

LEVEL
A Rosetta Company

LEVEL | Agency Overview: Q2 2011

CONFIDENTIAL Copyright 2011 LEVEL Studios. This document is confidential and proprietary property.
Please do not forward or release this document without prior consent from LEVEL Studios.

Table of Contents

02	Agency Overview
04	Clients
07	Agency Capabilities
08	Case Studies
19	Work Samples

LEVEL delivers **integrated marketing** and **product development** for global brands. Through the interplay of branded content, technology platforms and connected devices, we design a total user experience that amplifies the relationship between brand and consumer.

Our methodology is **proven**; our behavior is **adaptive**.

Agency Capabilities

Blending all of these capabilities with Rosetta's proficiency in Personality[®]-based segmentation and ecommerce results in a single agency that produces insights, ideas and technology to reach consumers in an always-connected digital world.

Experience, Expertise, Differentiation

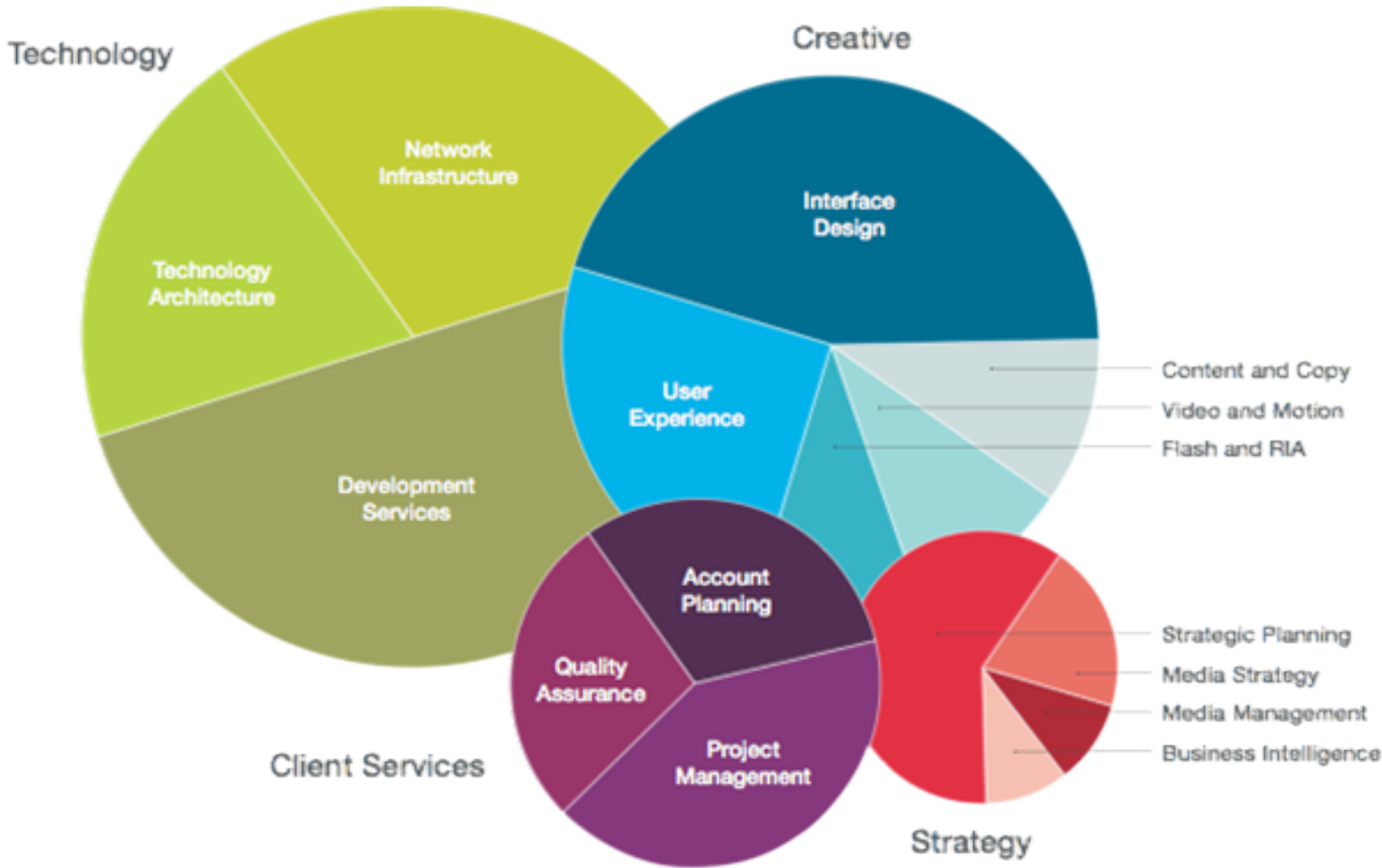
LEVEL has over 16 years of experience in the cost-effective creation of digital marketing content for long-term clients. Our expertise lies in delivering multichannel marketing campaigns using integrated technology platforms. LEVEL is differentiated in its ability to create branded experiences across connected devices, from the development of visual identities and applications to digital content delivery.

