


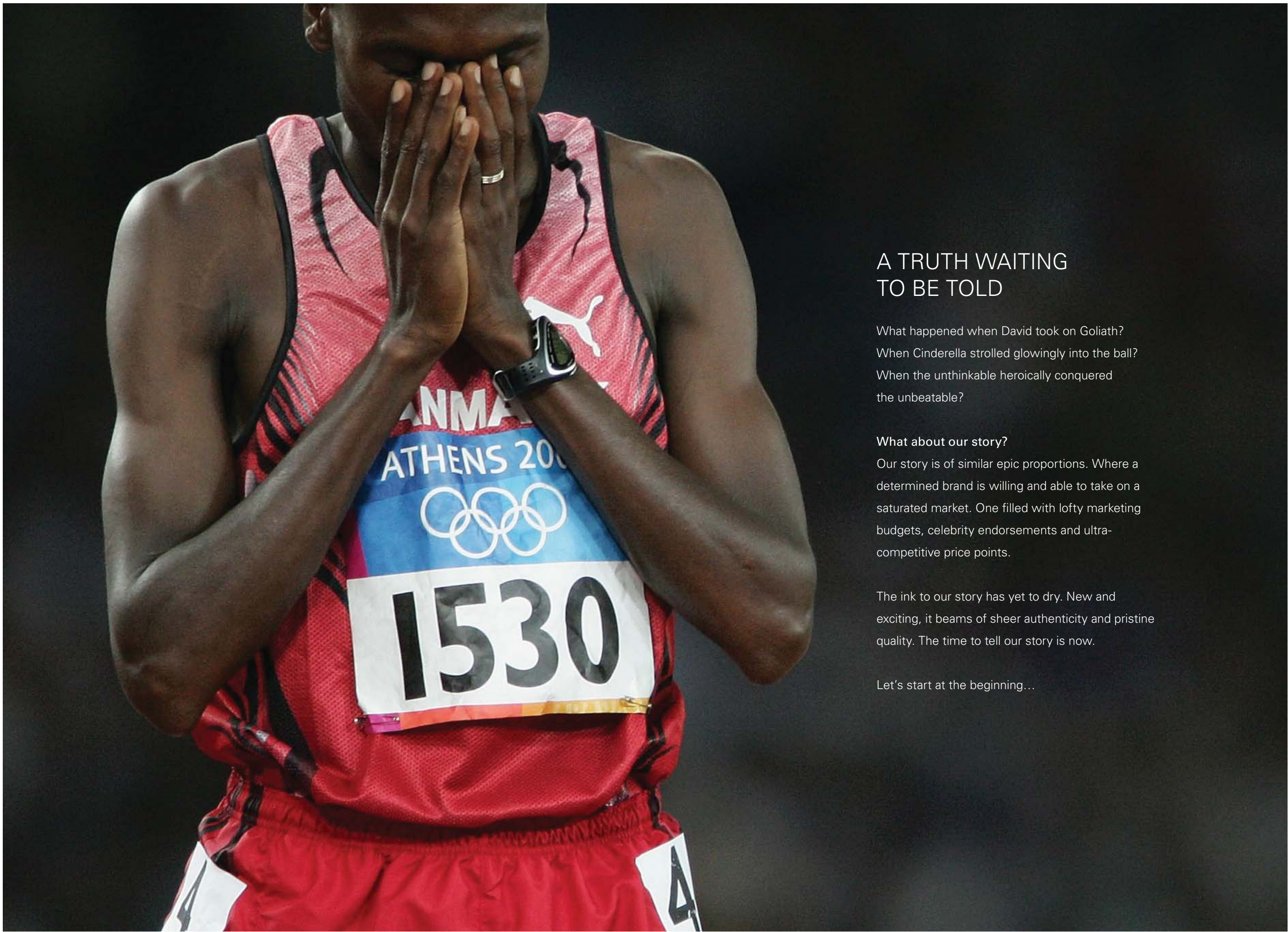
**ÖLEVIA**

OUR VISUAL VOICE & VISION



"THE PROPER ARTISTIC RESPONSE TO DIGITAL  
TECHNOLOGY IS TO EMBRACE IT AS A NEW WINDOW ON  
EVERYTHING THAT'S ETERNALLY HUMAN, AND TO USE IT  
WITH PASSION, WISDOM, FEARLESSNESS AND JOY."

