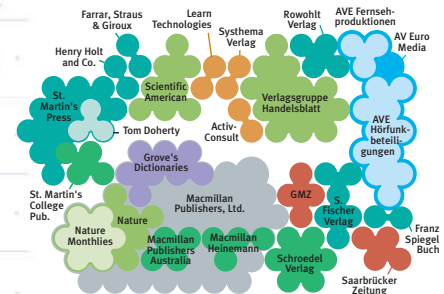


Creating a Shared Vision

As it prepared to review its global Internet strategy, the Georg von Holtzbrinck Publishing Group asked Dynamic Diagrams to analyze the scope of its entire Web presence. The wall-sized map we created shows the organizational, language, product, and geographical groupings of all of Holtzbrinck's domains. Close up, the map provides key details about each Web site.

Large-scale visualizations present the dramatic sweep of an endeavor in one view. This helps leaders and stakeholders distinguish overall patterns and trends without losing sight of how individual pieces fit into the whole.



Visual Explanation Reveals Meaning

Innovative ideas, inspired strategies, and successful plans often come about when information is viewed a new way. With visual explanation, Dynamic Diagrams literally provides that new view—whether the data concern a new product, a business strategy, a scientific process, or the contents of an online library.

By eliminating confusion, improving communication and inspiring "buy-in," visual explanation helps organizations move forward at every level:

For decision makers, visual explanation reveals large structures and strategies in one view, leading to consensus and more decisive action.

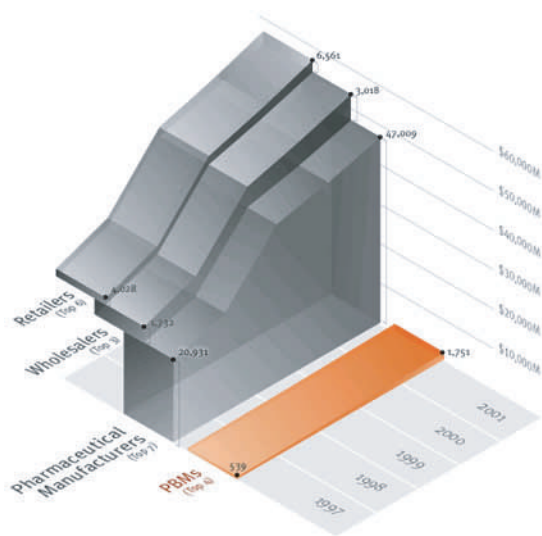
For sales, marketing, and public relations managers, visual explanation illuminates how complex services or products work and helps potential customers comprehend their real benefits.

For technology project leaders, visual explanation presents project plans in a format that all personnel can understand and follow.

For analysts, visual explanation reveals unexpected problems or opportunities, prompting quick responses to changing situations.

For entrepreneurs, visual explanation creates a vision of a concept or plan. This leads to greater visibility, more interest, and more funding.

With visual explanation, Dynamic Diagrams translates complex data and ideas into stories that are clear, precise, and compelling

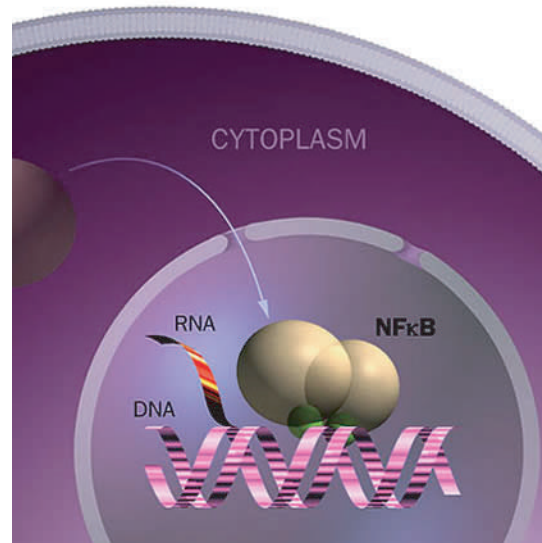


Illuminating Business Processes

As a pharmaceutical benefit management company, Express Scripts, Inc. operates in a complex field in which managed care plans, human resource management, government regulation, and medical research all overlap.

For a set of white papers that detailed the processes and benefits of their services, Express Scripts asked us to create a corresponding set of visual explanations.

Working closely with Express Scripts' business, marketing, and research staff, we developed a visualization for each paper that linked written descriptions with supporting data. More than illustrations, each visual explanation stands on its own as a concise presentation of a key issue and message.

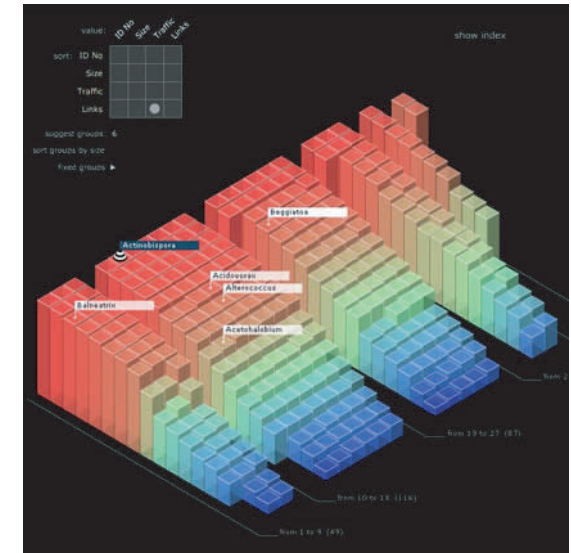


Visualizing Transplant Research

Because of their specialized focus, medical, and biotech organizations often find it difficult to explain their work.

Researchers working for the pharmaceutical firm Novartis asked us to create a series of slides that illustrated the reactions that follow the introduction of animal tissue into the human body. Our representations ranged from the surgical to the molecular level, showing different types of transplant rejection and cellular responses.

By translating biological agents into coherent visual symbols, our depiction made the transplant concepts accessible to non-technical people—such as those who might fund or benefit from such work—without obscuring the complex details of interest to specialists.



Mapping Data Dynamically

Beginning with an application to map Web traffic statistics against business data, we have developed interactive tools for visualizing statistical information that can be customized for almost any body of data.

Utilizing sophisticated rules for grouping, sorting and layering multiple variables, our applications reveal patterns and anomalies in large data sets that are impossible to see in the aggregate.

Because these applications are based on common text files, they can be updated any time a data set changes. For market research or strategic planning, interactive visual explanations provide a unique analysis tool.

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Our visual explanation clients have included:

Accenture	MIT Press
CIO Magazine	Netscape Communications Corporation
Express Scripts, Inc.	SAP
IBM	Textron

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