

### I. PROFILE

frog design is a global innovation firm. We help the world's leading companies create and bring to market meaningful products, services, and experiences. Our multidisciplinary process reveals valuable consumer and market insights and delivers lasting, humanizing solutions. With a team of more than 400 designers, we deliver fully convergent solutions that span multiple technologies, platforms, and media across a broad spectrum of industries, including consumer electronics, telecommunications, healthcare, media, education, finance, retail, and fashion. Our clients include Disney, GE, HP, Logitech, Microsoft, MTV, Seagate, Yahoo!, and others. Founded in 1969, frog is headquartered in San Francisco, California, with studios in Austin, Texas; New York, New York; San Jose, California; Seattle, Washington; Milan, Italy; Amsterdam, The Netherlands; Stuttgart, Germany; and Shanghai, China.

### II. HISTORY

frog design was founded in 1969 by Hartmut Esslinger around the single guiding principle "form follows emotion." An adaptation of the familiar phrase "form follows function," the new maxim set the tone for frog's design philosophy by declaring that a product's effect upon its user was as vital as its functionality. The company's emotive solutions immediately attracted high-profile clientele such as Wega, Sony, and Apple. Since then, frog has continuously expanded beyond its industrial-design roots, evolving to better address the technological and cultural evolutions of the marketplace. In the 1980s, we took on corporate branding, recognizing its centrality to the discipline of design. In the 1990s, we launched a Digital Media group and began growing our expertise in user-interface design for websites, computer software, and mobile devices. Most recently, we expanded our offerings to include strategic advising on higher-level business challenges and long-term planning. Today, frog design is a truly convergent innovation firm, in which designers, strategists, and technologists work hand in hand to identify the best possible solutions for our clientele.

### III. CLIENTS

frog works with top companies in every sector to help move them forward by identifying key business opportunities and developing the best possible product and service experiences. The leadership represented by this client list brings our designs to a vast audience, making an impact across a variety of markets worldwide.

#### Select Client List

Acura	Hanspree	LifeScan	MTV	Seagate	TurboChef
Alltel	Helicor	Logitech	Nero	Sky	TV Guide
Blockbuster	HP	Maxtor	OpenTV	Symantec	Victoria's Secret
Disney	Hyperion	Microsoft	Oracle	Titleist	Virgin Mobile
FOX Sports	IPC	Mirion	SanDisk	T-Mobile	Yahoo
GE	Lawson	Motorola	SAP	Tupperware	Vonage

## IV. WHAT WE DO

### INSIGHT

We discover market opportunities through deep insight and intuition.

### CULTURE, DESIRE, AND NEED

Our approach to each innovation challenge is guided by deep insights into consumer culture. We track customers' journeys and unearth and articulate their unmet desires and needs.

### EMPATHY INSPIRES

Our design research is crafted and conducted by design practitioners. To shape the customer experience, we first walk in the customer's shoes. Immersive research provides us with in-the-moment inspiration.

### A COMPASS, NOT A MAP

You won't yield game-changing cues by reading the same research reports as the competition. Our approach is defined by a search for meaningful insights rather than expected outcomes. We study outliers and explore "the spaces in between," using familiar research tools in unfamiliar ways.

### TECHNOLOGY

We leverage emerging technologies to define new product concepts and experiences.

### SOFTWARE HARDWARE CONVERGENCE

We differentiate the user experience by combining new hardware capabilities with innovative software and services. We are platform-agnostic but believe in technology as a key enabler.

### VISIONS, REALITY CHECKED

From audits, trend analysis, feasibility studies, and competitive analysis, to software architecture and road-mapping, our profound technology expertise enables us to envision solutions that go beyond the status quo—and to catalyze their realization.

### CONCURRENT WORKFLOW

From inception to implementation, design and development go hand in hand and catalyze creativity. Ideas are put directly into working form and finessed using real production technology. Our concurrent process mitigates the disruptions caused by the traditional stage-gate approach and accelerates time-to-market. Working closely with our parent company Aricent, we address development challenges early on and provide post-production and third-party developer support.

### INSPIRATION

We express opportunities in rich, visual form to inspire and motivate organizations.

### BUSINESS BY DESIGN

We use design research and creative expression to invigorate our client's innovation culture, shape their business strategy, architect their product platform, and optimize their development process.

### RADICAL SIMPLICITY

Every innovation starts with a simple idea. We contextualize it, test it, refine it, and build it— but with every layer of complexity added, we make sure that the idea stays recognizable and the customer experience intuitive.

