

Looking for a marketing team that's high on
T E C H N O L O G Y ?





Connect with **Lion Associates**

Engineers – they're oxygen in the lungs of every technology company. They also speak their own languages and have their own unique identity. That's why it's critical to work with a marketing communications company that knows technology companies and their business customers from the research & development phase through customer sales and every step in between.

How Do We Approach Our Work?

Lion Associates believes that excellence in marketing begins with a strong process that includes team articulated project planning, resource-oriented analysis and creative development as well as quality controlled execution. Through close coordination of account requirements, programs are analyzed and developed with respect to concept, target market, budget and schedule, then formulated accordingly to address program feasibility. We apply to each solution – regardless of budget – our diverse technology experience.

Whom Do We Work With?

We work with many of the leading technology companies who share a common goal...innovative marketing solutions that cost-effectively reach their business customers. These customers range from industry leaders such as Kodak to growing component manufacturers such as High Power Devices. Each seeks ways to unlock the hidden value of their products and services over the near and long term.

What Are Our Strengths?

As marketers for technology driven companies we are able to provide specialists who apply their own engineering backgrounds, work experience and education to your needs. All services are tailored to the complexity of your program and projects. The engineering experience of our team provides a valuable link between marketing concept and market reality. Ultimately, our strengths come from knowledge of technology and engineering, an appreciation of marketing to business customers and a high level of skill.



Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



What Are Our Services?

We specialize in providing the following integrated marketing communications capabilities:

- Bylined articles
- Media relations
- News releases
- Media advertising
- Promotional literature
- Sales promotion
- Direct marketing programs
- Market research
- Trade show support
- Trade show booth design
- Internet site development

You may, as many of our clients do, elect to use most of our services and, in effect, make our team an extension of your marketing department. Or, you may use a portion of our services and dovetail our capabilities into your internal structure. In both cases, our approach to planning and problem solving is essentially the same and the client/agency relationship is still one of teamwork, participation and interaction.

On the following pages we have provided you with case histories for a few of our clients. Our work for these clients involves technology trade publications such as *Design News*, *Laser Focus World*, *Fiberoptic Product News*, *Advanced Imaging* and more. In all cases, our team of degreed engineers and physicists writes bylined feature and technical articles and white papers. Our team of designers and art directors conceives and creates the advertising and marketing literature.

Take a look at Lion Associates and see if our focus on technology can work for you.



Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to make
the world's coolest light

Hot



Most OEMs thought that LyTec, a 360° linear light source from Electroluminescent Industries, was a cool product. Unfortunately, sales didn't match their initial enthusiasm to seeing the product at trade shows. Lion Associates crafted a marketing strategy to make LyTec a cool product with hot sales.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Electroluminescent Industries



WIRES WITH THE FREEDOM TO GET CREATIVE

LyTec wires transmit electroluminescent light in linear form, freeing it from the limitations of flat surfaces. The linear light can be produced in continuous form, and the wires can be cut to any length and shaped by the user. LyTec wire measures 2.5 mm thick and can be coiled, knotted, or braided together to create unique effects. It emits cold light and comes in seven basic colors: blue-green, white, red, yellow, purple, orange, and green. LyTec wire can be powered by batteries or by 220 Vac/50 Hz and 110 Vac/60 Hz power units. It's a low-energy wire: 1,000 meters of it consumes the energy of one lightbulb. It also provides 360-degree illumination and has a lifetime of thousands of hours. It meets UL and CE standards. Electroluminescent Industries, 2 Seaview Blvd., Ste. 1010, Port Washington, NY 11050. Write in 52



Lion Associates developed a coordinated marketing program that targeted designers and engineers at OEMs across a wide range of industries like automotive, aerospace, outdoor products and safety. The program positioned LyTec as the ideal lighting solution to complex lighting designs. A campaign using the theme – “Illuminate Your Imagination” was created to motivate designers to think “out of the box” when using a non-traditional lighting product like LyTec.

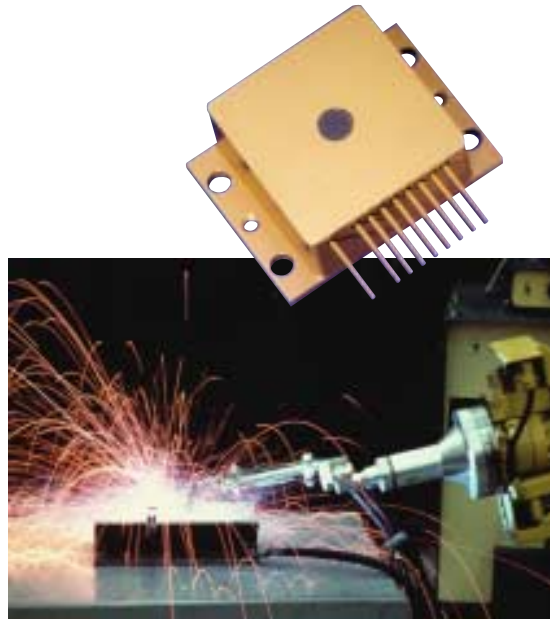
Along with a full complement of product samples, Lion Associates used a potent combination of articles, news releases, media relations, direct mail and trade shows, to get engineers and designers to contact Electroluminescent Industries. This program also got more and more designers and engineers to integrate LyTec into their final designs. As a result, overall sales, in the first year alone, increased in the United States market by more than 100%.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to get more
Power
from a laser diode