*Ralph Lombreglia, 21st Century Author*



## A TRUTH WAITING TO BE TOLD

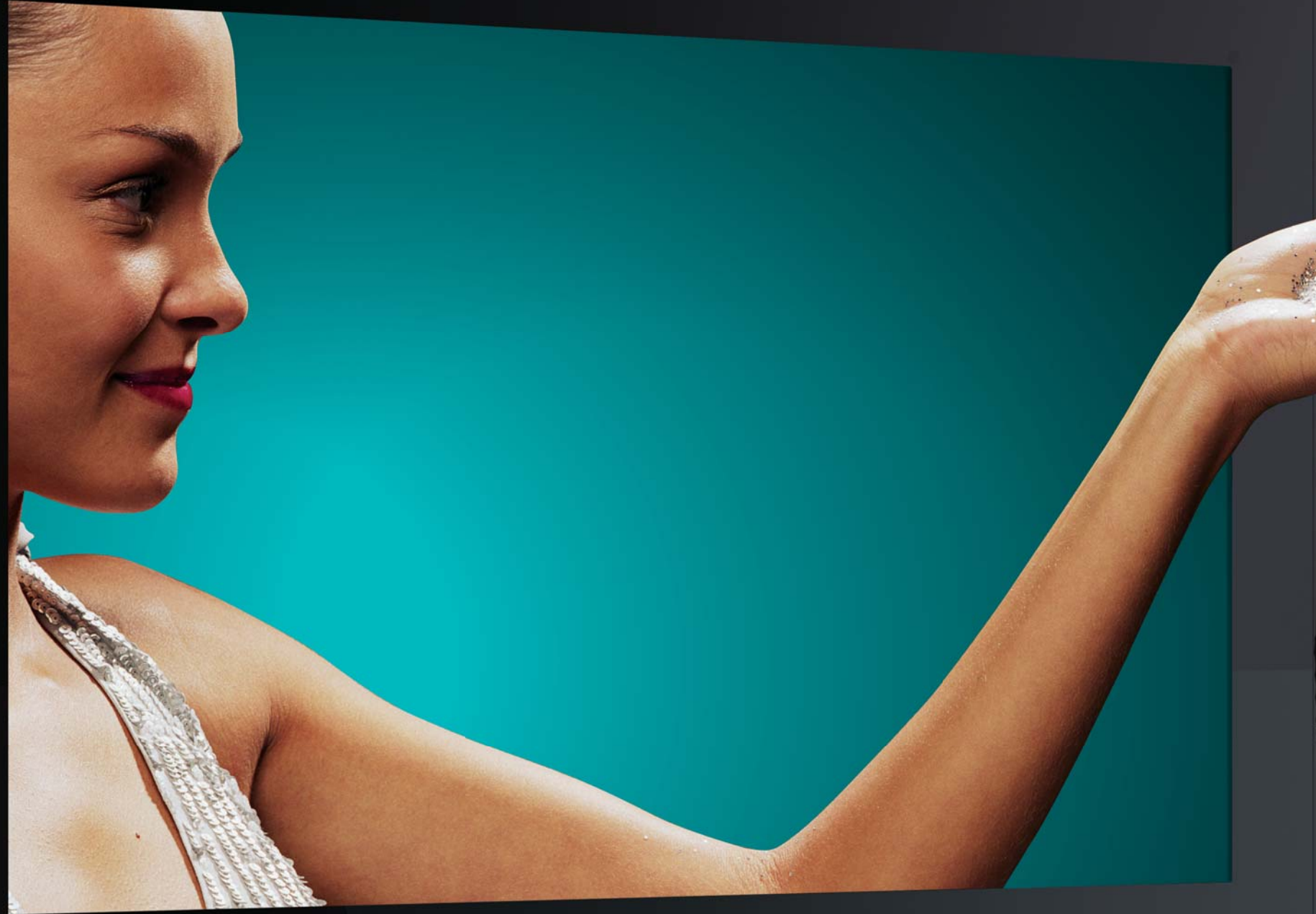
What happened when David took on Goliath?  
When Cinderella strolled glowingly into the ball?  
When the unthinkable heroically conquered the unbeatable?

