

## **BRANDING PROFILE:**

### PIONEER DIGITAL TECHNOLOGIES, INC.

In the late 1990's, Pioneer Digital Technologies (PDT) was a subsidiary of the popular consumer electronics brand, Pioneer Electronics (USA). Pioneer Digital Technologies, Inc. was a leading provider of analog and digital cable set-tops and interactive program guides (IPG) to the cable television industry. Millions of copies of its Passport navigation and application suite were deployed nationwide as the boom in personal digital video recording (DVR) demanded both software and hardware that was user-friendly and provided the tools to meet consumer appetites for diverse content and applications.

I served as the lead advertising and marketing creative (ACD) at ADK America for three divisions of Pioneer Electronics (*Pioneer Digital, Pioneer Industrial Displays and Pioneer Data Storage Solutions*). Having achieved some branding success with the cable division, prior to its spin-off as a stand-alone company, I was well positioned to aid the new Pioneer Digital Technologies in forging a new brand presence in the industry.

## BRANDING PROFILE:

# PIONEER DIGITAL TECHNOLOGIES, INC.

While Pioneer had been there since the beginning of the analog cable industry back in the 1970's, they had done little to elevate the brand profile since this was primarily a B2B industry. A little vision, a new marketing director and some creative muscle helped to launch a new Pioneer Digital Technology in the marketplace.



PIONEER DIGITAL PRESSKIT - 2000

## BRANDING PROFILE:

# PIONEER DIGITAL TECHNOLOGIES, INC.

While still a Pioneer branded company, Pioneer Digital Technologies was emerging from under the shadow of it's parent company, with distinct and co-branded efforts for both their hardware and software products and services. These were supported through increased advertising, collateral and tradeshow footprints.

**Pioneer's Voyager & Passport**

HOW INTERACTIVE BECOMES INTERACTION.



**VOYAGER & PASSPORT**  
INTERACTIVE DIGITAL CABLE

Digital is changing everything - the way we work, play, live and interact. Pioneer's Voyager™ Digital Cable Terminal powered by Passport™, our acclaimed navigation software, offers unsurpassed interactive capabilities. We developed these technologies specifically to make cable services as easy and dynamic as possible, for you and your subscribers. With a wide selection of advanced features and broadband services built-in, you can give your subscribers more than just "interactivity," you can give them the means to truly interact.

Movie-On-Demand • Broadband and/or parental control • Interactive Program Guide • Fully integrated third party applications

Find out how Voyager & Passport can advance your system, call Pioneer at 800-421-6450.  
Visit us at the NCTA Show in New Orleans May 8-10 at booth #4371 to see What Television Can Be.™

**Pioneer**  
www.pioneerbroadband.com

**PASSPORT**  
Pioneer's Passport Navigation Software Module 3.0

**THE VOYAGER™ 3000 IS TAKING  
DIGITAL CONVERGENCE  
TO A WHOLE NEW LEVEL.**



**HOW INTERACTIVE BECOMES INTERACTION.**

Broadband convergence is now a reality with Voyager 3000, the next generation in Pioneer's innovative Voyager line of digital cable terminals. With it, you can master the convergence trends of today and be ready for the technological demands of tomorrow. The Voyager 3000 offers a vast array of advanced performance features and functions that are engineered to bring superior digital services to your customers.

- Dual-processor CPU with dedicated processing power for superior graphics and session-based applications
- Expanded memory capacity to implement a greater selection of sophisticated digital applications
- Four-digit tuning capability offers increased channel capacity (up to 1999 channels)
- Host of external ports, including USB and optional IEEE 1394 Firewire

Find out how the Voyager 3000 can advance your digital convergence efforts, call Pioneer at 800-421-6450 or visit [www.pioneerbroadband.com](http://www.pioneerbroadband.com) to see How Interactive Becomes Interaction.™

**Pioneer**  
www.pioneerbroadband.com

HOW INTERACTIVE BECOMES INTERACTION.



**PASSPORT 3.0**  
SET-TOP APPLICATION SUITE

Passport™ 3.0 is a powerful set of applications created to give your customers easy-to-use, advanced control over their digital cable entertainment and services.

