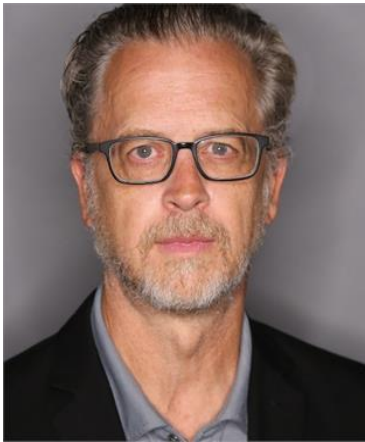


General Session Panel – Going Beyond Print



Dan Marx

Senior Content Editor

Wide-format Impressions



Kelly Kimberlin

Vice President – Business
Development

Franchise Services Inc.



Mark Popp

Vice President Technology,
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The Imagine Group



Brian Hite

CSO, Principal and Co-
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Image Options

@WF_Impressions
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wide-format
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Brian Hite



IMAGE OPT[IONS]



Kelly Kimberlin



Franchise^{inc.}
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PIP MARKETING
SIGNS
PRINT

Signal Graphics.
PRINT | SIGNS | MARKETING

Mark Popp



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Points of Discussion

Basic Identity

Points of Discussion

Basic Identity

Eclipsed View

Points of Discussion

Basic Identity

Eclipsed View

Differentiation

Points of Discussion

Basic Identity

Eclipsed View

Differentiation

Knowledge Base

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Common Mistakes

Final Thoughts.