### What about our story?

Our story is of similar epic proportions. Where a determined brand is willing and able to take on a saturated market. One filled with lofty marketing budgets, celebrity endorsements and ultra-competitive price points.

The ink to our story has yet to dry. New and exciting, it beams of sheer authenticity and pristine quality. The time to tell our story is now.

Let's start at the beginning...



ÖLEVIA

SOURCE VOL- VOL+ CH- CH+ MENU ENTER POWER

- 1 Vision
- 2 Technology
- 3 (R)evolution
- 4 Inspired Identity
- 5 Voice
- 6 Graphic Standards
- 7 Imagery
- 8 Packaging
- 9 Series
- 10 Product Experience



## THE OLEVIA VISION

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### > EVOLVING TO MEET CURRENT DEMAND.

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Across the ever-changing horizon, it is paramount to maintain our one consistent element – our brand.

The following is a comprehensive guide to the Olevia vision. A global makeup that is universal – refined through imagery and environment to reflect distinctive targets or cultures.

Through a lasting devotion to this vision, the Olevia brand will become apparent, elevating itself within the category, as a brand with definition, impetus and expertise.

## A SYMPHONY OF SOUNDS & IMAGES

### > CHANGING THE FACE OF HDTV TECHNOLOGY.

November 30, 2005. Privately held Syntax Groups Corporation and publicly held Brillian Corporation merged to form Syntax-Brillian Corporation. The result, a company with a commanding presence in the two technologies predicted to dominate the future of High-Definition Television under the Olevia brand: thin-film-transistor liquid crystal display (TFT-LCD) for 60-inch and smaller HDTVs, and rear-projection liquid crystal on silicon (LCoS™) for large-screen, home theater and commercial HDTV applications.

Olevia HDTV is one of the world's fastest growing consumer brands with 20- to over 65-inch displays delivering a tier one entertainment experience. An established U.S.-based company with strong Asian partnerships, global retail and distributor sales channels, and a worldwide supply chain, ultimately leveraging economies of scale to deliver both true quality and value.

The future awaits...





OLEVIA IS A GODDESS OF DESIGN + INTUITION.



## UNDERSTANDING EMOTION IN BRAND

### > A BRAND (R)EVOLUTION.

Olevia has the opportunity to develop a brand that is modern, hip but grounded in a tier one entertainment approach. A paradigm of simplicity with rich dramatic colors and visuals reflect the type of experience that any consumer desires to have in high-definition.

Regardless of medium or culture, the Olevia brand must resonate with its target, creating an experience that inspires drama and life.





INTEGRATION OF EXPERIENCE + ENVIRONMENT.



> **BRILLIANCE.**

Beautiful imagery that is rich and dramatic.



> **POISE.**

A cool factor that is entrenched in aspiration.



> **UNEXPECTED.**

An esoteric, innovative approach that surprises and delights.



> **EXPERIENCE.**

A constant and continuous sensory-feeding experience.



> **VALUE.**

Tier one luxury at a tier two price point.

## CRYSTAL CLEAR INSPIRATION



OLEVIA IS UNIQUE, ARTICULATE, REFLECTIVE + SOPHISTICATED.

# A DISCRIMINATING SENSE OF SELF

Within the over-crowded HDTV market space, the Olevia voice must remain resolute and relevant to an evolving consumer mindset – one that is moving from tech-savvy early adopters to the less-informed general population.

Current HDTV buyers skew male when deciding on the primary TV in the home. However, trends dictate a shift to women becoming more influential in the decision making process, specifically for additional TVs within the home.

Recognizing and adhering to this trend, our voice needs to be relevant and specific to each audience:



## THE FEMININE INFLUENCE <

The aesthetic of the Olevia brand placed in female-targeted venues and communication becomes increasingly important with the maturity of the market. Women continue to influence all decisions in the home and appreciate brands that speak to them, reflecting their values.

surface concept house

the dwell homes  
by Empyrean

## > THE MASCULINE STRENGTH

Olevia continues to build strategic partnership with entities such as ESPN and AEG, further aligning the brand with sports and entertainment. Utilizing imagery and a voice that relates to this mindset, Olevia will continue to stand out against less intuitive brands.



