



dimension6
creative

[Building The Brand Experience]

COMPANY OVERVIEW

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A foundation of design excellence

Dimension 6 Creative was founded by Stephen Kramer. Principal and Creative Director, Stephen has worked in the creative services and new media industries for over 15 years. His print and interface design skills have been enlisted by top consumer and business brands like Abbott Labs, AMD, Sun Microsystems, TiVo, Universal Studios and Watson Pharmaceuticals. Stephen has launched several creative firms and has been contracted by other leading marketing and design agencies such as USWeb/CKS, marchFIRST and Design Reactor for work with their clients.

Powerful branding uses 6 dimensions

We believe good branding is the product of powerful concepts precisely targeted to your audience and executed with solid design. **Dimension 6 Creative** works closely with each client to create compelling traditional or new media brand experiences that employ more than just the standard dimensions of length, width and depth. We venture beyond, incorporating the additional dimensions of sound, time and interactivity.

Great work requires a good team

Experience has shown that the best marketing communication programs come from collaborative efforts where **Dimension 6 Creative** staffs your project with only the right people to work with your experts. This ensures agile, insightful and efficient project teams that bring creative concepts or complete projects to fruition quickly. This approach has the added benefit of higher than average customer service with project costs that are surprisingly affordable. We know our clients add us to their team time and again because of the power of our design and the ease in working together. We also take pride in our ability to stretch a marketing dollar farther than any of their other partners.

Call **Dimension 6 Creative** today, to see how we can help *build the brand experience* for you.

“I have worked with Stephen at Dimension 6 Creative for many years and his dedication and creative connection is unlike any other I have experienced. My projects have received numerous peer recognition and industry awards, and I attribute a large portion of that to the contributions made by Stephen and D6 Creative. When looking for a creative solution for any communication piece or collateral, there are no ifs, ands or buts about it, Stephen and D6 is my first resource to get the job done RIGHT!”

Shaun Augade
Senior Manager, New Media Marketing,
Watson Pharmaceuticals, Inc.

Services

Marketing Communication Tools

Corporate Identity
Product Identity
Print Collateral
Display Advertising
Direct Mailers
Media Kits
Tradeshaw Graphics
CD & DVD ROMs
Presentations

Other Services

Copywriting
Photography Art Direction

Web Development

User Interface Design
Information Architecture
Web Optimization
Site Design
Site Programming
Animation

Graphic Design and Illustration

Medical and Technical Illustration
Editorial and Book Layout
Iconography
Informational graphics
Packaging

Dimension 6 Creative, Inc.

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PORTFOLIO :: WEB

Client
Watson Pharmaceuticals

Project
Corporate Website

URL:
www.watsonpharm.com

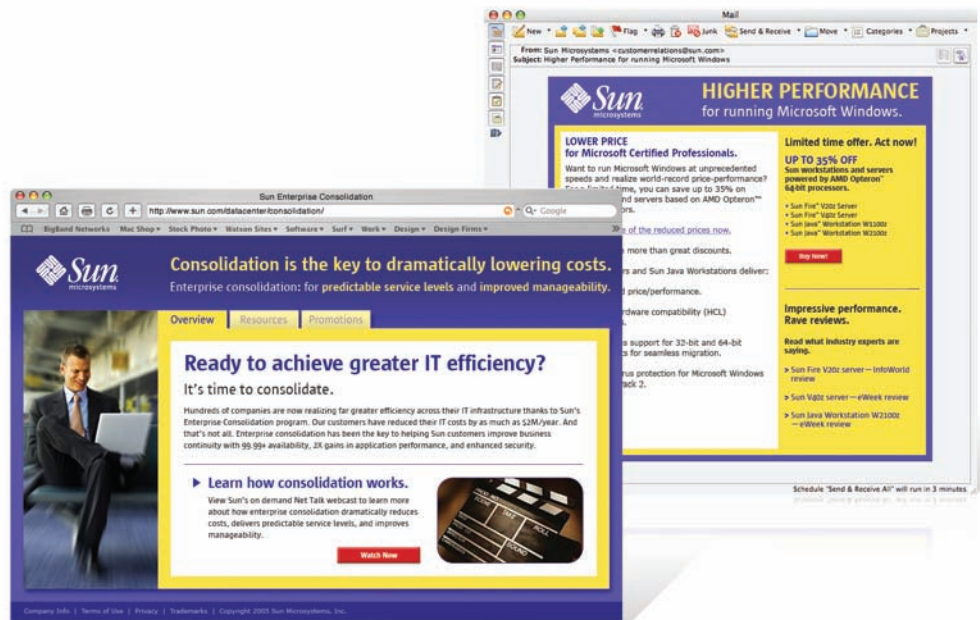
Result
Customer and internal feedback on the redesigned Watson Pharmaceuticals website resulted in Dimension 6 Creative being made the lead design team on all new media projects