Insights, Content, Platforms, Devices

Our holistic approach, spanning insights, content, platforms and devices, represents a significant advantage for our clients by creating real-time, branded dialogues across relevant audiences. The behavior associated with these dialogues generates data, which can be captured, quantified and leveraged for positive influence. Data drives the user experience, which in turn, defines the brand.

Over the past 16 years, the brands we serve have become an integral part of our **DNA**.
Innovation and balance. Color and texture.
Longstanding relationships and the privilege to help shape the user experience for our dynamic family of brands.

LEVEL | Agency Overview



LEVEL | Agency Capabilities

Manufacturing/Engineering

Hardware/Software Architecture
Performance
Scalability
Redundancy
Security
Development
Cloud Services
Mobile
Web
Light Footprint App Development
Desktop
QA/Testing
Scripted
Load Testing
Visual
Monitoring
Managed Services

Product Support

Customer Satisfaction Programs
Call Center Cost Reduction Loyalty
Programs
Community
Self Help
CRM



Creative/Customer Experience

Branded Experience Design
Information Design
Information Architecture
User Interface Design
User Research
Touch/3D/Gesture/Voice
Content Strategy
Copy Guidelines
Design Standards/Documentation
User Interface Pattern Design
Visual Styleguide Development
Cross Platform
Device User Interface
Specification Guidelines
Implementation Guidelines

Product Marketing

Campaign (online/offline)
Product Microsite
Promotions
Partnership
Mobile
Community
Commerce
Localization
Globalization
Optimization
Analytics

With Rosetta's September 2010 acquisition of LEVEL, the combined interactive agency recognized 2010 revenues of \$215 million and now consists of more than 1,100 team members, 10 offices in the U.S. and Canada as well as unsurpassed expertise across all digital and direct touchpoints.

Personality-based segmentation

At. Nemposs incipsam que offictu sanditate offic to omniet, explacc ulloreribus ent ommo quo evelit officat ommolore reptur sum facea seque quis nullaut ipid quid et venimi, non nonsequaerio od es ant estis eum vendipsa

Enterprise-grade technology

At. Nemposs incipsam que offictu sanditate offic to omniet, explacc ulloreribus ent ommo quo evelit officat ommolore reptur sum facea seque quis nullaut ipid quid et venimi, non nonsequaerio od es ant estis eum vendipsa

Comprehensive connected devices

At. Nemposs incipsam que offictu sanditate offic to omniet, explacc ulloreribus ent ommo quo evelit officat ommolore reptur sum facea seque quis nullaut ipid quid et venimi, non nonsequaerio od es ant estis eum vendipsa

Case Studies

LEVEL created a UI/UX platform, providing quality product experiences that will fuel VIZIO's growth.



- Created Style Guide, toolkit and requirements documentation for multiple products

- Designed UX and UI for tablets, smartphones, TVs and Blu-ray players, spanning 3" to 75" screens

- Developed out-of-box experience screens, including app store, multitasking and content notifications

Services: Strategy, User Experience, Visual Design (Across Desktop, Web, Mobile, Tablet and TV) and Client Services.

How can we integrate, manage and distribute content seamlessly across properties?