Passport's feature-rich Interactive Program Guide (IPG) offers your customers a quick and responsive interface to select, review, search or purchase programming, with full Pay-Per-View, Instant Pay-Per-View and Movie-On-Demand support.

Offering advanced features such as on-demand downloadable applications, HTML-based virtual channels, and other session-based services, Passport gives your subscribers more than just "interactivity," it gives them the means to truly interact.

Find out how Passport 3.0 can advance your system, call Pioneer at 800-421-6450 or visit our website at [www.pioneerbroadband.com](http://www.pioneerbroadband.com) to see How Interactive Becomes Interaction.™

**Pioneer**  
www.pioneerbroadband.com

**PASSPORT**  
Pioneer's Passport Navigation Software Module 3.0

**INTRODUCING THE VOYAGER 3000 DIGITAL CABLE TERMINAL**



**HOW INTERACTIVE BECOMES INTERACTION.**

The latest generation of Pioneer's innovative Voyager™ line, the Voyager 3000 Digital Cable Terminal, has advanced features to meet the ever-changing, demanding needs of today and the technological demands of tomorrow. Based on Pioneer's advanced IEEE 1394 dual-processor chipset, the Voyager 3000 offers a vast array of advanced performance features and functions that are engineered to bring superior digital services to your customers.

- Advanced Dual-Processor CPU
- Four-digit tuning
- Movie-On-Demand Capabilities
- USB and optional IEEE 1394 segment
- Standard Digital Text Font used in the industry

**Pioneer**  
www.pioneerbroadband.com



## BRANDING PROFILE:

# PIONEER DIGITAL TECHNOLOGIES, INC.

Prior to my work with Pioneer Digital, the relationship with a cable operator was personal, between the sales force and cable operators. As small cable operators gave way to multi-system operators like Charter, Adelphia, Cox and Time Warner those relationships waned. New, larger corporate players demanded sophisticated branded communications to compete with the likes of Motorola and Microsoft in the industry.

**PIONEER'S PASSPORT 2.0 APPLICATION SUITE**

**KEY FEATURES**

- Interactive Program Guide (IPG)**  
A powerful and feature-rich guide offering users precise control over channel programming and schedule information.
- Quick Info™ Feature**  
Users select slightly to reveal side and bottom display bars with full program descriptions and channel browsing capabilities.
- General Settings**  
Empower users to control and manage everything, offering users such features as: favorite channels, channel blocks, PIP security functions, for secure parental control, as well as TV and VCR times.
- Parental Control Power**  
Features of our enhanced Passport 2.0 Application Suite are now available on both set-top boxes and set-top boxes, including VCR and VCR times.

**TURNING INTERACTIVE INTO INTERACTION.**

With thousands of channels of programming available, the ease of "channel surfing" is becoming a thing of the past. As cable programming has grown, especially with the advent of high-volume digital channel capacities, so has the consumer demand for better and easier navigation solutions across platforms in the digital cable industry. In response to these demands Pioneer developed Passport.

**The Passport Application Suite**

Passport is a powerful set of digital set-top applications created to offer customers easy-to-use, advanced control over digital entertainment and services, while offering cable providers the flexibility to expand as their system demands.

Unlike other guide solutions, Passport is a native platform that minimizes usage of network bandwidth, allowing for video and guide operations to work in unison seamlessly. Passport is a reliable, industry-proven technology—well designed, highly extensible software renowned for its quality and performance. With a variety of navigation options and control features, Passport 2.0 gives you the power to make the most of your digital cable capabilities.

**Feature-Rich Advanced Navigation**

At its core, Passport's dynamic user interface is comprised of animated graphic transitions which provide intuitive cues for user navigation while emulating a broadcast TV experience. With this interactive approach, you can offer customers easier control over a comprehensive array of powerful digital capabilities.

