attention.
- Native Americans associate the color orange with kinship.
- In China and Japan, orange is used to symbolize happiness and love.
- It focuses our minds on issues of physical comfort i.e. food, warmth, shelter and sensuality. It is a "fun" color.

The brand name "AKiiRA" was derived from a Japanese name for boys and girls, "Akira" that means bright, intelligence. We added an extra "i" to denote intelligence.

The AKiiRA brand can be described as fun, energetic, and smart.

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