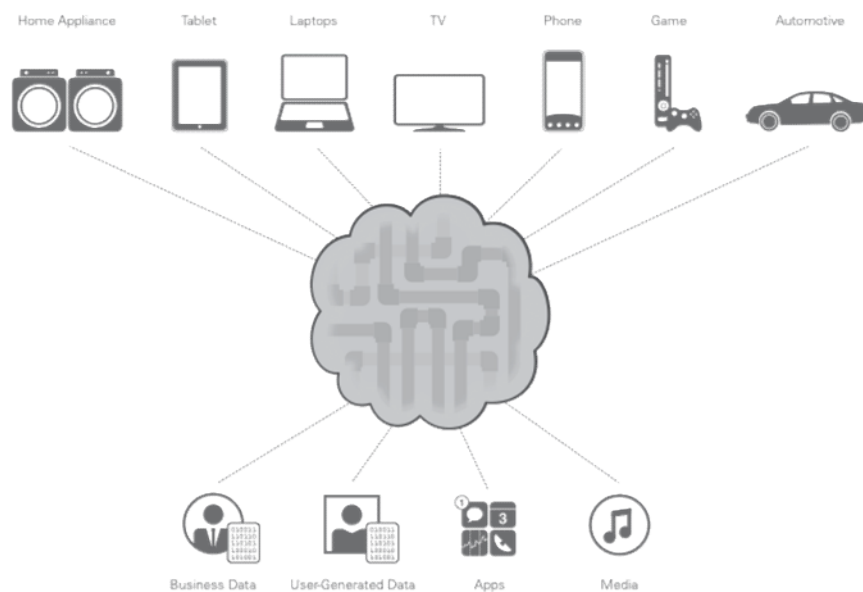
By building a robust and scalable technology platform that leverages existing digital assets.

Confidential Client

Our work for a confidential client demonstrates this solution.



LEVEL used technology to enhance the product experience and create a differentiated service offering for the CE manufacturer.



Architected, designed and built a cloud platform that syncs handsets, web browsers and desktop apps.

Worked with multiple integration partners as well as overseas manufacturing.

Currently, architecting enhancements, extending features roadmap and optimizing platform to support 10 Million users in 2011.

Services: User Experience, User Interface Development, Software Development, Engineering, Quality Assurance and Client Services.

LEVEL redefined the web experience for North America's 6th largest broadcast network.



- Conducted strategic discovery to define audience, plan technical architecture and organize content

- Architected a detailed video to the web and multiple platforms

- Created an ingestion, tagging and delivery solution

- Built a comprehensive IA architecture and content management strategy to accommodate over 30 years of video content

Services: Strategy, User Experience, Technology, Visual Design and Client Services.

LEVEL helped an iconic brand develop a digital service with online revenue-generating opportunities.



- Helped launch interactive books online

- Influenced business and pricing strategy, CRM campaign and messaging as well as their in-store and online experience

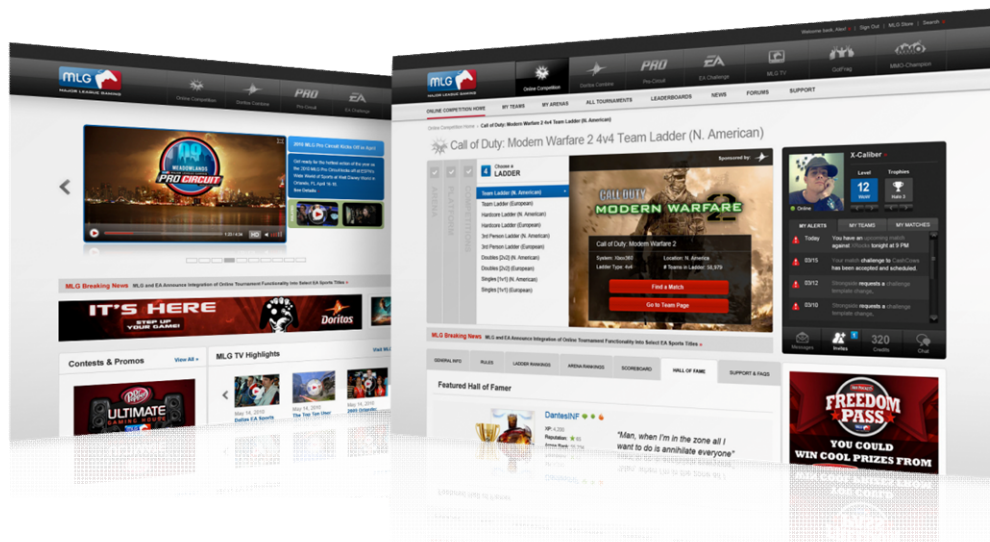
- Increased subscriptions by approximately 15 thousand new users per month in first year

- Grew target database from 2 million to 13+ million in 9 months

Services: Strategy, User Experience, Design, Interactive, Development and Client Services.