Client
Design Reactor for Sun Microsystems

Project
Microsite and Web Based Email

Result
Struggling internal teams turned to Dimension 6 Creative to align promotional goals with design goals. Subsequently, Design Reactor and Dimension 6 won a contract for six more microsites from Sun



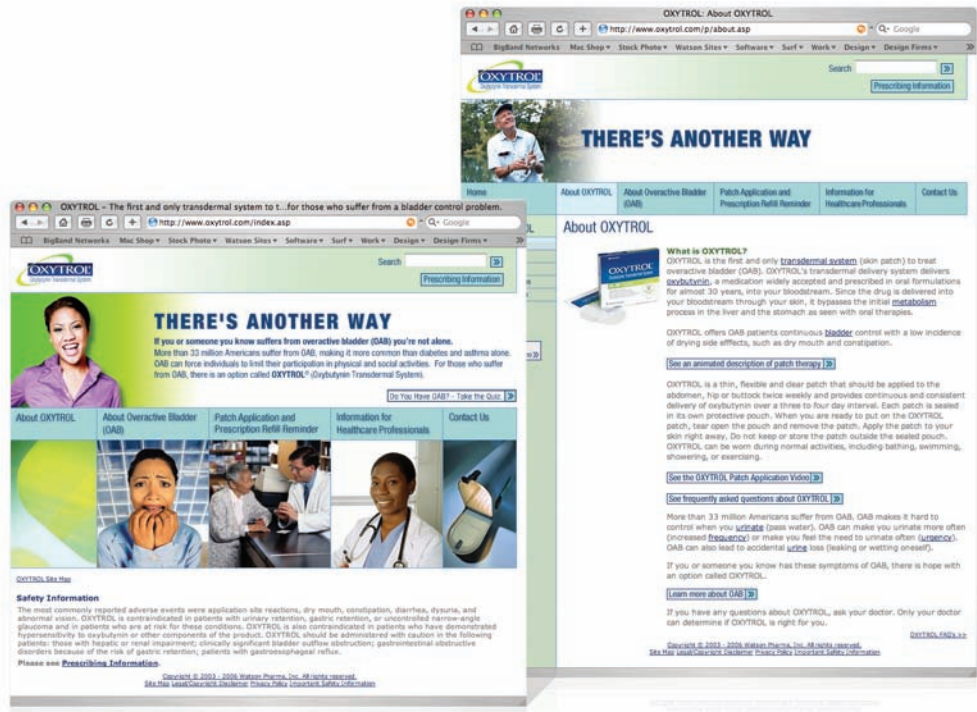
PORTFOLIO :: WEB

Client
Watson Pharmaceuticals

Project
Oxytrol Product Website

URL:
www.oxytrol.com

Result
Oxytrol.com - WINNER
2004 eHealthcare
Leadership Awards
Platinum (First Place)
Best Healthcare Content
Platinum (First Place)
Best Overall Site
Gold (Second place)
Best Site Design

