

Gee + Chung Design

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Gee + Chung Design is an award-winning multi-disciplinary branding firm which has created innovative, powerful and effective client solutions for over 15 years. Our successful design strategies for launching and extending brands for top clients such as Apple, IBM, Oracle, Lucasfilm and Sony have consistently set our clients apart and built lasting value.

EXPERIENCE: Building an integrated brand requires mastery of all touchpoints of the consumer experience. Earl Gee and Fani Chung are Partners and Creative Directors with an extensive track record in branding. We have developed an international reputation for excellence in a wide range of brand-building services encompassing corporate identity, marketing collateral, product packaging, environmental design and website development, enabling us to be ideally suited to create a comprehensive brand vision for enlightened companies.

EXPERTISE: Branding is essentially about creating differentiation; truly distinguishing for your audience what is unique about your company or product. Our solutions are as diverse as our clients, dictated by their individual personality and message. To distill a company's brand essence to its simplest and most impactful form, we thoroughly research our client, their competition and audience to create a concept-driven message that is focused, compelling and memorable, while framing our client's story to resonate with their audience.

EXCELLENCE: Leadership in branding is attained by creating work that is the best of its kind, redefining the category and contributing to our culture. Our branding work has been honored by *Graphis*, *Communication Arts*, *Print*, *I.D.*, the American Institute of Graphic Arts, New York Art Directors Club, Type Directors Club and Society for Environmental Graphic Design, exhibited internationally and represented in the permanent collections of the Library of Congress, Smithsonian Institution and San Francisco Museum of Modern Art.

EFFECTIVENESS: Successful branding design is much more than meeting marketing goals; it is about exceeding client expectations. Our unique brand solutions create an emotional connection with the audience to achieve measurable results for our clients: increasing visibility, inspiring attendance and motivating sales. In the end, Gee + Chung Design is distinguished by our thoughtful, intelligent, conceptual approach, harnessing the power of design to consistently build strong, meaningful and enduring brands for our clients.



iAsiaWorks asked Gee + Chung Design to collaborate as a strategic partner to establish their company as the premier Internet solutions provider in Asia. Our comprehensive strategic branding program included the creation of their name, corporate identity,

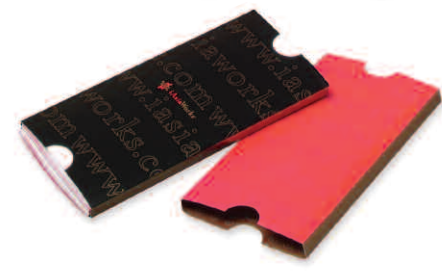
marketing collateral, tradeshow exhibit, architectural signage and website development. iAsiaWorks' strong visual presence and cohesive branding program was instrumental in enabling the company's rapid growth and successful initial public offering.



Left: The logo combines a classic Asian motif with an integrated circuit, conveying a sense of connection, integration and the linking of cultures through technology.

Below: The presentation folder uses the logo as an Asian string-tie clasp to provide prospective clients in Asia with the experience of unwrapping a gift. Folder pockets evoke a Chinese moon gate and rivets of an Asian door; symbolic of iAsiaWorks providing a gateway into Asia for its customers.





iAsiaWorks is your premier hosting provider. Global data center technology. Multiple markets. Local expertise.

The only company with Internet data center capabilities in the U.S. and every major market in the Asia-Pacific region. Your one-stop-shop for uniform hosting and co-location, connectivity, and managed and professional services.