The primary module of Passport's set-top applications is the Interactive Program Guide (IPG) - a quick and responsive interface to select, search, or purchase programming. Through the IPG, users will be able to review up to seven full days of programming data available for every channel, increasing PPV and VOD buy rates for cable providers and offering complete convenience to customers.

A quick access variation of Passport's IPG is available through Passport's unique "Banner browsing" feature. Banner browsing further extends customers programming review options while watching their current full-screen channel selection without program interruption.

Additional features, such as Passport's unique Quick Info™ and More Information, further extend Passport's value to customers, offering detailed program information and schedules, quickly and easily.

**Passport Offers Dynamic Flexibility**

Passport also offers other advanced features such as on-demand downloadable applications, HTML-based virtual channels, advanced parental control, and a variety of other revolutionary capabilities. Through Pioneer's innovative software, your customers will learn how interactive truly becomes interaction.

**VOYAGER 3000 DIGITAL CABLE TERMINAL**

**KEY FEATURES**

- Offering a world of digital entertainment possibilities**  
Offering a world of digital entertainment possibilities of your fingertips including: PIP, Secure PIP, Video On Demand, Web browsing, and other on-demand applications capabilities.
- The Voyager 3000 offers a host of input and output options**  
The Voyager 3000 offers a host of input and output options, with a variety of AV and professional hardware solutions including USB and Firewire ports.
- The Voyager 3000 CPU's**  
The Voyager 3000 CPU's advanced processor core gives the Voyager 3000 increased digital capabilities while maintaining hardware support to over 25%.
- With Voyager 3000's**  
With Voyager 3000's four-digit display, you can offer expanded channel guide for a greater selection of customer programming and services.

**INTERACTIVE BECOMES INTERACTION.**

**Creating True Interaction.**

As the broadband landscape continues to unfold and expand before us, Pioneer is determined to help bridge the gap between the burgeoning thousands of channels of programming and applications that customers will have at their fingertips and the means by which they will have mastery over it.

With the Voyager 3000, Pioneer moves in response to that fact. Viewers will want and need to interact more with broadband digital cable entertainment and on-demand applications. Making this interaction easy and empowering is what Voyager 3000 was specifically built to accomplish. Voyager's four-digit display capacity, enabling up to 1999 channels of programming, easily accommodates the need for increased channel capacity.

Making in conjunction with Passport 2.0, Pioneer's more interactive application suite for digital set-top, your customers will have the hardware and software to navigate the vast possibilities of programming and applications ahead.

**Expanding the Digital Map.**

The Voyager 3000 offers many unique features both inside and out for increased flexibility. Voyager 3000 features increased dedicated RAM for both applications and graphics. It also offers a host of external ports for multiple video formats and hardware peripherals including USB and IEEE 1394 Firewire ports.

As broadband technologies continue to evolve and expand, Pioneer will continue to bring you and your customers the best in digital cable hardware and software with the dedication to innovation, that after twenty-five years developing cable products, can only mean Pioneer.

**Pioneer**  
www.pioneerbroadband.com

## BRANDING PROFILE:

# PIONEER DIGITAL TECHNOLOGIES, INC.

Pioneer's unique industry advantage was coming into focus as the digital entertainment focus shifted from technology to digital content. No other manufacturer in the industry made all the products that operators and consumers alike would want in their broadband digital household. Pioneer was poised with it's well-known consumer electronics and their digital cable infrastructure to capture the digital doorstep.

**Pioneer** sound.vision.soul

Connecting people with entertainment.

Cartoons can **II**. Families can't.  
If you love your cable customers...  
set them free.

**PLAY.**

**PASSPORT echo**  
Connecting People with Entertainment™

With Passport Echo™ you'll keep them coming back for more.

Passport Echo is a powerful DVR Interactive Navigation Suite that gives your customers a sophisticated, yet easy-to-use, tool to store and manage their digital entertainment—on their terms. With a feature-rich user interface, Passport Echo can help you maximize customer satisfaction by giving them the freedom to explore your cable entertainment and sample life's pleasures at the same time.

