

Summary

The San Jose office is the headquarters of Roam Data, and location for the Wireless User Group. The Wireless User Group is relatively new to the market, and is in need of developing a sense of confidence with their potential customers.

Introductions and an overview of Roam Data is typically given by the VP or Director of Education. Sometimes, the right officials are not available to give the presentation. Roam Data would like to create a 2:00 video in place of the presentation.

Use

The video will be played in the lounge area of the San Jose office.

Audience

Invited Wireless User Group VIP's and their reps.

Goal

The goal is to get the VIP's excited to work with the company by creating a sense of confidence about the Wireless business unit. This will be done by aligning them to the solid reputation of the Roam Data, while highlighting the culture and existing customers and specific to the Wireless User Group.

Message

The message will touch on the overall history of Roam Data, then move forward to emphasize the growth and success of the Wireless User Group.

Key points include;

1. Rich history of Roam
2. Culture of Roam Data
3. Data to support growth
4. Success of Wireless division - as seen by current customers list

Concept 1 – “building the logo”

The video is comprised of 7 message components.
It can be laid out in 3 sections.

- 1 – Roam Data history
- 2 – regions (international)
- 3 – Roam’s growth over time
- 4 – Wireless 3 new offerings (3 products - TBD.)
- 5 – Growth of the Wireless division
- 6 – Notable Customers
- 7 – Premium clients

Section 1 – Brief, Less emphasis, a sort of set-up.

The piece would begin with a graphic form that loosely suggest Roam’s early history in a traditional linear timeline form, Early products, etc. this section serves as an intro to the video and moves at a moderate pace.

Then we explode into a graphical sequence which shows all international locations, pace quickens. Next we create scenes which highlight info and data detailing Roam’s growth over its history.

Section 2 – Most emphasis here. shift to high energy and high focus.

Introduction of Wireless and it’s products

Section 3 - slightly less emphasis or focus, but building in pace and energy.

- Growth of Wireless
- Highlight notable Customers and networks Roam Data works with.
- The final sequence is an energetic flurry of customers Roam Data works with.

As the video concludes in an energetic crescendo.

The 3 sections listed above are used to create (morph into) the 3 parts of the Roam Data Mark.
Actual Effect TBD.

The mission statement is added as the lock-up resolves.