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**FOR IMMEDIATE RELEASE:**

**Chicago, IL – August 23, 2008**

## **TransLumen used to win Ketchum Innovation Award**

TransLumen Technologies’ visualization products were used by members of the Zócalo Group digital marketing firm to win Ketchum Communication’s inaugural Innovation Idol award. The Innovation Idol competition is designed to identify new ways to reach consumers and stakeholders that can be commercialized in the future. Zócalo’s Ryan Rasmussen, a senior analyst, and Marty Hitzeman, Director of Operations chose TransLumen’s ambient video to create their *Cutting Through the Noise: Experiential Branding Through Sub-Threshold Gradual Changer Imagery* entry.



Rasmussen said, “making a meaningful impression upon snack lovers that demonstrates a very deliberate connection between snacks, farm-grown ingredients, and environmentally-friendly practices, requires creating a remarkably innovative experience. We used TransLumen’s video loops of a chip, a potato, a platter

of chips and a field of corn to represent what we considered the ecosystem of life for one of their major snack food clients.

### *Future – what could be*



TransLumen founder and chief technology officer Doug Siefken added, “we are delighted that they came up with a way to use our technology to be such a versatile advertising and marketing tool. The core of what they created can be a two-minute mobile phone wallpaper, a 20-minute clip shown to movie goers prior to the coming attractions or a billboard on the side of a highway.”

This project is viewed as the beginning of TransLumen's venture into the advertising and marketing arena. To date, the firm has operated mostly in the defense and aerospace industries.

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### **About Ketchum**

Ketchum is an American worldwide public relations firm, offering marketing, branding, and corporate communications services. Founded by George Ketchum in Pittsburgh in 1919, the firm has evolved into a public relations firm headquartered in New York City with 23 offices and 46 affiliates throughout North America, Europe, Asia Pacific and Latin America.

### **About Zócalo Group**

Zócalo Group is a full-service digital and social media agency, helping leading consumer and business-to-business brands become the most talked about and recommended in their categories. Based in Chicago, Zócalo Group has received numerous industry awards for brand programs and measurement initiatives.

### **About TransLumen Technologies**

TransLumen Technologies is a certified Service Disabled Veteran Owned Small Business (SDVOSB), headquartered in Chicago, Illinois. It creates visual display technologies for software, firmware and content based on U.S. Patents #6,433,839 and #6,580,466. For more information, go to:

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