High Resolution Graphics • Dual-Tuner Support • Platform Independent • Supports SD/HD DVR Set-tops

Call us at 818-295-6789, visit us at [www.pioneerdigital.com](http://www.pioneerdigital.com) or e-mail us at [sales@pioneerdigital.com](mailto:sales@pioneerdigital.com)  
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**Pioneer** sound.vision.soul

THE VOYAGER 3000 DIGITAL SET-TOP. CONNECTING PEOPLE WITH ENTERTAINMENT.

VOYAGER 3000 & PASSPORT FEATURES:

- 2 TUNER (DVB-T)
- 19.5M TUNING
- MOVIES ON DEMAND
- DUAL PROCESSOR
- EXPANDED MEMORY
- MULTIPLE I/O PORTS

To find out more about how the Voyager 3000 and other Pioneer products are making the digital gateway a reality, visit **Pioneer Booth #2001** at the Western Show, November 27th - 30th at the Anaheim Convention Center or call Pioneer at 800-421-6450. [www.pioneerbroadband.com](http://www.pioneerbroadband.com)

You've spent years and millions paving the way to your customers' digital doorstep. For that we congratulate you...Now what?

The success of your broadband system relies on more than the capacity of your build, but in what you can offer your customers on the other side of that digital doorstep. With the Voyager™ 3000 digital set-top and Passport™ (IPG) application suite, you have the foundation to true digital gateway solutions, that only a leading manufacturer in both digital cable and consumer electronics can offer.

PIONEER "CONNECTING PEOPLE" CAMPAIGN - 2002 through 2006



PIONEER DIGITAL TECHNOLOGIES, INC.



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[www.pioneerdigital.com](http://www.pioneerdigital.com)

# YOU'RE INVITED!

See VOD, DVR, Multi-Room DVR, OCAP, and multi-platform IPGs

 **PASSPORT DCT™**

 **PASSPORT *echo*™**

 **PASSPORT™**

**2005 NCTA Booth #5986**

**All New Versions!**

**Expanded Feature Sets!**

**Don't miss your opportunity to get a first glimpse at Passport for OCAP!**

**Pioneer** *sound.vision.soul*

PASSPORT **echo**



**II = PLAY™**

2004 SCTE CABLE-TEC EXPO, ORLANDO, BOOTH #325

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www.gripnet.co.uk/2003/03/03/

If you love your broadband customers  
set them free...

...with CoPilot™. The Wireless Gateway Cable Modem from Pioneer.

Now you can give your customers the freedom and flexibility to access your broadband services anywhere in the home. Designed and developed by Pioneer, CoPilot helps bridge your customer's home network switch through a robust unified gateway solution. Connectivity's a breeze, and it's the perfect platform from which to launch your fixed, scalable network services, giving you the power to keep your customers connected and engaged. For more information call 0800 431 4450 or visit us at [www.pioneer-broadband.com](http://www.pioneer-broadband.com).

Featuring:

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- 4 Ethernet Ports
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- Wireless 802.11ia
- Wireless 80

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- > 6 months FREE HD Digital Service\*
- > FREE HD Digital Converter rental for 6 months\*
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The rebates are for details. Please call Time Warner Cable to sign up.  
See dealer coupon at participating retailer for promotion details and restrictions.