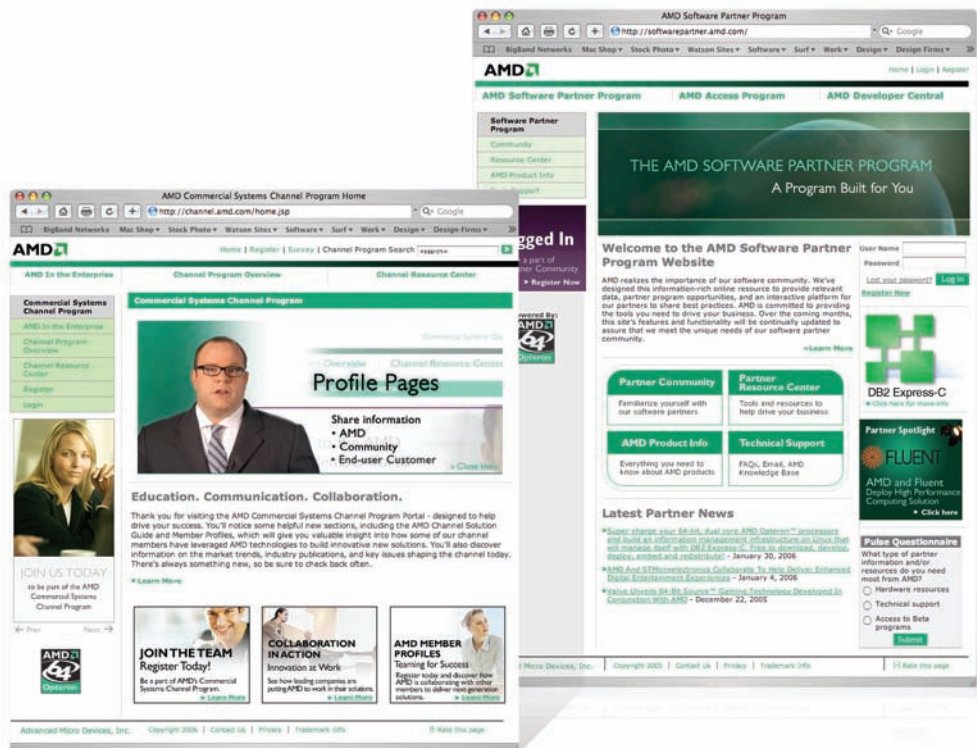


Client
Design Reactor for AMD

Project
Channel Partner and
Software Partner Websites

URLs:
channel.amd.com
softwarepartner.amd.com

Result
Launch of new portal gained
AMD improved standing with
software partners who are
sticklers for usability and
straightforward navigation





[Building The Brand Experience]

PORTFOLIO :: RICH MEDIA

Client
Design Reactor for
Universal Pictures

Project
Dress the Animals
Interactive Game for
Nanny McPhee Website

URL:
www.nannymcphee.com

Result
Solid understanding of the
target audience and the
brand aspirations of the
Nanny McPhee movie,
produced engaging
illustrations and interactive
play for increased buzz of
feature website



Client
Design Reactor for
Sun Microsystems

Project
Online Advertising

Result
Banner ads designed to tie
to look and feel of landing
pages became integral to
driving traffic to six separate
Sun microsites





[Building The Brand Experience]

PORTFOLIO :: RICH MEDIA

Client
Abbott Vascular

Project
Email Promotional Campaign

Result
Animation project for Abbott Vascular simplified explanations, leading to greater understanding by physicians and higher sales



Client
Watson Pharmaceuticals

Project
Interactive Screensaver Application and Packaging

Result
A new approach through non-traditional channels led to greater exposure and higher brand recognition, a mailer with screensaver was distributed and set up in Doctor's offices





[Building The Brand Experience]

PORTFOLIO :: PRINT

Client
Thales Navigation

Project
Magellan RoadMate
Media kit

Result
This very successful media kit helped Thales Navigation launch the Magellan RoadMate Auto GPS device. The product remains a profitable offering



Client
Vivant Medical

Project
Data Sheet, Mailer and Booth Graphics

Results
Shortly after this campaign was launched, Vivant Medical was acquired in a very profitable deal with Boston Scientific

VivaWave™ Microwave Ablation System

VivaTip™ Multiple Applicators

VivaRing™ TriO

VivaRing™ Atom

VivaTip™

Clinically Proven Benefits

- Use Multiple Applicators Simultaneously
- Simplify – No ablation grounding pads
- Expand Potential Cases - due to large induced thermal zone (eg, limited heat sink effect)
- Schedule More – Consistent, Predictable Procedure Times

VivaWave™ Microwave Ablation System

VivaTip™
The VivaTip™ Microwave Ablation Applicator is a versatile, easy-to-use device with a saline cooled shaft, designed for percutaneous and laparoscopic use. No ablation grounding pads are required. Multiple applicators can be activated simultaneously to create a large ablation or to ablate multiple lesions. The straight needle applicator has no moving parts and is easily imaged on ultrasound or CT. VivaTip™ is available in 3.7 cm and 1.6 cm active tips, and 12 cm, 17 cm, and 22 cm shaft lengths.

VivaTip™ Surgical
The VivaTip™ Surgical Microwave Ablation Applicator is designed for maximum simplicity in surgical procedures. No ablation grounding pads are required, and no saline tubing is needed. Set the wattage and time, and ablate. It is available with a 3.7 cm active tip and 17 cm shaft length.

VivaRing™ ATOM
The VivaRing™ Microwave Ablation Applicator is uniquely designed for surgical procedures to surround a lesion by encircling it and to ablate from the "outside-in." No ablation grounding pads are required. This approach provides ultimate control of ablation volume without penetrating a lesion, while defining the ablation margin. The applicators are available in 3 cm and 4 cm ring diameter sizes.

