dCTRL™
Interactive Media & Motion Graphics GmbH

A digital communications agency with a passion for design, creativity and good ideas.

www.dctrl.com
Introduction

dCTRL is a digital creative agency.

dCTRL was formed in August 2000, is privately held and has been profitable since its inception.

The founding partners had worked before as freelancers for several agencies where they developed their shared vision.

dCTRL is part of the XML network of digital agencies worldwide.

dCTRL combines experience in traditional marketing, art, architecture, interactive design and new media thinking.

dCTRL is focused on innovative, uncompromised solutions for global brands and help our clients exploit the opportunities offered by digital media.
About us

An agency with a clear vision.

dCTRL is a full-service interactive agency with a focus on outstanding brand identity creation in digital media.

Our name dCTRL (di:ken’troul) describe the ever-changing digital media in which we communicate, work and conduct.

Our small team of experts are brought together by one simple vision: identity through interaction. We believe that strong charismatic brands are developed through focused yet open dialogue between good companies and their audience.

After all, (inter)actions speak louder than words.
Approach

The principles which shape our work.

We believe that digital marketing is important.
We also think that our clients’ brands and objectives are important.
We combine effective strategic thinking and award-winning creativity.
Being part of the XML network allows us to offer truly integrated creative and media solutions.
We aim to build long term relationships with our clients and partners based on collaboration and trust.
Making our ideas happen and delivering them to the highest standard is a vital part of our service.
Our Vision

...and your future!

We live in an era of rapid technological change, yet the marketing and advertising industries have been slow to adapt.

dCTRL specializes in harnessing emerging technologies to create new modes of brand building and to deepen customer relationships, so we offer a unique creative product.

Always with our finger on the pulse, we are exploring new technology, new means of communicating, and new ways of expression.

We want to be at the forefront of creativity in this new arena, opening up new opportunities in digital media and pushing brands into new, exciting territory.
Small Teams with Impact

Less distortion, less middle – the client is closer.

We focus not only on communicating a message but on creating experiences that can make for stimulating and memorable environments demanding attention.

Everyone in the Team is vital to a project's success.

All positions are focused on our core-competences and cooperation and within a network of like-minded partners.

Our small size helps us to concentrate management and decision-making on project and client work, not on managing other people.
Core Competencies

Our competitive edge is founded on five core competencies:
Our work starts with the big picture.

We get to the heart of your customer’s experience with your brand: in the physical world and the interactive world. If these interactions are in harmony, your customer’s journey is seamless and satisfying.

The best way to help you succeed is to help your customers succeed. And we do our best thinking with your customers in mind. We walk in their shoes. Uncover their triggers and drivers. Understand their moments of truth.

We are enablers, helping you and your customers navigate an increasingly complex interactive world.

We are the full service interactive agency.
Business Fields

We offer our clients a full spectrum of services and consulting driven by creative solutions.

We do all this and more:

**Interactive**
- Internet, Intranet & Extranet
- Portals
- Rich Internet Applications
- E-Commerce
- Interactive Games
- Interactive Presentations
- Multimedia Programming
- Content Management System
- CRM
- Database Design

**Marketing**
- Digital Branding & Identity
- Digital Marketing Strategy
- Rich Online Advertising
- Email & Viral Marketing
- Banner Campaigns
- Wireless Marketing
- Consulting
- Search Engine Marketing
- Media Planning & Buying
- Micro- & Campaign Sites

**User Experience**
- Strategic Planning
- Customer Research

**Design**
- Creative Direction
- Art Direction
- Online Design
- Interactive Design
- Interface Design
- Handheld Design
- Information Architecture

**Broadcast/Motion:**
- Motion Graphics
- Flash Video and Editing
- Flash Animation
- Interactive TV

**Business intelligence**
- Convergent Media
- Site Maintenance & Management
- Usability Analysis & Tests
- Quality Assurance Testing
Capabilities

We develop unique solutions

We have extensive experience with (Enterprise) Rich Internet applications, Flash Enabled Application, Desktop Applications, Web Integration, Data Driven Websites.