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*New anything's possible.*

**hd tv**

**digital cable**

\*Eligible Pioneer models: PFD-1500G, PFD-1500R, PFD-1500S, PFD-1500T, PFD-1500U, PFD-1500V, PFD-1500W, PFD-1500X, PFD-1500Y, PFD-1500Z, PFD-1500AA, PFD-1500AB, PFD-1500AC, PFD-1500AD, PFD-1500AE, PFD-1500AF, PFD-1500AG, PFD-1500AH, PFD-1500AI, PFD-1500AJ, PFD-1500AK, PFD-1500AL, PFD-1500AM, PFD-1500AN, PFD-1500AO, PFD-1500AP, PFD-1500AQ, PFD-1500AR, PFD-1500AS, PFD-1500AT, PFD-1500AU, PFD-1500AV, PFD-1500AW, PFD-1500AX, PFD-1500AY, PFD-1500AZ, PFD-1500BA, PFD-1500BB, PFD-1500BC, PFD-1500BD, PFD-1500BE, PFD-1500BF, PFD-1500BG, PFD-1500BH, PFD-1500BI, PFD-1500BJ, PFD-1500BK, PFD-1500BL, PFD-1500BM, PFD-1500BN, PFD-1500BO, PFD-1500BP, PFD-1500BQ, PFD-1500BR, PFD-1500BS, PFD-1500BT, PFD-1500BU, PFD-1500BV, PFD-1500BW, PFD-1500BX, PFD-1500BY, PFD-1500BZ, PFD-1500CA, PFD-1500CB, PFD-1500CC, PFD-1500CD, PFD-1500CE, PFD-1500CF, PFD-1500CG, PFD-1500CH, PFD-1500CI, PFD-1500CJ, PFD-1500CK, PFD-1500CL, PFD-1500CM, PFD-1500CN, PFD-1500CO, PFD-1500CP, PFD-1500CQ, PFD-1500CR, PFD-1500CS, PFD-1500CT, PFD-1500CU, PFD-1500CV, PFD-1500CW, PFD-1500CX, PFD-1500CY, PFD-1500CZ, PFD-1500DA, PFD-1500DB, PFD-1500DC, PFD-1500DD, PFD-1500DE, PFD-1500DF, PFD-1500DG, PFD-1500DH, PFD-1500DI, PFD-1500DJ, PFD-1500DK, PFD-1500DL, PFD-1500DM, PFD-1500DN, PFD-1500DO, PFD-1500DP, PFD-1500DQ, PFD-1500DR, PFD-1500DS, PFD-1500DT, PFD-1500DU, PFD-1500DV, PFD-1500DW, PFD-1500DX, PFD-1500DY, PFD-1500DZ, PFD-1500EA, PFD-1500EB, PFD-1500EC, PFD-1500ED, PFD-1500EE, PFD-1500EF, PFD-1500EG, PFD-1500EH, PFD-1500EI, PFD-1500EJ, PFD-1500EK, PFD-1500EL, PFD-1500EM, PFD-1500EN, PFD-1500EO, PFD-1500EP, PFD-1500EQ, PFD-1500ER, PFD-1500ES, PFD-1500ET, PFD-1500EU, PFD-1500EV, PFD-1500EW, PFD-1500EX, PFD-1500EY, PFD-1500EZ, PFD-1500FA, PFD-1500FB, PFD-1500FC, PFD-1500FD, PFD-1500FE, PFD-1500FF, PFD-1500FG, PFD-1500FH, PFD-1500FI, PFD-1500FJ, PFD-1500FK, PFD-1500FL, PFD-1500FM, PFD-1500FN, PFD-1500FO, PFD-1500FP, PFD-1500FQ, PFD-1500FR, PFD-1500FS, PFD-1500FT, PFD-1500FU, PFD-1500FV, PFD-1500FW, PFD-1500FX, PFD-1500FY, PFD-1500FZ, PFD-1500GA, PFD-1500GB, PFD-1500GC, PFD-1500GD, PFD-1500GE, PFD-1500GF, PFD-1500GG, PFD-1500GH, PFD-1500GI, PFD-1500GJ, PFD-1500GK, PFD-1500GL, PFD-1500GM, PFD-1500GN, PFD-1500GO, PFD-1500GP, PFD-1500GQ, PFD-1500GR, PFD-1500GS, PFD-1500GT, PFD-1500GU, PFD-1500GV, PFD-1500GW, PFD-1500GX, PFD-1500GY, PFD-1500GZ, PFD-1500HA, PFD-1500HB, PFD-1500HC, PFD-1500HD, PFD-1500HE, PFD-1500HF, PFD-1500HG, PFD-1500HH, PFD-1500HI, PFD-1500