VivaRing™ TriO
The VivaRing™ TriO provides the unique benefits of the ATOM in percutaneous or laparoscopic procedures and includes saline cooling of the shaft. The unique design allows a clinician to ablate, rotate or reposition the shaft, and re-ablate through one needle track. The VivaRing™ is available in a 2.5 cm diameter with 12 cm, 17 cm, and 22 cm shaft lengths.

VivaTherm™
The VivaWave™ microwave ablation system provides temperature monitoring through 22 gauge temperature probes that can be placed selectively to protect vital structures or confirm tissue temperature. One or more temperature probes can be used at the same time.

VivaWave and VivaTherm are trademarks of Vivant Medical, Inc. The VivaWave Microwave Ablation System is intended for coagulation of soft tissue.

Vivant Medical, Inc. Phone 650-694-2000
1918 A Old Woodford Way Fax 650-295-1543
Menlo Park, CA 94025 www.vivantmedical.com



[Building The Brand Experience]

PORTFOLIO :: PRINT

Client
Novare Surgical Systems

Project
Direct Mail

Result
A direct mail piece utilizing a two-fold marketing approach: give the medical sales professional clear marketing and ordering information for the product, and a built-in pocket for placement of samples



Client
Starion Instruments

Project
Product Brochure

Result
Brochure helped first stage medical startup make the move to established player in the medical device market





[Building The Brand Experience]

PORTFOLIO :: IDENTITY

Client
Forell Enterprises

Project
Product Logo



Client
Strategic Execution

Project
Corporate Identity



Client
L A Polymer Consulting

Project
Corporate Identity



Client
Petz Enterprises

Project
Product Logo





[Building The Brand Experience]

PORTFOLIO :: IDENTITY

Client
GSI, Inc.

Project
Product Logo



Client
Autogenics, Inc.

Project
Corporate Identity



Client
Silicon Valley Banc

Project
Product Logo



Client
Certive Corporation

Project
System icons





[Building The Brand Experience]

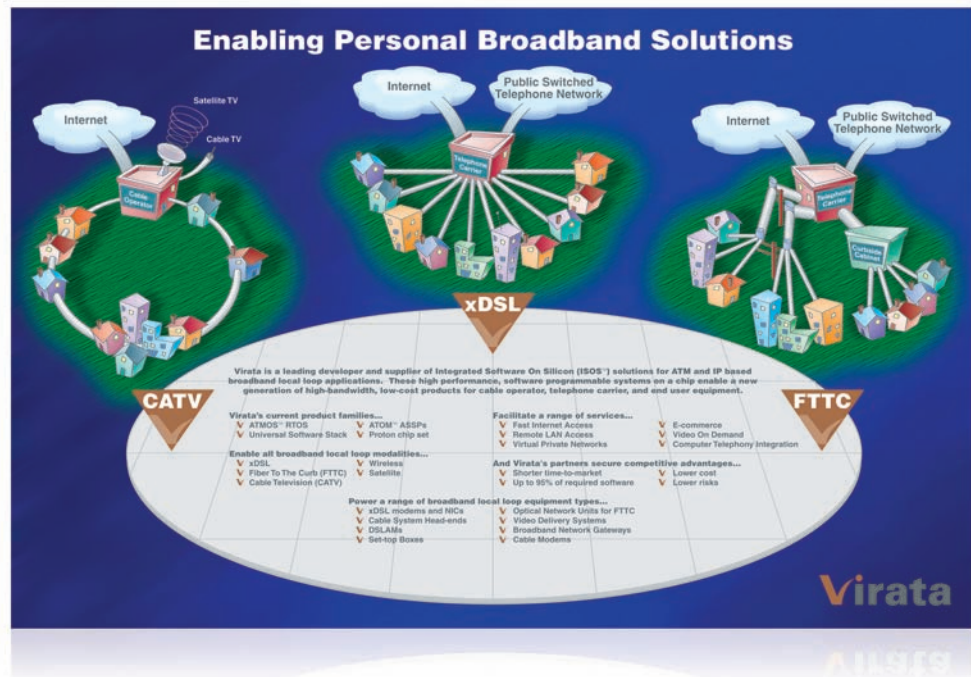
PORTFOLIO :: ILLUSTRATION

Client
Virata Corporation

Project
Illustration and layout for a Corporate PPO Document

Result
This PPO enabled Virata to raise the capital needed to take the company public

This PPO was a winner in the Red Herring Awards



Client
Hewlett Packard

Project
Conceptual Illustration for HP/UX User magazine

Results
Published
"Cyber Design: Computer Manipulated Illustration"
Rockport Publishers, 1996