The balance of these messages gives Olevia its voice.

# THE VISUAL VOICE OF OLEVIA

> **THE OLEVIA VOICE IS LUCID YET UNDERSTATED, ENDEARING YET PROVOCATIVE.**

Olevia speaks to virtues about the individual and captures his or her ideals. It expresses elegance, grace and stature with a female audience. It articulates relevance, excellence and worth to a male audience.

Above all, Olevia has a voice that expresses both strength and sensitivity. It has the confidence to be aggressive, but the insight to be subtle.

### Guidelines for Messaging

Always speak to a truth about the target.

Be perceptive and intuitive, enigmatic and unexpected.

Use visually evocative words while remaining grounded in your approach.

Focus on differentiation as it relates to emotional stature and leadership.

Use simple, impactful language and speak with clarity.

BRILLIANT

VIBRANT

MODERN

INTELLECTUAL

STIMULATING

DESIGN-INFLUENCED

THOUGHT-PROVOKING

INSPIRING

BEAUTIFUL

ARTICULATE

EXPERIENTIAL

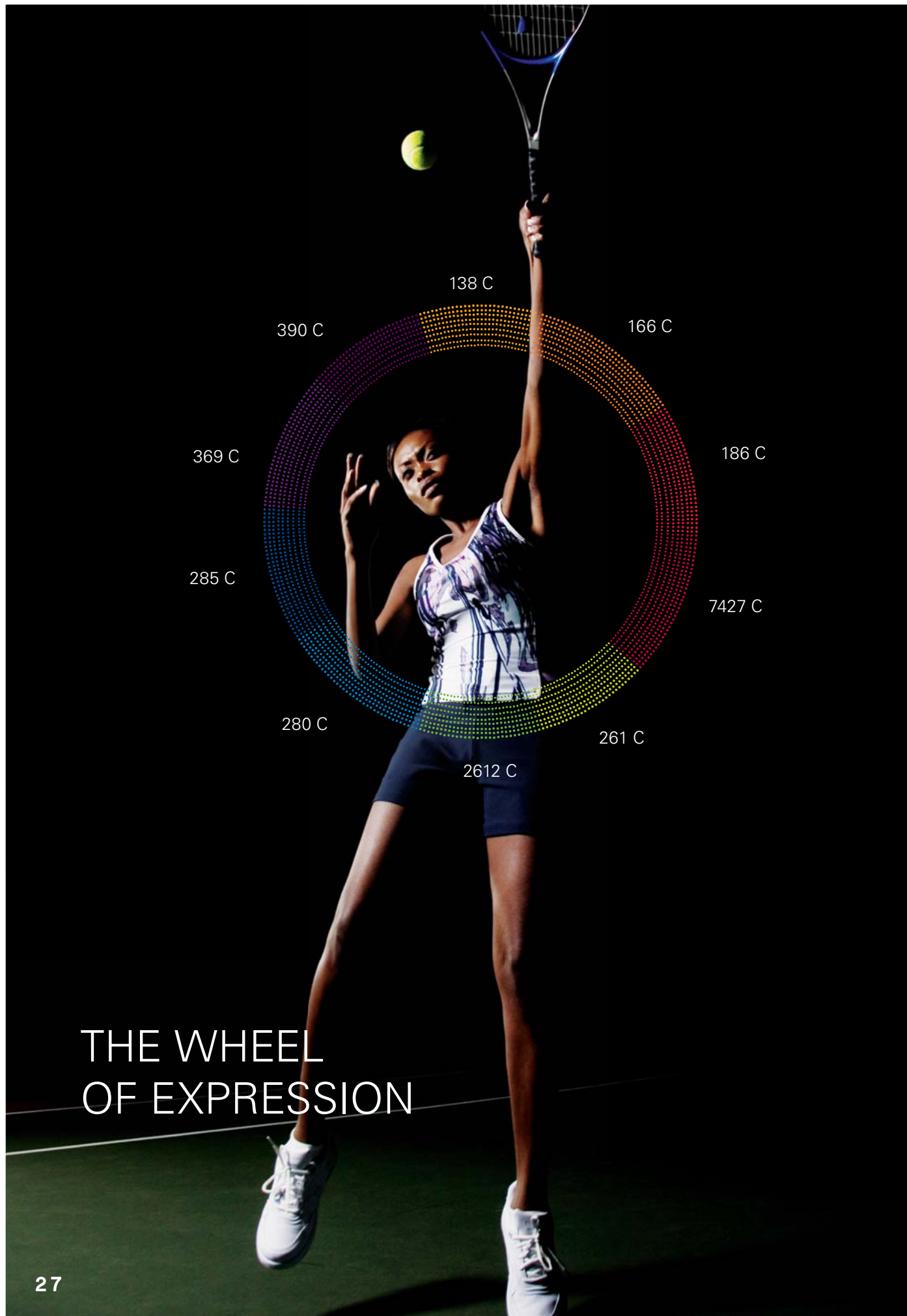
CLARITY

CRISP

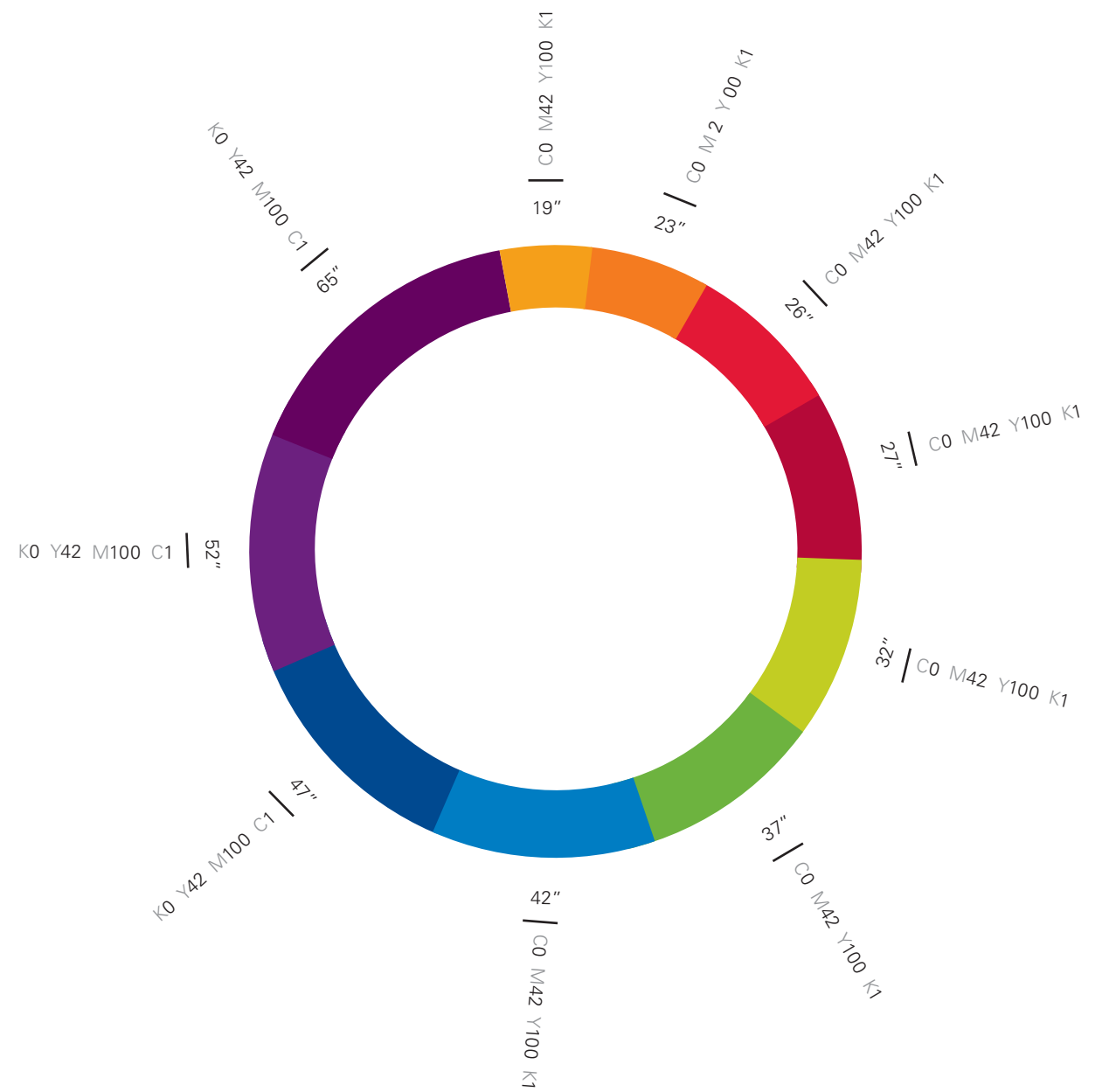


OLEVIA DELIVERS COLOR BEAUTIFULLY, BRILLIANTLY + TRUTHFULLY.





# THE WHEEL OF EXPRESSION



The color palette of Olevia is built from the explosive range of colors captured in Olevia HDTV. A rainbow based on the primary and secondary colors explore a spectrum as complete and diverse as the product line.

# BRANDING A SIGNATURE BRAND

The signature of Olevia, regardless of the communication channel, will always remain the same – the logo. This iconic wordmark consistently presented within the guidelines of color, aspect, clearance and size, will bond the consumer's emotional connection between product and communication.

## LOGO ON BACKGROUND USAGE



Use the black logo variation on light backgrounds.

Use the white or gradient logo variation on dark backgrounds.

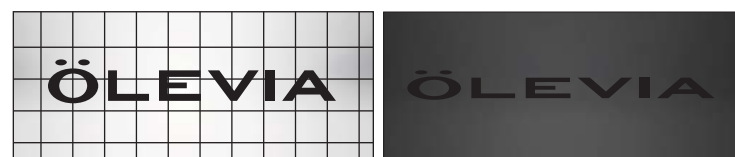
## IMPROPER LOGO USAGE



Do not stretch or change the proportions of the logo.

Do not stray away from the three logo color variations.

Do not alter the type formation.



Do not place over distracting or low contrast backgrounds that alter legibility.

## LOGO COLOR VARIATIONS



## LOGO CLEARSPACE

clearspace surrounding all sides equals height of logo (h)



MINIMUM SIZE W | 1.5"





# TYPOGRAPHY PHILOSOPHY

Olevia provides a precise, yet infinitely versatile type set that encourages the sense of clarity through clean lines and progressive shapes. *Univers* bonds them with an underlying modern sophistication that appeals to both sexes. This is reinforced by the angular, geometric *United* in dialogue with men, or accented by the cultural, organic *Chalet* in conversation with women.

