

## **BRANDING PROFILE:**

### CRAIC TECHNOLOGIES, INC.

CRAIC Technologies, Inc. is a designer and manufacturer of UV-visible-NIR microscopes, Raman microspectrometers and UV-visible-NIR microspectrophotometers used for non-destructive spectral analysis and imaging of microscopic sampling areas. These instruments are used for materials science research, biological research, pharmaceuticals, forensic evidence analysis, quality control of optics, flat panel displays and semiconductors, geology, and chemistry.

CRAIC's headquarters are located in San Dimas, California, United States.

In 2003, I was brought on-board to aid Craic in establishing a new "look and feel" to their marketing materials. Over the years, my strategic creative and marketing relationship with Craic has helped forge solid brand positioning and a greater global marketplace awareness in the industries supported by their technologies.

*If you wish to view hi-resolution digital or physical samples of these materials,  
please feel free visit my website or contact me with your request.*


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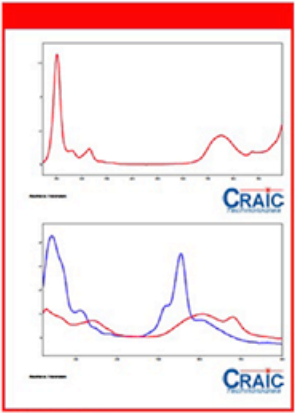
This is a sample of Craic's branding and marketing prior to my involvement with the company. With their narrow target markets and highly technical audience and customer base, not much emphasis was placed on the quality of their market communications efforts. Craic's innovative products were poised to change the microscopy landscape, yet the company failed to recognize the value of innovative visual communications to go along with their advanced products.

## QDi 1000™ Microspectrometer

*The scientist's answer to UV-visible-NIR  
microspectrophotometry*



- Designed for scientists by scientists
- Ultraviolet, Visible, and Near Infrared spectra
- Transmission, reflectance, polarization and fluorescence spectra
- Includes high definition digital imaging



- UV-Visible-NIR spectra in one scan
- Easy-to-use Windows 2000 software
- Only microspectrometer with a cooled scientific grade array detector
- Cooled CCD detector for long term stability
- Permanent Wavelength Calibration

**CRAIC**  
Technologies

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## QDi 1000™ Microspectrometer Specifications

- Spectral Range: From 200 to 850 nm
  - ✓ With NIR options: From 200 to 2100 nm
- Sampling Area: 2 to 50 microns
- Detector Specifications:
  - ✓ Super sensitive scientific grade array detector
  - ✓ UV enhanced
  - ✓ 2 counts RMS Dark Noise
  - ✓ Signal to Noise Ratio: 2000 to 1 minimum
  - ✓ TE cooled for long-term stability and very low noise
  - ✓ Sampling time as short as 1 millisecond
- Easy to use Windows 2000 software

**CRAIC**  
Technologies

*The answer to light*

CRAIC Technologies  
2400 N. Lincoln Ave.  
Altadena, CA 91001  
United States

T: 1-626-296-6422  
F: 1-626-296-6324  
Web: [www.microspectra.com](http://www.microspectra.com)  
E-mail: [sales@microspectra.com](mailto:sales@microspectra.com)  
Specifications subject to change without notice.

- Digital image capture:
  - ✓ Standard
  - ✓ 1.3 megapixels
  - ✓ Color images
- Fluorescence with 254, 365, 405, 436, 546 nm excitation
- Laser illumination attachment
- Polarization spectroscopy
- Color software
- Statistical and database software

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The first priority was to establish a new identity that better reflected the innovative, cutting-edge technology that only Craic produced. This would lay the groundwork to establishing a “new voice” in the industry and increase exposure for Craic in their select target markets.



CRAIC STATIONARY / IDENTITY - 2003

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Out of the new identity evolved the brand initiative of “going bold” with new and innovative product designs.

To better compete in key markets, we built a comprehensive product family brochure which elevated Craic's brand profile in several key markets and gave them the vehicle to communicate their position as industry leaders.





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Inspired by the attention garnered within the industry and markets to their brand push and their new iconic “hexagonal” imaging head, Craic initiated a patent design claim and an overhaul of their product line-up to capitalize on this unique design which was replicated across their entire family of microscopy products.



CRAIC MICROSCOPY "HEXAGONAL" IMAGING HEAD PRODUCTS - 2004 thru 2010

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In 2004-05, Lamoraga worked tirelessly with Craic on design and development of their new corporate website applying the new identity and evolving branding look & feel guidelines. This site serves not only as a marketing and promotion vehicle but as a subscriber-based customer service portal for hardware and software clientele.



