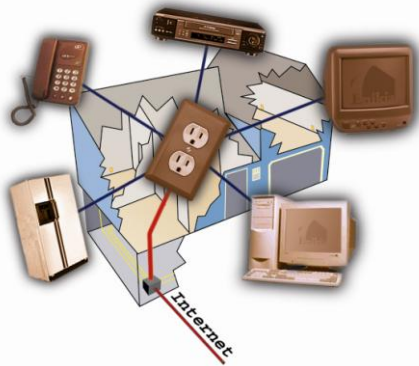


Rainier Renames and Introduces New Company to the World



► **Challenge: Publicize a brand-new technology for unknown startup**

“We’ve got this incredibly cool technology- can you get us in EE Times?” A handful of eager engineers came to Rainier asking the agency to launch their privately-funded startup company: Peak Communications Technology.

Peak had developed an innovative home networking technology that allowed computers to communicate at Ethernet speeds over household power lines.

The company, they added, would not have a product ready to demonstrate for another six months. Every bit of the company’s market value would have to be established through Rainier’s PR efforts.

► **Results: Maximum pre-product coverage**

Rainier helped the company find its identity, including a new name – Enikia (Greek for “At home”). The agency developed Enikia’s logo, first sales brochure, and an evocative tagline – “*Bringing the Network Home.*”



Rainier created maximum PR “buzz” around the company, drawing attention by stirring skepticism – it was previously assumed that Enikia’s breakthrough was technically unachievable.

Resulting coverage appeared in Beyond Computing, Chicago Tribune, CNET, Computer Retail Week, CRN, Dallas Morning News, EBN, EDTN, EE Times, Forbes, KnowledgeSpace, LA Times, Newsbytes, Nikkei Business, Nikkei Byte, PC World, San Diego Union-Tribune, TechWeb, The Detroit News, USA Today, ZD TV, and ZDNet. The attention was unprecedented for a formerly unheard-of company without any tangible product to demonstrate.

“Enikia went from an unknown start-up company to a respected brand, thought leader and industry pioneer in 2 years; beating start-ups and established companies alike,” said Enikia CEO, Robert Dillon. “This simply would not have been possible without Rainier.”

► **Tactics: Focus media attention on previously unthinkable technology**

Rainier’s comprehensive briefings of network-industry analysts preceded a massive campaign to the trade and business editors. The

agency soft-launched Enikia at Comdex and followed up with “Life in the Networked Home”— a major showcase of Enikia’s home networking applications at CES (the Consumer Electronics Show). Months later, Rainier went on to facilitate Enikia’s first, overwhelmingly successful technology demonstration at a major network-equipment tradeshow.

Enikia is a great example of Rainier’s ability to construct and execute a complete and creative marketing communications strategy that results in maximum launch of a brand. Our continued work with Enikia includes on-going analyst and media relations work, speaking opportunities, trade show support and other marcom activities specifically aimed at sustaining the company’s shining image, and propelling them toward maximum market valuation as their product comes to fruition.

► **Strategy: Finding a place for the new technology in the broadband ecosystem**



Rainier transformed Enikia’s power-line technology into a major industry launch that redefined the home networking industry – the agency effectively positioned Enikia’s breakthrough as the “holy grail” of home networking. Rainier also identified and captured ownership of key business messages for Enikia, positioning the company as an innovative provider of “last inch” technology in the broadband access ecosystem.

Rainier recognized that as the bridge between broadband Internet access and pervasive computing (intelligent appliances), Enikia’s technology would become the data backbone of the digital home. The agency’s technical knowledge strategically transformed Enikia’s story from a landmark engineering breakthrough to a story of a powerful business-segment convergence. “Rainier was instrumental in every aspect of our marketing efforts,” said Enikia CEO Dillon. “From strategy to implementation, Rainier was truly part of our team.”