UNIVERS FAMILY

abcdefghijklmnopqrstuvwxy

**ABCDEFGFG**

VOICE AND VISION

UNIVERS CONDENSED FAMILY

ABCDEFGHIJKLMNPOQRSTUVWXYZ

**ABCDEFGFG**

**STUNNINGLY BEAUTIFUL**

UNITED FAMILY

ABCDEFGHIJKLMNPOQRSTUVWXYZ

**ABCDEFGFG**

**A FRANCHISE**

CHALET FAMILY

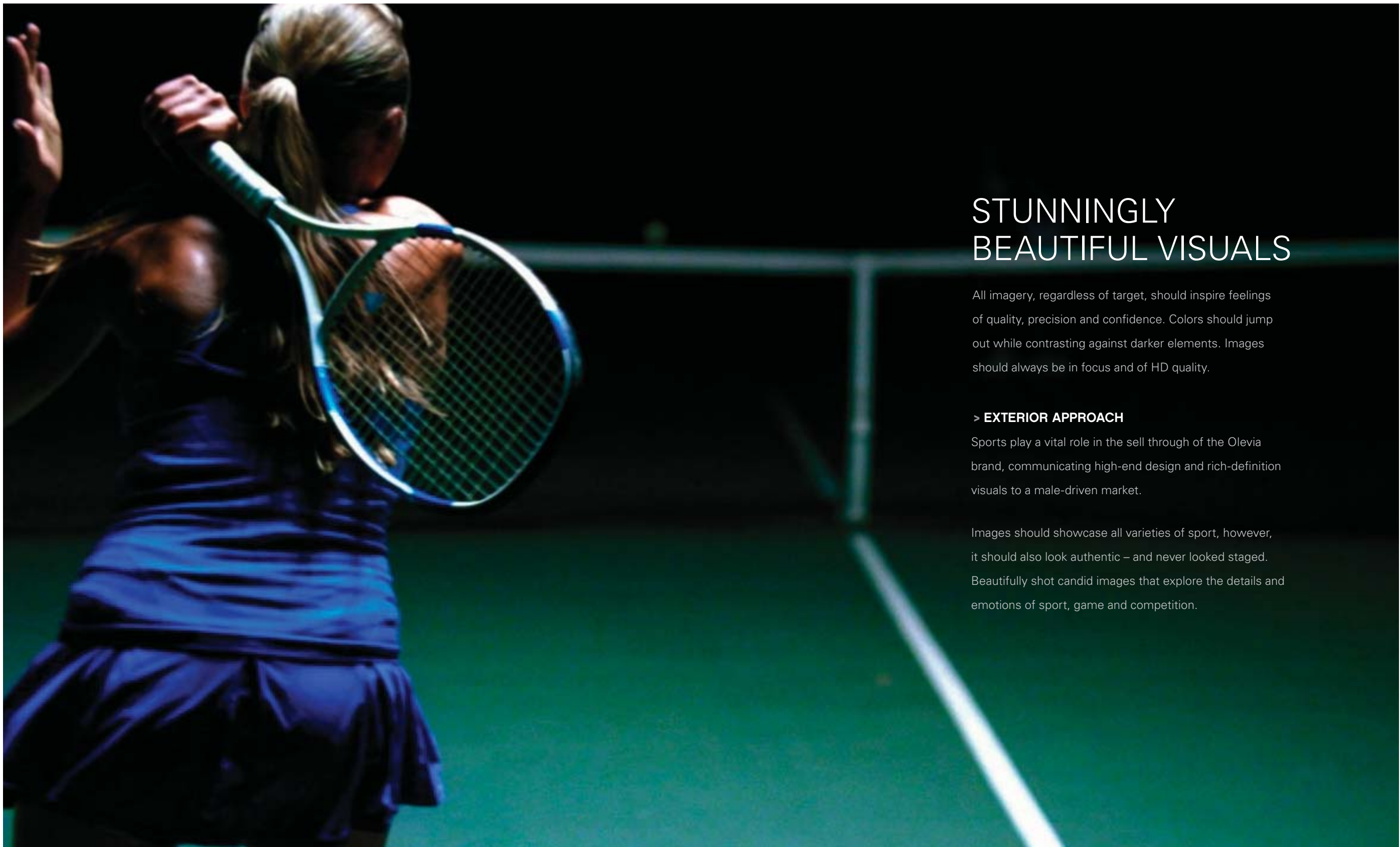
abcdefghijklmnopqrstuvwxy

ABCDEFGFG

**Pop art**

OLEVIA LOOKS STUNNINGLY BEAUTIFUL EVERYWHERE.  
ANYWHERE LOOKS STUNNINGLY BEAUTIFUL ON OLEVIA.





## STUNNINGLY BEAUTIFUL VISUALS

All imagery, regardless of target, should inspire feelings of quality, precision and confidence. Colors should jump out while contrasting against darker elements. Images should always be in focus and of HD quality.

### > EXTERIOR APPROACH

Sports play a vital role in the sell through of the Olevia brand, communicating high-end design and rich-definition visuals to a male-driven market.

Images should showcase all varieties of sport, however, it should also look authentic – and never looked staged. Beautifully shot candid images that explore the details and emotions of sport, game and competition.





> **INTERIOR APPROACH**

An Olevia in a room draws on the essence of the environment – sleek, elegant and sophisticated.

The room should be just as compelling and dramatic as the Olevia itself.