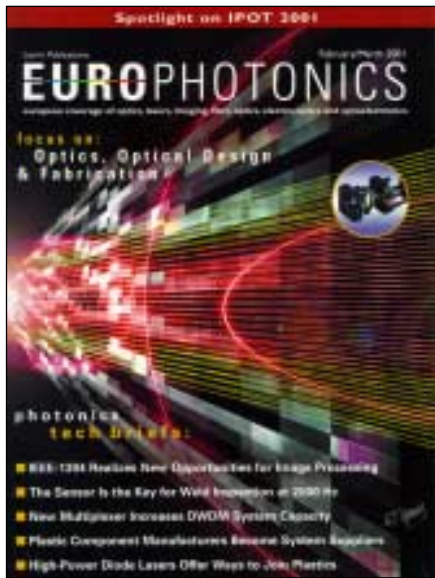


With the explosion in demand for high power laser diodes in the medical market, High Power Devices was seeking a way to increase their brand awareness and sales in three additional primary markets – telecommunications, reprographics and metrology. However, engineers were confused when faced with a seemingly complex assortment of high power laser diode vendors. At the same time, the company wanted to distinguish itself from “garage manufacturers” of these complex devices.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

High Power Devices



To help create a stronger brand identity and product awareness, Lion Associates positioned High Power Devices in magazines like *Photonics Spectra*, *Laser Focus World*, *OE Magazine*, *Opto & Laser Europe* and *EuroPhotonics* under a theme of “Discover The Power Of One-on-One”. This strategy taught engineers that because High Power Devices only manufactures high power laser diodes, it was more focused than multi-line suppliers to solve their unique application problems.



Through articles, news releases, trade show support, media relations and four-color advertisements, Lion Associates educated OEMs about the benefits of working with High Power Devices. This powerful marketing program has resulted in a tremendous increase in leads and recognition for the next powerful name in laser diodes.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to make America's favorite
consumer scientific company the
Leader
in industrial optical technology



For 60 years, the name Edmund has meant great consumer scientific products. Unfortunately, over the years, the company had also developed a lesser known reputation as a leading supplier of industrial optical technology. That is, until Lion Associates created an innovative strategy to distinguish Edmund's consumer business from its industrial business and help customers see the difference.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Edmund Industrial Optics

Lion Associates positioned Edmund Industrial Optics as the best single source for industrial optical products and solutions. Multiple marketing campaigns using the company's optical engineers as the stars was created to explain why Edmund's optics products were better and to motivate OEMs to depend on their optical expertise for their applications.



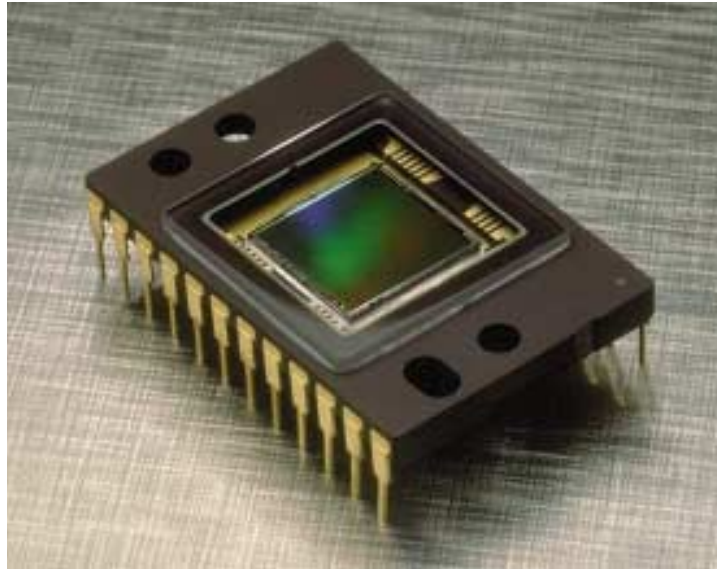
Through articles, press breakfasts, news releases, trade show support, media relations, executive interviews with editors, press kits, and four-color advertisements, Lion Associates convinced engineers to think of Edmund's industrial business first and its consumer business second. As a result, the company is growing at an annual rate of more than 20% per year.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to develop the
Image
of the world's best known
imaging company



