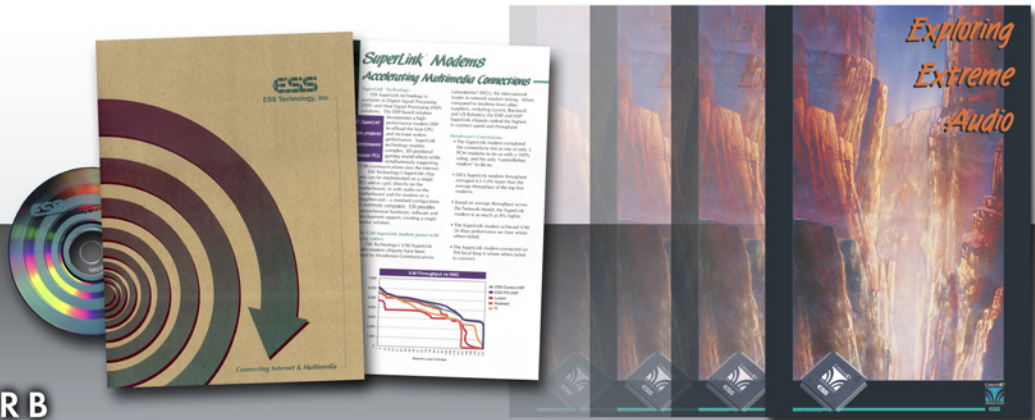


ESS TECHNOLOGY INC.



MARKET REVERB

In the mid 1990s, computer gaming, streaming media and convergence was transforming the personal computer with the help of ESS, the world leader in PC audio and communications solutions. ESS was the first with true 3D positional audio capability and the world's fastest PC audio accelerator. Yet ESS was mostly unknown by consumers. The challenge was to launch this new 3D product to computer gamers, early adapters, major PC OEMs and high volume retail channels worldwide – and make ESS a household name. Origin Communications cast the

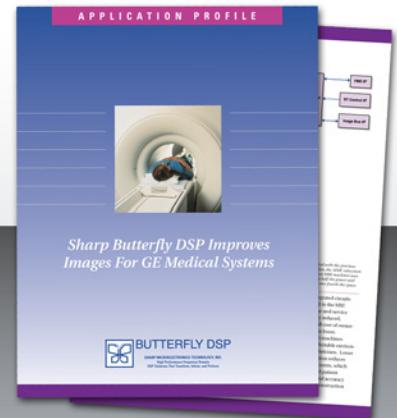
new brand: Canyon3D. The custom illustration for the ESS Canyon3D audio accelerator conveys an unforgettable, extreme and out-of-the-ordinary experience – the ultimate audio adventure. Reverberating canyon walls, phantom sounds, dramatic aura – the sound of Canyon 3D. The campaign took on a life of its own, with corporate brand and partner co-op advertising, public relations, posters, signage, sponsorships at tradeshows and attention-grabbing displays. A campaign that had the market reverberating for years to come.

SHARP/BUTTERFLY DSP



BUTTERFLY DSP

SHARP



FROM HOUSE BRAND TO NAME BRAND

SHARP's DSP product line was just another product line under the SHARP umbrella. But, Origin gave it the attention that stand-alone companies expect – from dedicated public relations targeted to vertical markets, to compelling tradeshow graphics, collateral, consulting and more. All campaigns maintained a creative edge and fit within SHARP's stringent corporate identity and branding guidelines. Through active project management,

Origin was able to establish core relationships in the medical field. These relationships allowed Origin to gain approval for a case study in conjunction with GE Medical, which uses SHARP's DSP in medical imaging systems. The success of the DSP products group allowed it to spin-off as a stand-alone company with a new brand – Butterfly DSP. The name changed – the agency stayed the same – Origin Communications.