"Painting With Computers"
Mario Henri Chakkour
Rockport Publishers, 1996

Exhibited
Fractal Design
Traveling Art Gallery

MACWORLD
San Francisco 1995

SEYBOLD
San Francisco 1994

SIGGRAPH
Orlando 1994



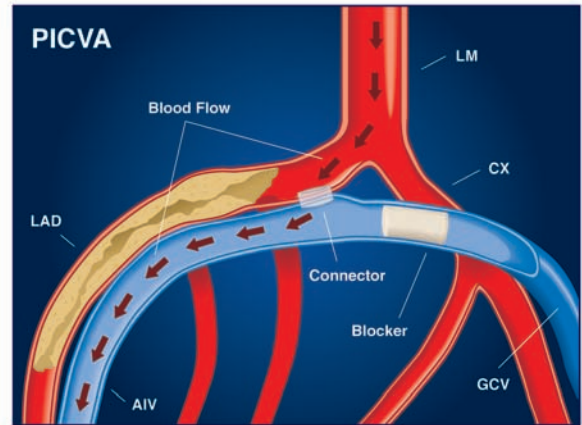
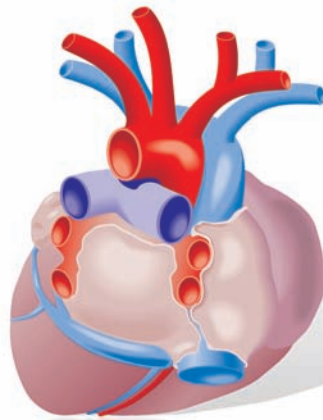


[Building The Brand Experience]

PORTFOLIO :: ILLUSTRATION

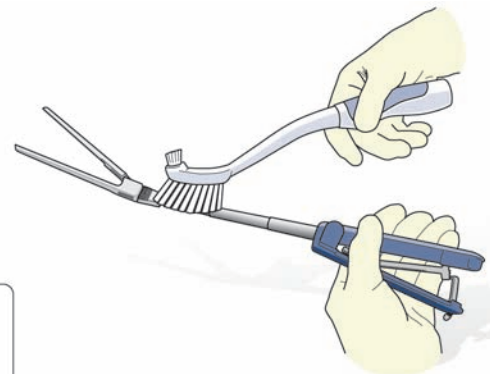
Client
Transvascular

Project
Medical Illustration



Client
**Novare Surgical Systems
and Sleep Solutions, Inc.**

Project
Medical Illustration





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D6 CREATIVE CLIENTS

Medical:

Watson Pharmaceuticals, Inc.
Medtronic, Inc.
Abbott Vascular
US Surgical
Boston Scientific
Novare Surgical Systems Inc.
Stanford School of Medicine
BioLucent, Inc.
Medtronic Inc.
Thomas Fogarty M.D.
CardioVascular Concepts Inc.
CardioThoracic Systems,
Kyphon Medical

Revivant Corporation
GSI, Inc.
Vivant Medical
AccessClosure, Inc.
VNUS Medical
Transvascular, Inc.
Autogenics, Inc.
Starion Instruments
ReVitalon
Vasomatrix
R&D Labs
ikidney.com

Technology:

Sun Microsystems
Cisco Systems
AMD
Apple Computer
Hewlett Packard
Thales Navigation
Netscape Communications
RSA
Acer Computer, Inc.

NetIdentity
Virata Corporation
DataLink.net
Claris Corporation
Certive Corporation
Broaderbund Software
SurfSoft

Miscellaneous:

Universal Studios
Silicon Valley Banc
Forell Enterprises, Inc.
RBL, Inc.

Wolftone Music
Manresa Music
Karakoram Bottling
L A Polymer Consulting

Creative:

Design Reactor
US Web/CKS

Robb Steck Design

What our clients have to say about us

“Dimension Six Creative is my "go to" agency of choice. With a short consultation, they consistently deliver high impact design and illustration that always exceeds our expectations.”

June Carnegie
*Senior Product Manager,
Novare Surgical Systems, Inc.*

“Stephen at D 6 Creative has a wonderful ability to think outside the box, yet still include a sense of usability. I have worked with him on several projects and found him to be prompt, easy to work with, and creative.”

David Leder
*Producer
Design Reactor, Inc.*

“When you are involved in a start-up company, cost, timeliness, efficiency and creativity is extremely important. Stephen Kramer took our ideas and concepts and translated them into the image we wanted presented. He created our website and collateral on a small company budget while achieving the look of a much larger organization. He has great ideas and is a delight to work with!”

Alice Jack
*Vice President, Marketing and Sales,
Vivant Medical, Inc.*