www.iasia.com

	AUSTRALIA	CHINA	HONG KONG
LAND MASS	7,617,950 sq km/2,941,329 sq miles	9,396,410 sq km/3,627,947 sq miles	1,104,540 sq km/422,603 sq miles
POPULATION	19.2 million	1.35 billion	7.1 million
CURRENCY	English	Mandarin (Simplified) and other languages	Cantonese and English
CLIMATE	Four seasons, with tropical rains and cyclones possible in summer (December-February) in the north. Moderate winters (June-August)	Hot and humid in summer in the south and central regions, rain and typhoons July to September. Extreme cold and snow in the north from December to March	Hot and humid in summer, September, October, and November. Cold in winter, December to February
TIME	Three time zones: Sydney, Melbourne and Brisbane are on Eastern Standard Time (GMT plus 10 hours)	GMT plus 8 hours	GMT plus 8 hours
CURRENCY	Australian dollar (AUD). In October 2000, one AUD was worth US\$0.62	The renminbi (RMB). In October 2000, one renminbi was worth US\$0.16	US dollar (USD)
TELEPHONE	Australia 61; Sydney 2, Melbourne 3, Brisbane 7	China 86; Beijing 10; Guangzhou 20; Shanghai 21	USA 1; Hong Kong 852
TRAVEL	No restrictions, but 10 percent may be left for superior service or at special moments, and all items may be rounded up	Not expected nor necessary	Not expected nor necessary
PROFESSIONAL	Arrival/departure times to go hotels, groceries, express companies, and all services are provided. Business colleagues typically see first names, but titles and surnames are common for formal introductions and in company reports	Introductions are important. If possible, have a mutual acquaintance introduce you	Introductions are important. If possible, have a mutual acquaintance introduce you
PROFESSIONAL	Many companies allow business-to-business sales. Subsequent calls on customers from your company	A nod of the head or a slight bow is considered polite for a first meeting. The handshake is generally for men who are friends	Both a handshake and a bow are acceptable. Offer and accept business cards. After a pause to study the card, the business associate will say "Thank you" in Mandarin or a local dialect



Using a format inspired by Asian folding screens, a pocket-sized tradeshow giveaway defines iAsiaWorks services on the front while providing useful travel tips and business protocol for each country of operations on the back.

A corporate party invitation functions as the admission ticket and drink coaster to use at the party. Letterpress printing on thick blotter paper creates the effect of a Chinese seal on parchment.

Product datasheets combine Asian and technology metaphors to create a unique visual language for the company.

Connectivity

Bandwidth on Demand, Speed and Reliability All the Time

iAsiaWorks, the premier Internet solutions provider, offers a wide range of connectivity services to meet the needs of your business. Whether you need a simple leased line connection or a tailored solution for specific business requirements, iAsiaWorks can deliver—with options to enhance your business operations and safeguard your mission-critical applications.

Co-Location and Web Hosting

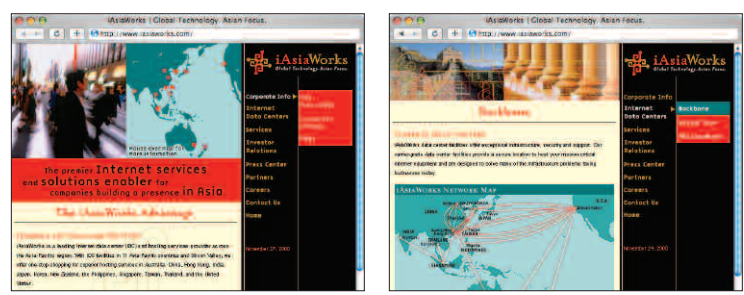
Expand your Internet business in Asia and North America from our world-class platform

Locate your business-critical Internet servers offshore to secure, hardened iAsiaWorks data centers for higher security, improved bandwidth management, and more reliable connections. iAsiaWorks' worldwide data centers in North America and across Asia provide a secure location to host your mission-critical Internet equipment and are designed to solve many of the infrastructure problems facing businesses today.

Professional Services

Customized Services and Turnkey Solutions

iAsiaWorks, the premier Internet solutions provider, takes the complexity out of doing business on the Net in different cultures, currencies, languages and time zones. Our powerful combination of technology, services, expertise and geographic reach makes it easy to do e-business in Asia and North America. With our one-stop-shopping for tailored services and turnkey solutions, we help you achieve your goals in new markets quickly and effectively.



The iAsiaWorks website utilizes a right-hand navigation as the majority of Asian cultures read left to right, top to bottom. The color palette of red, gold, black and jade green is widely embraced throughout Asia.

The "Backbone" section contrasts Eastern and Western metaphors for structure, security and support.



SOFTWARE STATION™

The logo's emanating waves symbolize the electronic transmission of software.