HJ, PFD-1500HK, PFD-1500HL, PFD-1500HM, PFD-1500HN, PFD-1500HO, PFD-1500HP, PFD-1500HQ, PFD-1500HR, PFD-1500HS, PFD-1500HT, PFD-1500HU, PFD-1500HV, PFD-1500HW, PFD-1500HX, PFD-1500HY, PFD-1500HZ, PFD-1500IA, PFD-1500IB, PFD-1500IC, PFD-1500ID, PFD-1500IE, PFD-1500IF, PFD-1500IG, PFD-1500IH, PFD-1500II, PFD-1500IJ, PFD-1500IK, PFD-1500IL, PFD-1500IM, PFD-1500IN, PFD-1500IO, PFD-1500IP, PFD-1500IQ, PFD-1500IR, PFD-1500IS, PFD-1500IT, PFD-1500IU, PFD-1500IV, PFD-1500IW, PFD-1500IX, PFD-1500IY, PFD-1500IZ, PFD-1500JA, PFD-1500JB, PFD-1500JC, PFD-1500JD, PFD-1500JE, PFD-1500JF, PFD-1500JG, PFD-1500JH, PFD-1500JI, PFD-1500JJ, PFD-1500JK, PFD-1500JL, PFD-1500JM, PFD-1500JN, PFD-1500JO, PFD-1500JP, PFD-1500JQ, PFD-1500JR, PFD-1500JS, PFD-1500JT, PFD-1500JU, PFD-1500JV, PFD-1500JW, PFD-1500JX, PFD-1500JY, PFD-1500JZ, PFD-1500KA, PFD-1500KB, PFD-1500KC, PFD-1500KD, PFD-1500KE, PFD-1500KF, PFD-1500KG, PFD-1500KH, PFD-1500KI, PFD-1500KJ, PFD-1500KK, PFD-1500KL, PFD-1500KM, PFD-1500KN, PFD-1500KO, PFD-1500KP, PFD-1500KQ, PFD-1500KR, PFD-1500KS, PFD-1500KT, PFD-1500KU, PFD-1500KV, PFD-1500KW, PFD-1500KX, PFD-1500KY, PFD-1500KZ, PFD-1500LA, PFD-1500LB, PFD-1500LC, PFD-1500LD, PFD-1500LE, PFD-1500LF, PFD-1500LG, PFD-1500LH, PFD-1500LI, PFD-1500LJ, PFD-1500LK, PFD-1500LL, PFD-1500LM, PFD-1500LN, PFD-1500LO, PFD-1500LP, PFD-1500LQ, PFD-1500LR, PFD-1500LS, PFD-1500LT, PFD-1500LU, PFD-1500LV, PFD-1500LW, PFD-1500LX, PFD-1500LY, PFD-1500LZ, PFD-1500MA, PFD-1500MB, PFD-1500MC, PFD-1500MD, PFD-1500ME, PFD-1500MF, PFD-1500MG, PFD-1500MH, PFD-1500MI, PFD-1500MJ, PFD-1500MK, PFD-1500ML, PFD-1500MM, PFD-1500MN, PFD-1500MO, PFD-1500MP, PFD-1500MQ, PFD-1500MR, PFD-1500MS, PFD-1500MT, PFD-1500MU, PFD-1500MV, PFD-1500MW, PFD-1500MX, PFD-1500MY, PFD-1500MZ, PFD-1500NA, PFD-1500NB, PFD-1500NC, PFD-1500ND, PFD-1500NE, PFD-1500NF, PFD-1500NG, PFD-1500NH, PFD-1500NI, PFD-1500NJ, PFD-1500NK, PFD-1500NL, PFD-1500NM, PFD-1500NN, PFD-1500NO, PFD-1500NP, PFD-1500NQ, PFD-1500NR, PFD-1500NS, PFD-1500NT, PFD-1500NU, PFD-1500NV, PFD-1500NW, PFD-1500NX, PFD-1500NY, PFD-1500NZ, PFD-1500OA, PFD-1500OB, PFD-1500OC, PFD-1500OD, PFD-1500OE, PFD-1500OF, PFD-1500OG, PFD-1500OH, PFD-1500OI, PFD-1500OJ, PFD-1500OK, PFD-1500OL, PFD-1500OM, PFD-1500ON, PFD-1500OO, PFD-1500OP, PFD-1500OQ, PFD-1500OR, PFD-1500OS, PFD-1500OT, PFD-1500OU, PFD-1500OV, PFD-1500OW, PFD-1500OX, PFD-1500OY, PFD-1500OZ, PFD-1500PA, PFD-1500PB, PFD-1500PC, PFD-1500PD, PFD-1500PE, PFD-1500PF, PFD-1500PG, PFD-1500PH, PFD-1500PI, PFD-1500PJ, PFD-1500PK, PFD-1500PL, PFD-1500PM, PFD-1500PN

