

**CLIENT** Actuate

**PROJECT** Home page flash

## OBJECTIVE

Introduce company's new positioning on home page..

## BACKGROUND

Actuate helps companies use data more intelligently through advanced reporting capabilities. The Actuate platform enhances the richness, interactivity, and effectiveness of enterprise data through functionality for deploying sophisticated internet applications.

## PROJECT OVERVIEW

This flash presentation for the company's home page introduces the company's new positioning, "Rich Internet Applications Without Limits."

In this brief sequence, the main brand attributes – improved user experience, added integration, and enhanced enterprise performance are presented with visuals linked to the tagline.



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*See below to view the sequences in this presentation.*

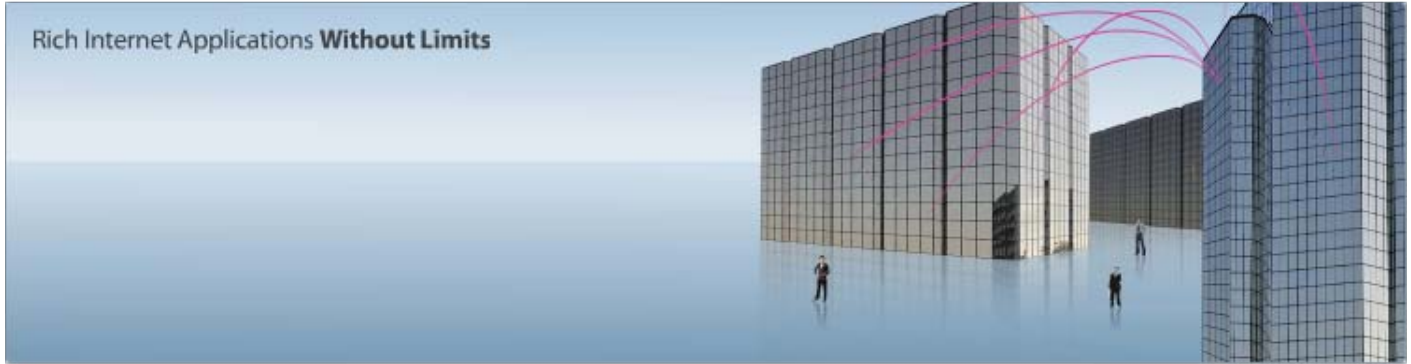
Sequence 1

Rich Internet Applications **Without Limits**

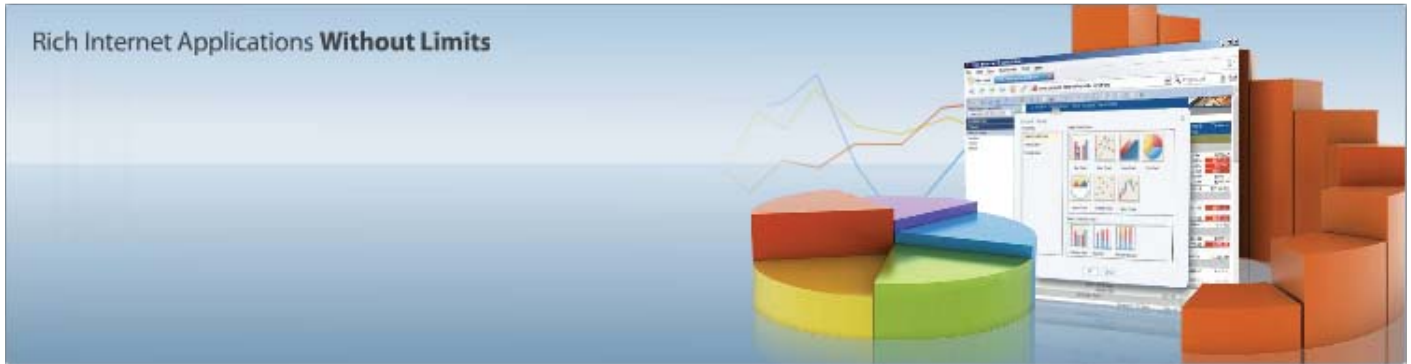
Rich Internet Applications **Without Limits**

Rich Internet Applications **Without Limits**

Sequence 2



### Sequence 3



Sequence 4