With the slogan “you push the button, we do the rest,” George Eastman in 1888 put the first simple camera into the hands of a world of consumers. In so doing, he made what had been a cumbersome and complicated process easy to use and accessible to nearly everyone. Unfortunately, the company was not achieving the same level of success and recognition with OEMs as with consumers.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Kodak Digital Imaging



Since many of Kodak's digital imaging products were not being promoted to OEMs, Lion Associates created a coordinated marketing program using the theme, "It's Just One Of The Things We Do." This marketing theme capitalized on Kodak's tremendous brand recognition to inform engineers at OEMs that Kodak's legacy of designing and manufacturing great film and camera products meant that when they specify Kodak's digital imaging CCD and CMOS components, their finished imaging products function better.

Kodak retained Lion Associates to develop four-color advertising, articles, media relations, product brand names, white papers, sell sheets, trade show support and booth design for its digital science division. Today, Kodak is recognized as the leading provider of digital imaging technology and products for OEMs in markets ranging from medical to manufacturing.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to engineer a top market
Position
for a positioning company



Most OEMs and researchers thought that Klinger Scientific's high precision positioning products were more expensive than what they needed. The company also wanted to change its image from a provider of components to a systems integrator. This two-part marketing problem – price and image – was making Klinger's sales languish in a highly competitive market.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Klinger Scientific



Lion Associates approached Klinger's problem by developing two unique marketing campaigns. The first, "Argument Against Compromise", addressed the price problem by convincing engineers that you get what you pay for in terms of quality manufactured products. The second campaign, "Building Better Positioning Systems, Piece By Perfect Piece", educated engineers about the systems integration capabilities offered by Klinger thereby providing increased value to their purchase.



Using four-color advertising, market research, brochures, direct mail and articles, Lion Associates helped Klinger's sales grow by more than 200% over a 7-year period. Ultimately, the company became known as the leader in high precision motion control and was eventually acquired by Newport Corporation.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to
Teach
an engineer that one
is more than two



When Newport Corporation acquired Klinger Scientific, Lion's market research indicated that OEM customers were concerned that the quality and standards of Klinger's products would be compromised. At the same time, customers were fearful that their existing relationships and high level of service from Klinger engineers would disappear.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



Using the market research data, Lion Associates created a branding campaign called, "Better Together". This campaign was designed to raise the level of confidence among existing customers and within the OEM community about the benefits of working with Newport/Klinger as one company instead of two.



Lion Associates created direct mail materials that combined the catalogs of both companies for mailing to all existing customers, four-color advertising using a Newport/Klinger logo for a transitional period, additional four-color advertising with only the Newport logo, brochures and trade show events emphasizing the "Better Together" theme. This campaign gave the company a new direction, a high level of confidence among OEMs, and today is a worldwide leader in precision motion control.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com



How to convince OEMs that

Precise

thinking results in precision products



When two European companies decided to combine their sales in the United States several different but complementary product lines needed a coordinated marketing effort. Customers needed to be convinced that they would be dealing with a long established provider of products and receive a high level of customer service.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Polytec PI



Although the product lines were complementary, the companies were selling products to three different customer groups. Using a marketing theme, "Precise Thinking, Precision Products" Lion united the multiple products lines. At the same time, three unique marketing campaigns were created for each customer group. These campaigns told customers that Polytec PI's products were engineering driven, backed by more than 30 years of experience around the world. The campaigns also taught customers that new components, subsystems and software for critical applications would continue to be developed.



Through articles, news releases, advertising, media relations and trade show support, Lion Associates educated researchers, engineers and OEMs about Polytec PI. Over the last five years sales have grown in the United States market by more than 400% and the company is recognized as a leader in markets such as telecommunications, data storage, semiconductors, medical and photonics.

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com

Client Portfolio



Lion Associates' portfolio of technology clients spans nearly two decades of service. Below is a list of those companies.

- Anorad
- Clean Room Engineering
- Clean Room Products
- Control Instruments
- Edmund Industrial Optics
- Edmund Scientific Company
- Electroluminescent Industries
- Fluid Data
- Gemini Technologies
- Globe Electronic Hardware
- Gotham Development
- High Power Devices
- Humicon
- I.J. White
- J2 Resources
- Klinger Scientific
- Kodak Digital Imaging
- L.B.S
- M.D.I.
- Micro Slides
- Newport Corporation
- OAO Technology Solutions
- PMI Motion Group
- Polytec PI
- Tatiran Batteries
- Tech Line
- Tura Optics

Lion Associates

1305 Franklin Avenue • Garden City, NY 11530
516 294-9250 • info@lionadv.com