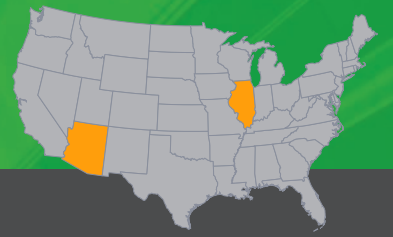


# New Company / Product Launches

Investment: \$5,000-\$6,000/month | Timeframe: 12 months | Location: Arizona & Illinois



## CNF Inc. / Ambir Technology

Mobility / Storage / Imaging Products • Start-Up • Patent / IP • Consumer / Corporate

**CHALLENGE:** A manufacturer of laptop peripheral products, CNF needed help launching several new products into the portability, port replication and emerging universal docking markets. With the company's main competitor located right down the street, CNF needed to be extremely careful in managing the timing of its product releases and patent approvals, while securing necessary lead times for its valued OEM and channel partners. CNF needed a public relations firm that could bring its products to market first with tremendous exposure and, at the same time, protect the competitive advantage of its intellectual property through the careful dissemination of information to key analysts, partners and industry influencers. A subsequent spin-off of CNF, Ambir Technologies entered the market expanding its focus from portability products to ergonomically designed computer peripherals with small footprints. The company was faced with a similar challenge of building consumer and corporate awareness for new product lines targeted at several new market segments.

### RESULTS:

- ▶ **35 Articles** – Time Magazine, Yahoo! Internet Life, PC Magazine, Computer User, Federal Computer Week, PC World
- ▶ **1 Feature Cover Story** – Laptop Buyer's Guide
- ▶ **6 National Product Launches**
- ▶ **Multiple Broadcast TV Spots**
- ▶ Implemented **Crisis Communication Plan** – Patent Infringement
- ▶ Designed **Vertical PR Plan** targeting Medical, Healthcare and Financial sectors
- ▶ Created New Press Kit & Key Messaging Document

*“When I moved on from the last start-up and came to Ambir Technology, the first thing I made sure to bring with me was our PR firm. Emerging businesses can't afford to waste time with PR firms that can't deliver or that inundate me with inexperienced players. At Eye-To-Eye, I know that I will always be dealing directly with a senior partner.”*

– Al Ingallinera  
Vice President  
of Sales & Marketing