Our core competencies include:

- xHTML
- CSS
- JavaScript
- PHP
- Flash, ActionScript 1.0 - 3.0
- Flash Remoting
- Flash Media Server
- FlashLite 2.0
- Apollo
- Flex
- MySQL
Device Channels

Delivering effective user experiences across browsers, operating systems, and devices.

We creates digital products, based on interactive media for:

- Internet, Intranet & Extranet
- TV & interactive TV
- Cinema
- Digital Displays
- Handheld & Mobile Phones
- DVD & CD-Rom
- Touch Screens & POS Kiosks Systems
- Desktop
We're particular about the quality of our work, so it follows that we're also very selective about our partnerships. We work with companies whose products or services help us meet our clients' needs. With these partnerships, we have the ability to extend and enhance our service delivery capabilities – to get our clients to market faster, cheaper and with less risk.

These are a few of our key alliance partners:

<table>
<thead>
<tr>
<th>Interactive</th>
<th>Sound</th>
<th>Mobile</th>
<th>Search</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdLink</td>
<td>Soundservice</td>
<td>Minick</td>
<td>Google</td>
<td>Adobe</td>
</tr>
<tr>
<td>Analytics</td>
<td>Translations</td>
<td>Research</td>
<td></td>
<td>Joomla!</td>
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<td>WebTrends</td>
<td>Syntax</td>
<td>Forrester Research</td>
<td>Nielsen Netratings</td>
<td></td>
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<tr>
<td>Hosting</td>
<td>Video</td>
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<tr>
<td>Hostpoint</td>
<td>Treibhaus</td>
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Clients

We look for clients who are passionate about what they do.

Clients who believe in the power of branding and are ready to take a calculated risk to achieve breakthrough results.

Clients who embrace change over incrementalism.

Clients who are ready to go beyond practiced processes to achieve new goals.

Clients who like healthy debate and are looking for a collaborative relationship.

Clients who believe that advertising can make a difference to their business over the long term.
Selected Clients

We have a dynamic stable of clients, allowing us to dedicate the right resources and the right amount of time to each of them.

<table>
<thead>
<tr>
<th>Category</th>
<th>Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Brainstore, Inform, OneEmotion, MetaDesign Suisse, WIRZ IR</td>
</tr>
<tr>
<td>Internet</td>
<td>Assai Interactive, Macromedia, Parx, Focustribe, WIRZ Interactive, Sunrise</td>
</tr>
<tr>
<td>Food</td>
<td>Betty Bossy, Emmi, Knorr, Ricola, Mars, M&amp;M's, Twix</td>
</tr>
<tr>
<td>Government</td>
<td>BuWaL, GLA Zurich, KoofU Zurich</td>
</tr>
<tr>
<td>Institutions</td>
<td>Equiterre, IPPIJobs, HSW Luzern, Die Post, Outcome, Zurich New Media</td>
</tr>
<tr>
<td>Financial</td>
<td>Credit Suisse, PayNet, Schw. Versicherungsverband, UBS</td>
</tr>
<tr>
<td>Architecture</td>
<td>PlanB</td>
</tr>
<tr>
<td>Culture</td>
<td>Kunsthaus Zürich, Rote Fabrik</td>
</tr>
<tr>
<td>Tourism</td>
<td>Hapimag</td>
</tr>
<tr>
<td>Fashion</td>
<td>Instant-Karma</td>
</tr>
<tr>
<td>Sport</td>
<td>Segelclub St. Moritz, St. Moritz Matchrace, Christian Scherrer</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Cablecom, Sony Playstation</td>
</tr>
<tr>
<td>Medical</td>
<td>Baumgartner &amp; Studer, MedSana, Trustmed, Clariant, Novartis</td>
</tr>
</tbody>
</table>
Events, Lectures & Awards

We show, we speak – and we win.

Events:

**Videofestival VideoEx**
2002, Zurich, Flash vj performance.

**High Heeling Party**
2002, Zurich, Flash vj performance.

Lectures:

**Kunst Hochschule Zürich**
2002, lecture at Interactive Design Unit.

**Hochschule für Wirtschaft Lucerne**
2004, co-adviser for diploma at Multimedia Unit, Institut für Wirtschaftskommunikation IWK.
2005 - 2007, guest-lecturer for Flash programming at Online-Communication Unit.

