

Positioning New Technology

Driving Powerful Ideas That Change the World

Nereus drives our clients' powerful ideas, which change the world and enrich lives. We know how to "talk" technology in-depth to technical and consumer audiences. We are masters at promoting your story and the many ways your technology helps people live and work.

In the increasingly complex, fast-paced world of technological innovation, the best product, service or industry standard is not always the one that gains widespread awareness or acceptance. So how do you reach the key influencers that can make or break your success? How do you break through the deafening noise in the crowded global marketplace to reach fragmented, diverse audiences? How do you anticipate trends and respond to late-breaking developments?

Nereus excels at strategically positioning companies, products and services at the forefront of technology. Our team of skilled professionals connects with the right people, at the right time, with the right message and spurs them to action. We skillfully translate complex information into compelling strategies and stories for widespread understanding. We explain the larger vision and craft messages that resonate powerfully with a broad range of diverse audiences. And we leverage strong relationships with key industry influencers to propel our clients to the head of the pack.

Our clients are some of the world's leading technology companies and industry standards groups that fuel the global economy. Companies like Intel, AMD, Hewlett-Packard, IBM, Nokia Siemens Networks, Toshiba and

Panasonic are members of industry consortia with whom we work every day. The depth and breadth of our know-how span the spectrum from emerging technologies to widely accepted standards, and from computing, semiconductors, EDA, IP and embedded systems to telecommunications, networking and retail consumer electronics.

Seemingly overnight, technological innovation gives rise to new business models and reshapes the competitive landscape. The companies that succeed are those that can break through the mind-numbing information overload and capture the imagination of diverse key audiences.

Call upon Nereus to help drive your company to greater success – Nereus: 503-619-0656. Or e-mail us at info@nereus-worldwide.com.