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Movidius MA1110 launch

The client

Movidius is a fabless semiconductor company whose technology delivers unmatched video editing and post-production capabilities for the creation of User Generated Content for mobile social networking. Movidius's video processor hardware and application software is specifically designed to suit low power mobile phone and consumer electronics, enabling handset manufacturers to create highly differentiated products and enhanced user experiences.

Founded in 2005, Movidius is a start up company that received funding in late October 2008, at a time when tech investment was quickly drying up. Movidius was an unknown company with a strong,

genuine 'world's first' technology; mobile real-time video processing.

Objective

The objectives of this campaign were to launch Movidius's premier product in all of the company's key global markets and to create a splash of coverage four weeks in advance of Mobile World Congress. This was in order to drive traffic to the company's booth at the show and accelerate customer engagements and essential partnerships.

Strategy

EML proposed a campaign to first launch the company and announce the funding, using the opportunity to whet the appetites of the press six weeks in advance of the product launch.

For the second stage of the campaign, EML scheduled Movidius's premier product to be four weeks ahead of MWC to offer the company maximum exposure prior to the show. EML coordinated a global launch, and employed a bespoke network of partner agencies to run the campaign in each of Movidius's priority markets; Japan and Korea. EML as lead agency organised and attended the Europe and Taiwan launch events. A month before the launch, EML also arranged phone briefings with key US-based analysts to add credibility to the product press release through the inclusion of a highly favourable quote. To support the press release EML also created a concept image to bring to life the key elements of the product.



Movidius

EML organised and managed an international press tour with near simultaneous briefings taking place in London, Munich, Taipei, Tokyo and Seoul. These events took the form of either a group press conference or series of one on one briefings.

Results

Movidius representatives met a total of 57 journalists worldwide. The reach of the coverage was excellent, with coverage in 90 publications, across a wide international spread. The quality of the coverage was exceptionally high with 50% in tier one publications such as DigiTimes, EETimes, Nikkei Electronics, Markt & Technik and Mobile Europe. The launch made a big splash as intended and secured four front

pages in the international media including Electronics Weekly.

The PR campaign drove huge amounts of traffic to Movidius's stand at MWC. Movidius executives were booked solid with back-to-back meetings, arranged in advance if the show throughout the event. EML also secured a briefing with Reuters at the show, which saw Movidius dominate a story on mobile social networking that was syndicated widely around the world.

Testimonial

Quote from Bob Tait, Director of Marketing, Movidius:

"EML demonstrated a thorough understanding of our technology and PR goals from the outset. The team's support and

management of our global launch was flawless. The impressive results that Movidius and EML achieved working together has played a key role in building the credibility and awareness of the company to our target media and customers."