**Macromedia Schweiz**
2005, Kloten, lecture about Flash 8 at opening of the new Macromedia Academy School.

**Swiss Flash User Group**
2006, Zurich, lecture about Flash “external interface”.

Awards:

**American Design Award**
2004, silver award for the website of the fashionlabel "InstantKarma".

**Stiftung Jugend & Wirtschaft**
2001, gold award for the website/cd-rom "Schadenfreunde" of the SVV.

**The 200 best swiss websites**
2006, the website "InstantKarma" is nominated by the computer magazin “anthrazit” as one of the 10 best company websites 2006.
dCTRL at VideoEX Videofestival Zurich
Publications

Our production is regularly mentioned in prestigious international magazines and books:

**OnlinePC**  
Nr. 2/2006, Zürich, Switzerland

**MX Magazin**  
Nr. 8/2005, Frankfurt, Germany

**PAGE**  
Nr. 04/2005, Ausgabe 06/2006, Hamburg, Germany

**InfoWeek**  
Nr. 02/2005, Zürich, Switzerland

**Werbewoche**  
2000-2006, Zürich, Switzerland

**Persönlich**  
2000-2006, Zürich, Switzerland

**Anthrazit**  
Ausgabe 2/2006, xxx, Switzerland

**Inertia - Visual Culture**  
2001, Budapest, Hungary, ISBN 963 00 9451 7

**Webdesign Index 7**  
2007, The Pepin Press, Amsterdam, coming soon

**Webdesign Index 5**  

**Webdesign Index 3**  

**E-Project 01 - The most creative websites around the world**  
2002, HarperCollins Intern., Hong Kong, ISBN 0 06 008764 1
Swiss Flash User Group SFUG

Our role in the developer community.

Adobe (formerly Macromedia) has invested considerable effort into developing an energetic and enthusiastic Flash developer community, involved in creating and experimenting with the products. dCTRL sees itself as a dedicated member in this community, as this benefits not just us, but also our clients and other developers.

After request of several programmers and Macromedia we launched together with some other agencies 2005 the first swiss flash user group as a meeting place for exchange of know how, ideas and contacts.

Further information under:
www.sfug.ch
FLAshot™

Just another product by dCTRL.

Our company blog FLAshot™ is the window to the world - a means to engage in dialogue, share views, information, debate inspiring new ideas and comment on articles.

It is also a place to share research on the newest worldwide development of Adobe Flash.

A safe house for exploring the challenges new technologies bring.

Visit:
www.dctrl.com/flashot
www.dctrl.com/flashot
Showcase

The following projects illustrate the range of services we offer.
Ricola Flash Microsite & Game

**Client** Ricola, **Year** 2006, **Language** Ger, Eng, **Media** Flash, PHP, mySQL, **Agency** OneMotion AG, Zurich, **Design** OneMotion AG, Zurich, **Code** dCTRL
Rote Fabrik Relaunch Website

Client  Rote Fabrik,  Year  2006-07,  Language  Ger,  Media  HTML, PHP, mySQL,  Agency  dCTRL,  Design  dCTRL,  Code  dCTRL
Emmi eComposer Application

Client Emmi, Year 2006, Language Ger, Fra, Media Flash, XML, Agency Fritschy & Partner, Berne, Design dCTRL, Code dCTRL
Emmi eComposer Application
Emmi eComposer Application

Willkommen
Der EmmiCardComposer führt sie Schritt für Schritt zu Ihrer ganz persönlichen Dessertkarte. Sie können hierbei mit Ihrer früheren, einer anderen, bestehenden oder einer neuen Karte beginnen. Starten mit einer...

neuen Karte
bestehenden Karte
baumgartner+studerag Flash Website

Hapimag HotelTV

**Client** Hapimag, **Year** 2006, **Media** Flash, PHP, mySQL, Flash Mediaserver, **Agency** dCTRL, **Design** dCTRL, **Code** dCTRL
Hapimag HotelTV

Mietwagen AVIS Europa

MOBIL AUCH IM URLAUB
PROFITIEREN SIE VON UNSERER KOOPERATION MIT AVIS

Mietdauer: Ein Tag à 24 Stunden
Mindestalter: 21 Jahre
Preis/Tag: Kategorie A - 125.-
Kategorie B - 150.-