LEVEL | Branded Community Experience

LEVEL created a social networking community for MLG, the premiere North American video game league.



- Provided a UX solution that restructured their websites to deliver a viable social space for gamers

Designed a uniform and easily identifiable presence that elevated MLG as a brand and established visual relevancy for their community of amateurs to their professional gamers.

Enhanced the way users find and enter competitions by architecting a solution that fully integrates the social platform into the overall network.

Services: Strategy, User Experience, Visual Design and Client Services.

LEVEL helped Cisco develop a product that will be a catalyst to their next generation of products and services.



Consulted with client on the development of their enterprise collaboration product.

Worked onsite with the team using an agile design process.

Completed API strategy and development for product evolution.

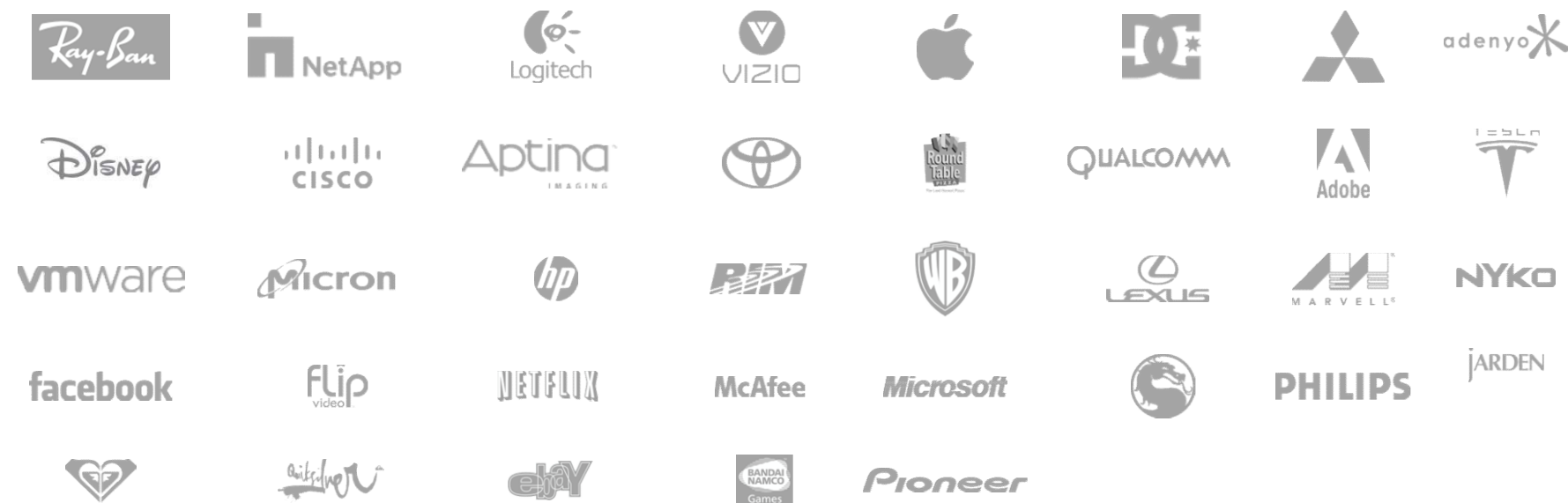
Designed and developed iPhone and iPad software experiences.

Services: User Research, Personas, Wireframes/Annotations, Visual Design and Development.



Thank You.

Appendix: Graphic and logos for use in the LEVEL PowerPoint



To use in this presentation:

1. Copy and paste line into slide.
- While holding shift, click and drag the line into position directly underneath dotted text box.
 - Right click on dotted line
 - Under "Arrange" choose the "Send to Back" option.

