



Seminar at Korea on 12 June 2005

## arkinc design

Marcom solutions for academia worldwide

We are education domain experts offering marketing and communication solutions to the

Based in Pune in India, ArkInc-Design is a leading professional services company - specializing in the design and development of marketing communications collateral for academia worldwide.

We have a bouquet of products custom made to fulfill your specific needs.

### ark web

**Does your website look static and stale? Maximize its potential with a dynamic interactive website.**

We add interactivity and dynamic content to your website. We create innovative designs, clear, precise and informative content for your website.

### ark RSS

**We build cross links for your website with partner sites. So when a student goes on any of these partner sites he sees a link of your website. When he wants to go to your site the student has to simply click on the link. The student will get all the information required in quick time. Use RSS streams to disseminate your institute's information to your partners and agencies worldwide.**

RSS is industry standard for sharing information between websites. Enable your partner websites to dynamically get updated content from your website.

### ark mail

**Give your own domain email ids to all your staff and students.**

**Build your own domain brand.** It does not create a favorable impression of your institute - if your staff and students use email ids of free email services. Make them feel they belong to your institute. It creates brand awareness amongst students within the institute and outside the institute. Students can maintain their accounts after graduation, increasing the brand awareness of the institute. It facilitates communication of messages /notices/schedules etc. to individual students, groups of students or to the entire student body

### ark print

**Full solution for the internationalization (I18N) of your marketing collateral.** Today, localized marketing collateral is essential to get good results. We provide a complete business solution package – we design, develop, localize, print and deliver worldwide.

### ark booth<sup>in-a-box</sup>

**Participating at an upcoming student fair?**

**We design and ship a simple booth-in-a-box to your fair location.**

On the day of the fair, you put together your Student Fair booth from this low-cost single-use box - in less than 30-mins.

### ark film

**A visual is worth a thousand words. A film easily communicates your message to your prospective students.**

We produce innovative films suited for digital and internet media. Let our team's "left brain rational" style communicate your key marketing messages in your film, CDs and streaming videos.

We work with a number blue chip client and brands including Tata Group, Daimler Chrysler, Philips, ICICI, Ceat, Orange, Spice.org, Idea Cellular, Tesol-India, Blowplast, Colgate Palmolive, HDFC, Godrej, Kinetic, Fiat, Wipro, RPG, Tata Honeywell, Geologistics.

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