Reservation & Infos:
044-450.4545, Taste 2

Zurück

Automiete

1. KALENDER | 2. RESORT | 3. FERIENÖRT | 4. PARTNER | 5. HAPIMAG
Knorr Flash Videogame

Client Knorr, Year 2006, Language Ger, Media Flash, XML, Agency Assai, Zurich, Design Assai, Zurich, Code dCTRL
Client IBM Switzerland, Year 2006, Language Ger, Eng, Media Flash, FinalCut Pro, DVD Studio Pro, Agency dCTRL, Design dCTRL, Code dCTRL
IBM DVD
Post Flash Microsite

**Client** Die Post, **Year** 2005, **Language** Ger, Fra, Ita, **Media** Flash, Flash Mediaserver, **Agency** dCTRL, **Design** dCTRL, **Code** dCTRL
Company Profile Showcase

Post Flash Microsite
Post Flash Microsite
Sony Playstation Flash Banner

**Client** Sony Playstation, **Year** 2005, **Language** Ger, **Media** Flash, **Agency** vogtmvitvogt, Zurich, **Design** dCTRL, **Code** dCTRL
InstantKarma Fashion Corporate Com.

**Client** InstantKarma, **Year** 2005, **Media** Website, Posters, Flyers, Brochure, Videospots, Postcards, **Agency** dCTRL, **Design** dCTRL, **Code** dCTRL, **URL** www.instant-karma.ch
InstantKarma Fashion Corporate Com.
InstantKarma Fashion Corporate Com.
RedBull/LeMatin Website

Client LeMatin, Year 2002, Language Fra, Agency MetaDesign Suisse, Zurich, Design dCTRL
RedBull/LeMatin Website

For the seventh consecutive year, Verbier will host the world's most unique and most radical snowboarding contest. The Red Bull X-Treme North Face, a 45-55 degree slope with numerous cliffs, corners, and steep pitches is the perfect playground for extreme freeriders to rise the challenge of competing with each other.

Due to the extreme nature and difficulty of this event, only the very best riders are selected. They must be in top physical condition and have thorough mountain experience with proven track records of freeriding at the highest levels.

Sponsored by LeMatin
Sunrise Redesign Website

Client Sunrise, Year 2003, Language Ger, Agency MetaDesign Suisse, Zurich, Design dCTRL
Sunrise Redesign Website
Kunsthaus Zürich/RHS Website

**Client** Kunsthaus Zurich, **Year** 2003, **Language** Ger, Eng, **Media** HTML, CSS, JavaScript, **Agency** Inform, Zurich, **Design** Inform, Zurich, **Code** dCTRL
Glacier Express Redesign Website

Client Glacier Express Bahnen, Year 2003, Language Ger,
Agency MetaDesign Suisse, Zurich, Design dCTRL
Client fabreeq, Year 2003, Agency dCTRL, Design dCTRL
fabreeq Brand Identity
Clariant LifeScience Flash Presentation

Client ABB, Year 2003, Language Eng, Media Flash, Agency MetaDesign Suisse, Zurich, Design dCTRL, Code dCTRL
Nahreisen Flash eLearning Website

Client Garten- & Landwirtschaftsamt Zurich, Year 2000, Language Ger, Media Flash, Agency dCTRL, Design dCTRL, Code dCTRL
Nahreisen Flash eLearning Website
Mars Schweiz  Flash Website/Games

Client  Masterfoods Schweiz,  Year  2002,  Language  Ger, Eng, Fra,  Media  Flash,  
Agency  ZKG, Zurich,  Design  dCTRL,  Code  dCTRL
Appendix

What else...
Locations

3 countries, 6 offices, 50+ developers.

We works in partnership with the international new media agencies network XML, that provide sales and customer care services.
Our Offices

dCTRL - Headquarter Zurich
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dCTRL - N. America
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T. +1-310-857.6859, M. usa@dctrl.com
Contact

To find out how we can help you, please contact:

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Konradstrasse 17, 8005 Zurich, Switzerland
+41 (0)44 271 9828, info@dctrl.com, www.dctrl.com
Thank you,

To see the results that keep our clients happy (and coming back), or for further information on our services and company please visit:

www.dctrl.com