The venerable IBM asked Gee + Chung Design to brand its IBM Software Station Kiosk, a revolutionary new way to market software via kiosk. This "software vending machine," placed in national computer retail chains, utilizes satellite transmission technology to enable customers to demo, order and

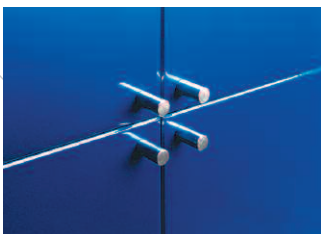
take delivery directly from the kiosk, eliminating costly packaging and allowing consumers access to the most up-to-date versions. Our branding successfully provided hardware-based IBM with a strong retail software presence while furthering its reputation as an industry innovator.



The rotating signage ring signals a revolutionary new way to purchase software.



The rear eggcrate structure provides ventilation, access and ease of maintenance.



The lockable doors provide access to the kiosk's CD burner and label printer.



Space station and satellite metaphors create a striking, sculptural in-store presence.





BRANDING AN INNOVATIVE NEW FOUNDATION

Give Something Back International is a non-profit foundation providing life-changing educational opportunities for children in need worldwide, founded on the belief that education early in life can make the greatest difference in the direction of a person's life.

Our versatile branding system has helped to establish the foundation as a vital, dynamic, progressive organization that is positively impacting the lives of several hundred young recipients, demonstrating that education can help to change the world.

Left: The logo creates a cycle of giving to promote global change and encourage international understanding. The primary color palette embraces diversity and the organization's multinational scope.

The program's symbols express the purpose of each stationery element. The letterhead depicts a perceptive young mind, the envelope evokes international correspondence and the mailing label suggests giving back. The business cards incorporate dimensional flaps to highlight contact information, revealing corporate information underneath.

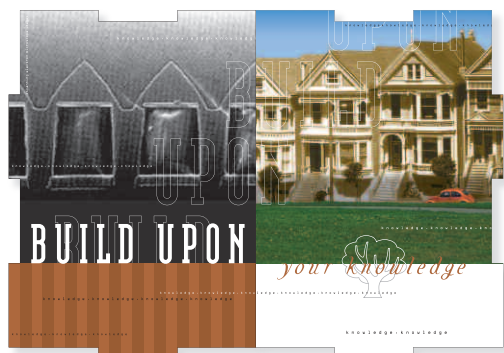
The website uses symbols from the logo as navigational icons and identifying graphics for individual pages.





Applied Materials, the world's leading manufacturer of semiconductor equipment, has called on Gee + Chung Design for the past seven years to brand their Technical Seminars at SEMICON/West, the industry's largest and most important conference. Attracting silicon wafer engineers

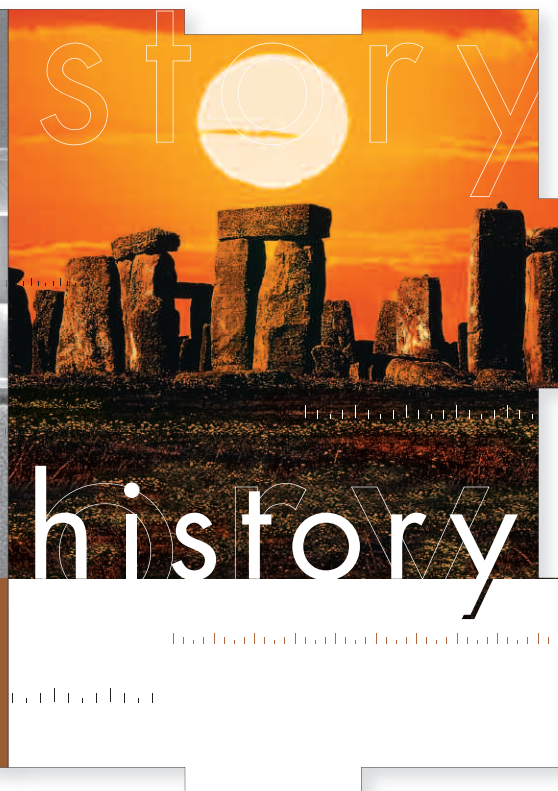
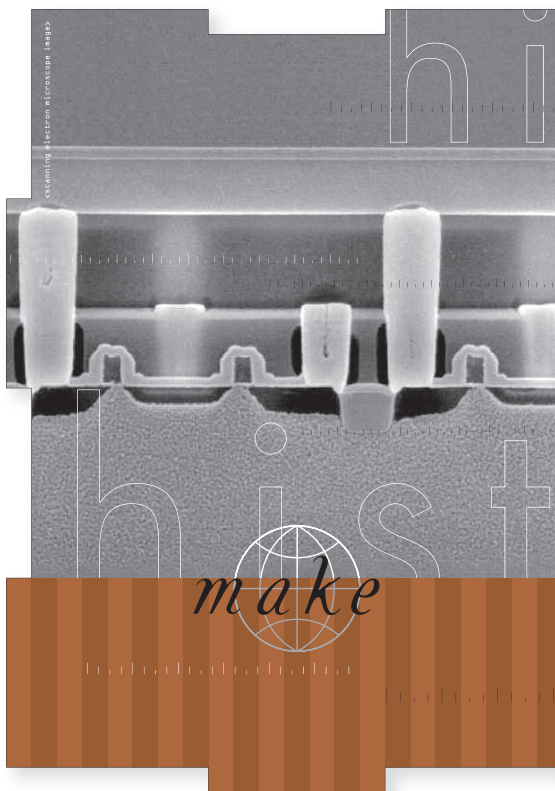
from around the world, the seminars reflect change and advancement in the industry each year while retaining the theme of Applied's leadership in innovation. Our kinetic branding of the company's invitations and tradeshow graphics has generated substantial increases in attendance every year.