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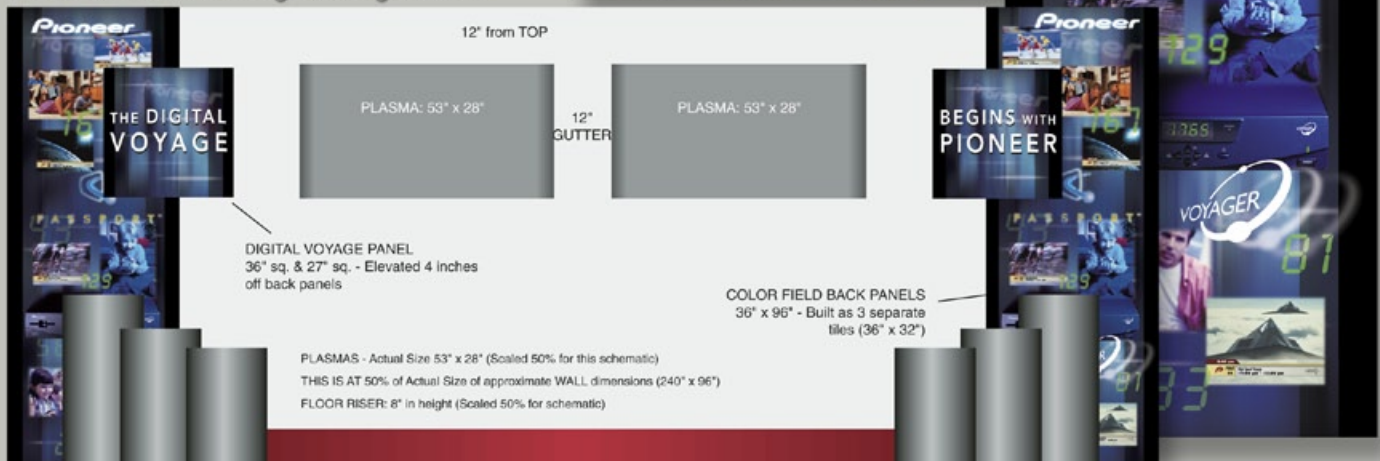
## BRANDING PROFILE:

### PIONEER DIGITAL TECHNOLOGIES, INC.

Part of PDT's branding strategy entailed a more significant push at major industry tradeshows. Making a greater splash at the shows with advanced animations and sophisticated presentations and graphics to garner the attention with the hot industry concepts of digital video recording, video-on-demand, more sophisticated interactive programming guides, other digital content and activity capabilities that we're arising in the market.



NCTA tradshow stage design 2001





## BRANDING PROFILE:

### PIONEER DIGITAL TECHNOLOGIES, INC.

Whether it was a small regional cable show or CES or NCTA, the branding that we forged was instrumental in Pioneer Digital Technologies efforts to establish their hardware and software products with distinct and compelling graphical treatments that provided unique voices while, all the while, still conveying a cohesive brand presence.



PIONEER NCTA/CES TRADESHOW GRAPHICS - 2006



## BRANDING PROFILE:

# PIONEER DIGITAL TECHNOLOGIES, INC.

The final collateral brochure piece for Pioneer Digital Technologies represented the culmination of years of branding work to establish a unique name and position within the industry. It's expanding accordion layout, relayed synergy in both base and advanced products and application amongst their portfolio of properties.



PIONEER PASSPORT FAMILY CASCADE BROCHURE - 2006