

Case in Point: Tapping Opinion Leaders to Shape Mainstream Reviews

DarbeeVision – Seeing is Believing

Off the charts technology can really wow tech audiences - but how do you create that 'ah ha' moment with consumer facing media?

First, ensure that the product works flawlessly and delivers as billed. With DarbeeVision, Lages needed to take a complex technology and make it easy to understand and write about. DarbeeVision was introducing the 'Darblet' - a small (iPod sized) HDMI video processor mini-box device that embeds real depth information into a video stream, bringing unparalleled realism to images in real-time.



A targeted review program, supported by buzz in forums, combined to build credibility for the Darblet. The New York Times, TWICE, Engadget, Popular Science, InfoWorld, CNET (the list goes on) jumped on board to go on record about the cool factor of the product... creating waves of coverage - and sales.

For DarbeeVision it was key that the product speak for itself as 'seeing is believing.' A revelation 40 years in the making, the Darblet's time had come - modern technology could finally support the discoveries entrepreneur Paul Darbee had made back in the 1970s. Darbee found that going beyond the limitations of optics and electronics and taking into account what the human visual system does when images are viewed is the key to achieving the best images possible. Pictures take on new properties that are both unexpected and visually gratifying.

Darbee's technology truly needs to be seen to be believed – and what better way to get the technology in front of the right people than a review program?

The Program

With a goal to provide the best PR environment possible to enable the Darblet to 'sell' itself, Lages initiated a review program that would target a group of influencers you wouldn't expect: the true videophiles. These zealous aficionados were both the most vocal about and critical of image enhancement products. The plan was to focus on getting these insiders on board with the Darblet as their opinions would help shape the opinions of more general media reviewers. While a risky strategy on the surface, the founders at DarbeeVision were positive that if the Darblet was put in the hands of these thought leaders, the results were sure to be good.

The Results

The results were more than good...they were phenomenal! Based on the overwhelmingly positive feedback, the review program was then broadened to include the mainstream media. In the materials for these reviewers, Lages even included the enthusiastic comments from the especially critical videophile reviewers to lend credibility. From Popular Science to The New York Times to CNET – it seemed that everyone wanted to see what all of the buzz was about for themselves!



What They Had to Say:

"I use the Darblet with everything, even for Blu-ray reviews." - Widescreen Review

"With the Darblet image-processing box, a user can upgrade his picture quality without buying a new TV." – Popular Science

"I think the Darbee Darblet is a must-have gadget!!" – Dave, user, AVForums.com

"It will make the most beautiful images you've ever seen on your screen." – HomeTheater.com

"Watching anything through the Darblet is quite a revelation." – QuebecAudio.com

"What's so good about it? Basically, turning on the Darblet has the effect of lifting a veil from the image and resolving all the fine details better." – High Def Digest

"With one HDMI input and one HDMI output, the Darblet is an amazingly simple piece of hardware that significantly enhances the quality of the video being passed through it." - InformationWeek

"This is by far the best video enhancement tool I've had the pleasure of using in my system." – HomeTheater.com

"I will definitely say that the Darblet is one of those gadgets that you don't think you need, but once you use it, you can't let it go." – About Home Theater



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QUICK TAKES / VIDEO ENHANCER

Darbee

DARBLET VIDEO ENHANCER
\$349 BY GEOFFREY MORRISON
Make your Blu-rays shine.

IF YOU CAN SEE more vibrant colors, sharper lines, and more detail in your Blu-ray discs, you'll want to try the Darblet. The device is a small, black, rectangular device that connects to your Blu-ray player via HDMI. It's a simple setup, and it works. The Darblet is a small, black, rectangular device that connects to your Blu-ray player via HDMI. It's a simple setup, and it works.

MACRO The Darblet is a small, black, rectangular device that connects to your Blu-ray player via HDMI. It's a simple setup, and it works.

SETUP The Darblet is a small, black, rectangular device that connects to your Blu-ray player via HDMI. It's a simple setup, and it works.

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1 The snolo is a small for adults. It also offers the most powerful sound and is easy to use. It's a great choice for anyone who wants a portable speaker that can be used in a variety of settings. **snolo \$399**

2 With the NetCam, a user can watch what's happening in the living room, anywhere in the house. The HD camera captures all-around action and can stream video or photos triggered by motion to any iOS or Android device. **NetCam \$130**

3 The Darblet is the safest motorcycle jacket available. The company selected every component including foam chest, shoulder, and elbow pads, knee caps, and a 1.5L reflective liquid shock absorber that more accurately absorbs impact. **Alpharoom Room Leather Jacket \$700**

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“The review program was the driving force behind the launch of the Darblet - its success was critical to the overall success of the launch. The results Lages achieved went above and beyond our expectations. Videophiles all over the globe love our product – thanks to the carefully planned and executed review program, set up by Lages to allow the Darblet to shine on its own merits.”

-Larry Pace, COO, DarbeeVision

The New York Times, TWICE, Engadget, Popular Science, InfoWorld, CNET, Widescreen Review, Home Theater Magazine, Network World, HDTV Magazine, Sound & Vision, Electronic Gaming Monthly, Techgag, Electronic House, Gaming Illustrated



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Working together with Lages, DarbeeVision received excellent coverage in top tier outlets.