Leveraging Olevia's partnerships with Dwell Homes by Empyrean and Surface Concept Houses further solidify Olevia as a sophisticated brand fit for any room and any taste.



# ENGAGING THE VISUALLY ENGAGED



The new product packaging reflects an understanding of consumers buying habits. As a consumer looks for brand, size, quality, design and reliability - our packaging mirrors this purchase process.

## > BRAND

The Olevia brand always communicates a tier one stature, highlighting strategic partnerships and industry designations to elevate the brand's credentials.

## > SIZE

A color palette defined by screen size allows the consumer a clear distinction between the Olevia line as he or she searches.

## > QUALITY

Key selling points are articulately communicated to present a clear understanding of product differentiation.

## > DESIGN

Showcasing all angles of the HDTV as well as a primary visual explores the simplicity and continued technological progression of Olevia's design.

## > RELIABILITY

Photography, carefully chosen to create connections throughout a universal audience, utilizes both sophisticated and dramatic images of sports and nature to accomplished relevance in a wide range of interests.

# DECONSTRUCTING THE SERIES

> THE OLEVIA LINE OF HDTVS IS SEGMENTED INTO SERIES TO ALLOW FOR A CLEAR UNDERSTANDING OF THE TECHNOLOGY DIFFERENCES.



## > Olevia 3 Series

Delivers best-in-class video processing performance for value-conscious consumers and is specifically engineered to ensure that both high-definition and low-resolution content is stunning and crystal clear. The tuner-less Olevia 3 LCD Series is designed with a full complement of quality hardware and software features, and is powered by PixelWorks® DNX (Digital Natural Expression™) video processor technology.

## > Olevia 5 Series

Offers truly exceptional video processing performance along with a comprehensive hardware and software feature set. The Olevia 5 Series supports all Olevia 3 Series features including Big Picture Technology™, Director's Image™, Color Calibration settings, consumer upgradeability via an innovative USB-drive capability, basic picture-in-picture capabilities, plus a fully integrated combo ATSC/NTSC tuner and expanded connectivity options.

## > Olevia 6 Series

Features super-wide 178-degree viewing angle, high contrast ratios and fast response times that display all rapid action in spectacular clarity. Engineered with the ultimate in surround sound intelligence, the Olevia 6 Series draws you in for a distinct, sensational experience for watching TV or playing video games. The experience will immerse your senses in a new world of audio pleasure.

## > Olevia 7 Series

Delivers the ultimate in professional-grade video performance and superb on-screen image quality, ensuring that all content has the crisp, vivid look of studio-quality high definition. The Olevia 7 Series line up builds on the Olevia 3 Series and Olevia 5 Series hardware and software features, taking HD-performance to the next level. Olevia 7 Series HDTVs utilize the SiliconOptix Realta Hollywood QualityVideo (HQV™) video processor. The Olevia 7 Series also offers a dual integrated HDTV tuner, exceptional audio quality, further expanded connectivity and performance features plus flexible picture-in-picture programming.

# EXPLORING PRODUCT EXPERIENCE



The bond with Olevia is crucial for consumers to unabashedly enjoy their HDTV. Three elements of connection entwine to confidently build this bond. *Rational* appeals to the best value for gain. *Emotional* is driven by aesthetic and relation to lifestyle. And *differentiation* reinforces the others through unique certifications.

## > RATIONAL CONNECTION

### **Innovation**

1080 Full HD, FutureProof

### **Image**

Award-winning picture clarity, 178-degree viewing angle, Director's Image

### **Technology**

Silicon Optix Realta HQV video processors, Big Picture Technology, Fast response time

### **Service**

Olevia Care

### **Ease-of-use**

User Friendly On-Screen Display Wheel

## > EMOTIONAL CONNECTION

### **Green products**

Energy Star, RoHS/WEEE Compliant

### **Design Integration**

Dwell Homes by Empyrean, Surface Concept House

### **Relevant to Content**

Official HDTV of ESPNHD, Partnership with AEG

## > MARKS THAT SEPARATE US





"THE SECRET TO SUCCESS IS CONSTANCY IN PURPOSE."

*Benjamin Disraeli, Former UK Prime Minister*