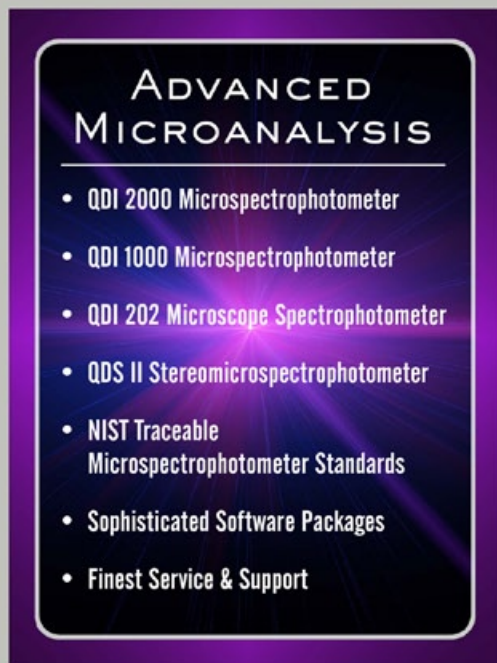
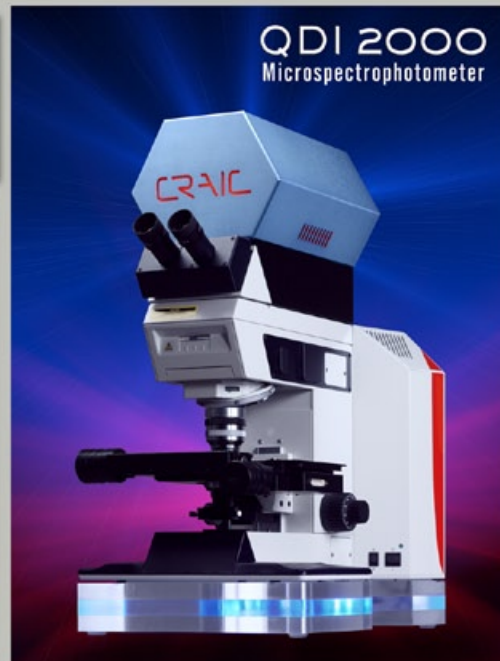
CRAIC WEBSITE (Launch & Current) - 2005 thru 2012



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Due to the diversity, scope and complexities of Craic's target markets, global marketing has always required tradeshow outreach and communications. Since 2003, I have been working with Craic, every year, in evolving that conversation with target audiences. Tailoring it's messaging and brand positioning to match the distinct market needs.





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Over time, as marketplace brand and product exposure reached optimal levels, tradeshow content was tailored to meet the specific demands of Craic's target markets. Craic's tradeshow footprint has remained small, but we've found many innovative ways to allow Craic to explore messaging as dynamic, large format graphics, while containing costs.

### ADVANCED MICROANALYSIS

- UV-visible-NIR microspectrophotometry
- High speed, high sensitivity detectors
- Measure absorbance, transmittance, reflectance, polarization or fluorescence from samples as small as 1 micron
- TE cooling for high stability
- Image quality optics
- True digital imaging
- Sophisticated Software packages
- Superior signal-to-noise ratio

**QDI 2010**  
Microspectrophotometer



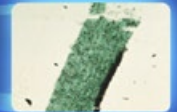
QUESTIONED DOCUMENTS



FORENSICS



DNA ANALYSIS



TRACE EVIDENCE



### FORENSIC MICROSPECTRA™ & IMAGING

- UV-visible-NIR Absorbance
- UV-visible-NIR Reflectance
- UV-visible-NIR Fluorescence
- UV-visible-NIR Polarization
- UV-visible-NIR Standards Traceable to NIST
- Refractive Index of Glass
- Raman Microspectroscopy



GSA Contract Holder  
Contract No. 156-DPA-02-0015



TRACE EVIDENCE



DRUG EVIDENCE



EXPLOSIVES



GLASS



### MICRON SCALE COLOR & RELATIVE INTENSITY METROLOGY

- Down to sub-micron sampling area  
*Perfect for microdisplays*
- Colorimetry & Relative Light Intensities
- Thin Film Thickness Measurements
- Contamination & High Resolution Imaging
- Mapping pixels, pixel to pixel comparison, mura analysis



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Craic continues to evolve its marketing communications at tradeshows and through display graphics and presentations by mixing its messaging focus between products and industry application. This provides Craic with the means to keep its brand presence and dialog with customers, fresh.

### UV-Visible-NIR Microscopy and Microspectroscopy


**UV-Visible-NIR Microscopy**

- High-Resolution Microscopy
- NIR Microscopy
- Thin Film Thickness Measurement
- Microfluidic, Photovoltaic, Material Science, Nuclear Materials, Biology, Pharmaceuticals, and Nano Materials


**QDI 2020**  
Microspectrophotometer




**Contamination Analysis**




**Biotechnology and Nano Technology**



**Biology and Medicine**




## FLEX™




**Cost Effective  
UV-vis-NIR  
Microspectroscopy**

## 20/20PV™



**UV-vis-NIR  
& Raman  
Microspectroscopy**

## Elixir™



**Glass RI  
Microspectroscopy  
Raman & more**

CRAIC TRADESHOW BOOTH GRAPHICS - 2009 through 2011



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As Craic's brand objectives have been met over the years, the focus now is to maintain and continue to build upon the brand relationship with their customers, particularly since their GSA certification a few years ago. It has been an honor to be part and partner of that brand stewardship on behalf of Craic Technologies.



CRAIC BROCHURE, PUBLISHED ADS, PRODUCT SHEETS - 2006 through 2011