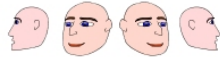


coming or going



EGC

efficient graphical communication

Version: 1.0, 02/01/2007



EGC

EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT GRAPHICAL COMMUNICATION...

Buyers

- * **manager** (general, product, marketing, HR)
- * **decision maker**
- * **Consultants**

Feature

- * **graphic formats**
- * **range of application**
- * **popular software**
- * **stylistic devices**

Problem

- * **Reason:** if you do not know whether you are coming or going

Solution

- * **conceptual design**
- * **creation**
- * **presentation**
- * **animation**
- * **versioning**
- * **understanding**
- * **interaction**

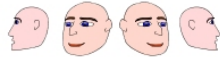
Basis

- * **EGC** graphical Communication, Memetics

Method

- * **business graphics**
- * **technical drawings**
- * **symbols**
- * **logic**
- * **diagrams**
- * **flows**
- * **networks**
- * **interactive graphics**
- * **photos**
- * **graphics from data**

coming or going



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Product specifications

- * 5 units at 2 hours
- * from 5 attendees
- * max 10 attendees

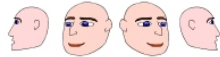
Price

- * 130,- ... 250,- EUR per attendee
- * exclusive VAT
- * inclusive documentation
- * exclusive premises (in house)

"A picture tells you more than 1000 words". This wisdom become more and more important in a time of exploding information overflow. Who is free to read pages of amplified reports or listen to unctious rhetorically heady speeches? Pictures are mostly more informative concise and very eary to remember. At least the good ones. Finally our sense is working 90% via our eyes. And our information processing is based on pictures.

All of us make a picture at first about a certain situation. And then we comapre this picture with stored patterns. Only after that we make our decisions or we can remember something. When we approach a task intuitively we make a picture at first as well. Analogies and comparisons with other pictures or imagination imaginations help a lot. And if we communicate with others we will have most success if we are able to create a common picture. Just think about triumphal processions of desing marks and logos.

coming or going



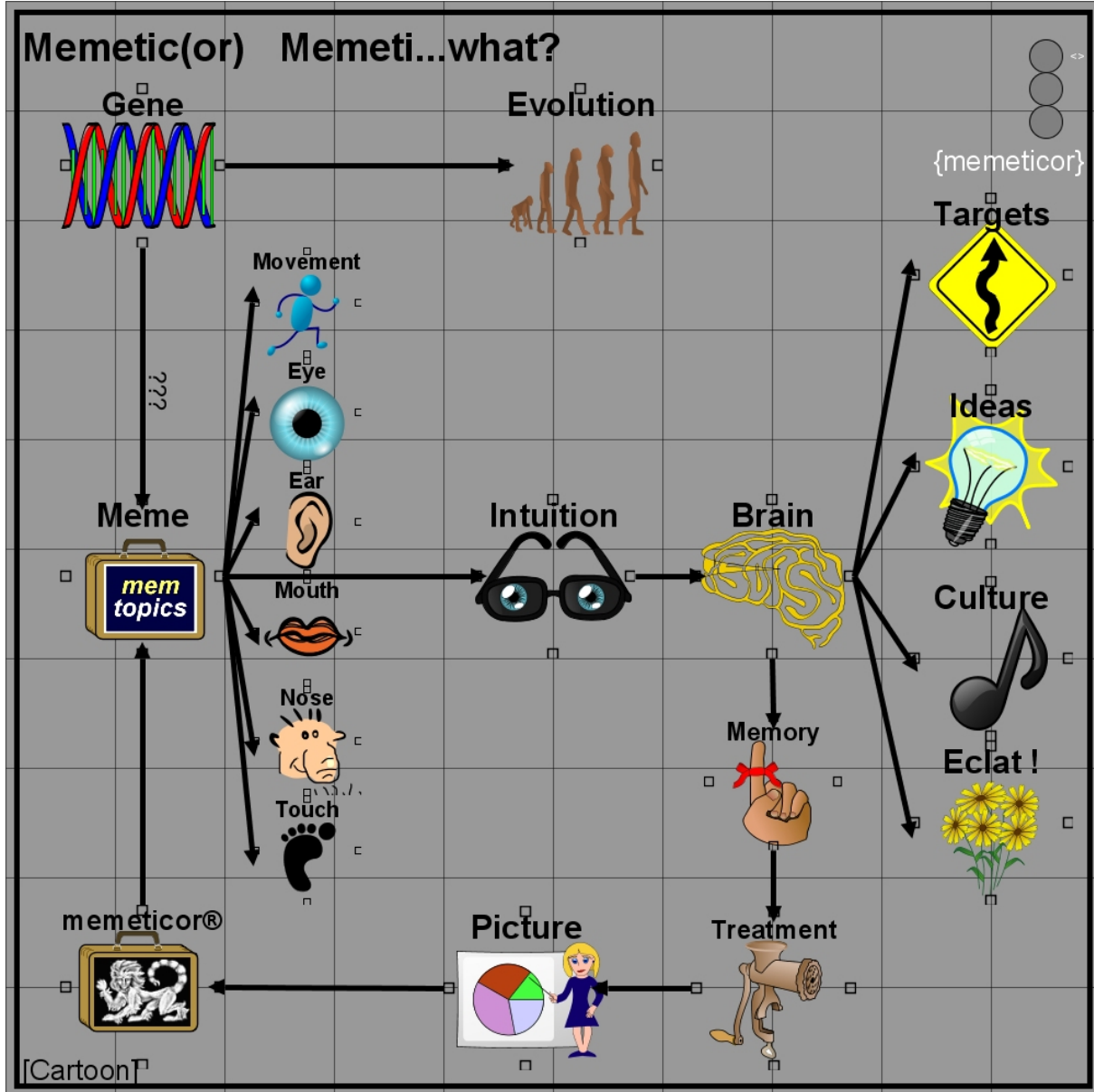
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Memetic(or)...Memeti...what?