The 1998 program forms wafer-shaped panels to symbolize layers of information etched onto wafers. The invitation series includes a seminar program, cocktail reception invite and two save-the-date postcards.



The 1999 program uses interconnected squares of microscopic wafer images as letterforms announcing "Technology '99." Unexpected juxtapositions of scientific images with real-life scenes convey seminar concepts in a memorable manner.



The 2001 program combines x-ray images of familiar objects with microscopic wafer images within a shape inspired by the company's wafer fabrication chambers.

(Opposite page)

Top: Our tradeshow graphics invite attendees to "imagine, discover and explore," connecting a child's youthful inspiration with science to the company's technology. Backlit screens transform images of children exploring science into state-of-the-art wafer fabrication equipment, flanked by 20' high rotating holographic wafers. Middle: Connecting the company's products to the "innovation" theme, motorized displays use symbolic wafers as flowers for technological growth, globes for worldwide expansion, gears for company productivity and discs for industry momentum. Bottom: Attendees enter the world of semiconductors through a giant 24' diameter wafer.





ART CENTER COLLEGE OF DESIGN
ALUMNI ASSOCIATION



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Virtual Vineyards



EXPONENT
CAPITAL, LLC



PARTECH
INTERNATIONAL



A school known for its orange dot forms a circle of individuals linked by a shared experience, connection and community.

An Internet commerce firm creates a continuous stream of financial information and services across the Web.

A network of Internet data centers throughout Europe evokes the connections of a circuit board and digital switch.

A production company uses an eclectic assemblage of letterforms to portray the firm's creative approach to client services.

A technology consulting firm's visual puzzle reflects a problem-solving approach to complex business integration solutions.

A venture capital firm named after the Spanish city Columbus set sail launches entrepreneurs to discover new technologies.

A Sun Microsystems fitness center dedicated to employee well-being is personified by "sun" rays around an energetic figure.

A venture capital firm creating global technology partnerships symbolizes trans-Atlantic investing and expansion.

A government agency setting the standard for clean air is represented by a progression of waving flags across the sky.

A San Diego-based non-profit promotes healthier communities through community outreach and progressive growth.

A hedge fund uses the variable "x" to identify the firm's strategy of exponential growth in both up and down markets.

A Walt Disney Company promotional identity conjures up the whimsical imagery of Disney's Magic Kingdom.

A San Francisco Art Commission public art program employs a gesturing figure to encourage enjoyment of the transit system.

A firm marketing wine over the Internet expresses the offering of wine online, accessible by the click of a mouse.

A network infrastructure firm incorporates a dynamic hub to suggest energy, structure and scientific collaboration.

A Symantec encryption program forms a familiar word game to represent the ability to encode and decode private messages.