



Trans Lucid Media

Communication Services and Products

For the Chinese Market.

Creative Communication is our Solution.

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Creation & Marketing



The craftsman of your communication.

Our project management highlights partnership from strategic development to delivery. Our work is founded on technical and artistic skills, new technologies and media production tools.

We guarantee the effective delivery of all agreed services, on time and on cost. From a simple brochure to a multiple media integrated campaign, we develop creative solutions tailored to your budget.

TLM's clients reach the Chinese market.

TLM's clients are fighting for their place in rapidly developing markets. We are client focused and client directed, attuned to your needs, wants and desires.

Our specialty is integrating market understanding and clients' requirements into an identity that generates value. We fashion a market identity that influences customers and future customers.

Creative concepts are TLM's core business.

Creativity is a sensitive, informed and aesthetic response to market reality and customer needs. We create and define concepts to express our clients' desired message, positioning our clients in their market.

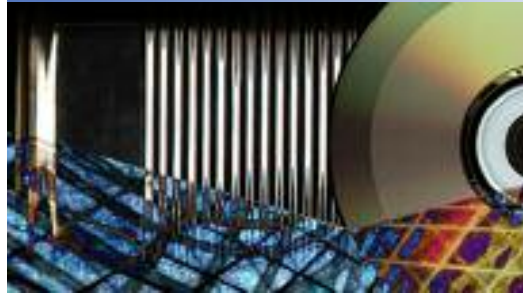
We steer creative concepts in the optimal media or multiple media.



At TLM we guarantee our products to be of the highest quality and tailored to your budget, requirements and specifications, for corporate and consumer uses.

Our products are creative and innovative and we accurately design a new visual identity which reflects your company's image.

Products



Printed Materials



Printed materials remain the bedrock of your corporate communications.

We offer a design, material, illustration, and content consultation.

We control the process every step of the way, to guarantee on-time delivery of quality printed materials.

Rapid access to information and a clear, intelligent system of navigation are the elements most appreciated by users.

We design an aesthetic web site developed for user response and easy updating.

Our services include design, programming, hosting, training, and post-production site management.

Web



Multimedia are high impact communication tools.

Multimedia applications create special sound and visual environments, using animation, photo, speech, sound, music and video.

Multimedia products include CD-ROM, presentations and interactive platforms such as booths, events and web cams.

Multimedia



Content



Each project requires different media types and media content. The content is the raw material needed to develop your identity and products.

The success of any communication relies on information imprinting itself on the target's mind, and this is best achieved using an interesting, creative and eye-catching visual identity.

A successful market identity relies on being easily recognisable as part of a brand and market sector. This is achieved using graphic charts, which maintain visual continuity and brand recognition across all physical manifestations of the brand.

TLM can create a new visual and market identity for you or we can adapt an existing visual identity to the Chinese market following your graphic charts.

Visual identity



A logo is a unique symbol that reflects your company and product's unique environments and identities. A successful, a well-known, reputable logo can often be enough to sell a product on its own.

A logo set is an investment for a lifetime. A set of logos is usually required because a logo must be able to be adapted in different settings.

Logo





Photo



Visual images imprint themselves on your mind and enhance the delivery of the message.

We offer photographs from our stock or we can create them for you.

We organise all aspects of original production, from actors to shooting and editing.

Rich media enhances users' perceptions.

We utilize the latest technologies to provide a turnkey service.

In video we offer corporate video production including shooting, editing, VCD and DVD authoring...

In sound we offer soundtracks, jingles, radio ads, music composition, arrangements, recording, sound mixing...

Video, sound and music



3D



With modelling, animation and special effects, 3D offers a deep and unique perspective, leading the eye where it has never been before.

We allow your customers to move around, into, out of and through your products and services.



References

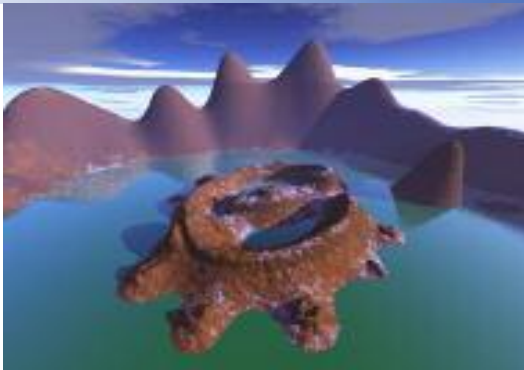


ABB China

CD-ROM, sound & graphic design

Air France

design consultancy, books

Automobiles Citroën

web design, printed materials

Automobiles Peugeot

web management, books
<http://www.peugeot.com.cn>

BNP Paribas

photos, new Chinese corporate brochure, "print ad" campaign, Asian web flyer

CHANEL

DVD & magazine

CFME ACTIM

posters & brochures

CNRS

brochures

Trans Creativity arousing emotion...

Lucid ...focused on your goals...

Media ...applied to memorable communication.

Dirickx

corporate brochures

European chamber of commerce in China

logo design, label design

Louis Vuitton

printed materials, multimedia

SAIC Volkswagen

VIP guide development

United Airlines

in-flight guides

'98 Beijing Jazz Festival

poster, flyer, program, furniture design

Paul Andreu

corporate brochure

JCDecaux

Chinese presentation brochure

French embassy

travel guides, printed materials advertising the 9th French language week

and many other clients...