### STRATEGY MADE REAL

We give strategic opportunities a tangible representation to guide clear decision making. We believe in blue sky, but a blue sky that's in the real world. We put ideas in the hands of our clients' customers and prototype entire business models. Others deliver recommendations— we transform by doing.

## IMPACT

We create lasting brand equity across multiple businesses, systems, and technologies.

### **HOLISTIC FROM END TO END**

We combine unbound creativity with in-depth consumer and market research, cutting-edge technology with strategic planning, industrial and digital media design prowess with project management savvy— all the way from idea to implementation.

### **DIVERSE PLATFORMS, UNIFIED SYSTEMS**

We understand products and services as part of larger brand ecosystems. Each touch point is crafted to fit within a consistent customer experience. We provide a robust system to support distributed development teams and increase our client's ability to adapt quickly to market changes.

### **ROI IS IN OUR DNA**

Over four decades, more than one billion people worldwide have been in touch with products and services developed by frog. We have achieved significant revenue growth for our clients, helping them enter new markets, exploit their intellectual property, and create sustainable competitive advantages.

## V. HOW WE DO IT

frog meets client challenges with a simple, yet powerful three-part process:

### **DISCOVER—Analysis Becomes Insight**

Through design research, market analysis, and strategic evaluation, we gain insight into a company's brand identity, consumer base, existing assets, and key market opportunities.

### **DESIGN—Insights Become Ideas**

We review and refine each feature in response to user testing, client feedback, and strategic analysis. Technological, cultural, and business impact are considered.

### **DELIVER—Ideas Become Reality**

In order to guarantee the accurate translation of idea to reality, all project details are specified, documented, and delivered to the client, then supplemented with full production support where necessary.

## VI. RECENT AWARDS

### LifeScan UltraVue

2008 Good Design Award

### froeware LIGHT BULB

2008 IDEA International Design Excellence Awards, Gold Winner

### GE.COM

2008 Communication Arts Interactive Annual, Information Design, Winner  
2008 American Institute of Graphic Arts (AIGA), 29/365 Annual Design Competition, Corporate Communications Design, Winner  
2008 ACE Award Business Marketing Association's ACE Award (B2B marketing), Website Category, Gold Winner  
2008 American Business Awards (The Stevies; B2B marketing), Winner, Corporate Information; Finalist, Overall Design  
2008 International Business Awards (The Stevies; B2B marketing), Winner, Corporate Information; Finalist, Overall Design  
2008 International Business Awards (The Stevies; B2B marketing), Winner, Corporate Information; Finalist, Overall Design  
2007 IR Global Rankings (IRGR), US, #2 (This is the most comprehensive ranking system for IR websites, corporate governance practices and financial disclosure procedures. Sponsored by KPMG, Arnold & Porter, The Bank of New York Mellon, Bloomberg and PR Newswire, IRGR is a unique external review of any company's communications process with analysts and investors worldwide.)  
2007 IR Magazine, "Best use of technology for Investor Relations"  
2007 B2B Magazine, "Top 10 Websites"  
2007 TED, "Top 100 Websites You Should Know and Use"  
2007 Financial Times, "Top 10 Websites"

### LOGITECH QUICK CAM ULTRA VISION WEBCAM AND LOGITECH QUICKCALL USB SPEAKERPHONE

2007 CES Innovations Awards for Excellence in Design and Engineering

### HP PHOTOSMART PS 1000 STUDIO

2007 CES Innovations Award, Best of Retail

### HP SLC3760N MEDIASMART 37" LCD

2007 CES Innovations Award, Best of Video Displays

### EPSON P-5000 PHOTO VIEWER

2007 IF Product Design Award

### NERO PACKAGING

2007 IF Product Design Award

### BEST PLACE TO WORK IN TEXAS, 2007 – FROG DESIGN

2007 Award from Texas business associations, based on policies, practices, and employee satisfaction, among other factors.

### GE PICTURE A HEALTHY WORLD

2006 MIXX Awards: Silver, Brand Awareness

### LOGITECH QUICKCAM ULTRA VISION WEBCAM

2006 Good Design Award

### HITACHI (STORAGE MANAGEMENT SOFTWARE APPLICATIONS)

2006 Good Design Award

### T3 MAGAZINE, BEST 100 GADGETS IN 2006

2006 Sky Set-Top Box rates #2 of the "Best 100 Gadgets in 2006"

## VII. STUDIOS

### USA

#### **Austin, Texas**

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### ASIA

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