

Case in Point: Establishing Recognition

DarbeeVision: Creating a Big Name for a Small Company

Founded in 2002, DarbeeVision is a small, innovative company with a remarkable technology that changes the way images are viewed and enhances the visual experience. Darbee's technology adds depth cues into a digital image, giving pictures extreme clarity and detail that make objects appear to possess a strong sense of depth separation and roundness that creates an incredible sense of realism.

The Darbee technology is suitable for a wide range of applications, and had already been used for years in motion pictures, TV commercials, billboards, large-format printing, and photographic art exhibits. With successes that included the pioneering of the first preprogrammed universal remote control and being awarded over 40 patents, Paul Darbee serves as founder, inventor and CEO for DarbeeVision, and had built a reputation for innovation.



Darbee was on the track to success with their cutting-edge technology, but struggled to build the kind of awareness necessary to take them to the next level to reach top-tier audiences. Their mission was to promote the goodness of their technology, share it with others and attract an industry audience with the potential to create partnerships that would take DarbeeVision technology to end users. To reach their goals for success they knew they would need outside help to establish recognition and stand out in the competitive imaging industry.

In 2010, DarbeeVision enlisted the expertise of Lages to position the company as an imaging industry innovator and build the kind of awareness that reaches reputable top-tier media and analyst audiences.

The Program

Lages built a focused program designed to grow and expand reach in step with the company. The overall PR strategy was to establish recognition for DarbeeVision as the creators of breakthrough innovations that will forever change the visual expectations for digital imaging.

Challenged with an unknown and intangible technology, Lages planned to establish credibility for DarbeeVision by highlighting the past successes of seasoned industry veteran, Paul Darbee, and through creative visual messaging such as drawing parallels from what Dolby's technology does for sound to what Darbee's technology does for images.



The Results

Lages took a small company with a great technology, and provided them with the visibility so that their message would be heard. With the help of Lages, DarbeeVision was able to find notoriety in an extremely competitive space. Lages helped Darbee develop relationships with industry analysts and media, and by the time the big trade shows came around they had meetings booked with all the major manufacturers in the imaging industry and had captured top media and analyst attention.

One outcome of Lages' work with Darbee was a strategic partnership with Sunflex. This partnership was initiated when video game accessory maker, Sunflex, became aware of the Darbee technology through the Lages public relations campaign. From their relationship came the creation of the snakebyte HDMI Smart Cable, a consumer product that incorporates DarbeeVision to improve visual clarity for video games. This relationship paved the way for Darbee's entry into the competitive gaming industry where they have continued to grow.

Of their partnership with DarbeeVision, Sunflex says:

"As a new product for video gaming that is completely unique, Sunflex believes the HDMI Smart Cable will be a disruptive presence in the marketplace, and a great fit for our snakebyte video game accessories product line."

Within months, Darbee had shifted from small, quiet company with a promising technology to an up and comer in the imaging and gaming industries.



Establishing Recognition



Industry Acclaim:

“Does it work? In a demonstration during CES, it definitely did. Looking at the same 1080p moving image on two identical side-by-side LCD displays, identically tuned, the one undergoing the DarbeeVision process was demonstrably sharper, offering a great sense of depth and color saturation. The effect was obvious, not subtle, one that any casual viewer would likely see as well.” *-The New York Times*

“Amidst the discussion of which 3D glasses technology works best, here comes a solution that doesn’t need glasses. Or a 3D TV.” *-3DTV.com*

“In the demo we saw, graphical meadows benefitted from the enhancement -- we could see individual blades of grass waving to and fro with much more clarity.” *-Engadget*

“The before image appears flat and out of focus, compared with the DarbeeVision enhanced image, which adds 3D depth information with finer details and textures for foreground objects.” *-Smarter Technology*

“Darbee Vision looks to put more depth into 2D displays. It is not 3D without glasses but it is the next best thing. It adjusts the visual cues in a picture to highlight depth placement. It works in real time and on any video stream including gaming.” *-Electronic Design*

“The Darbee Box doesn’t disappoint in its pop and clarity.” *-Electronic House*

*The Wall Street Journal, EE Times,
Electronic Design, PC Magazine,
Bloomberg Businessweek, MSNBC,
Product Design & Development, Electronic
House, TWICE, Engadget, USA Today,
Los Angeles Times, Engineering TV,
Gamespot, Gadgetwise, The New York
Times...*

With guidance from Lages, Darbee received excellent coverage in top tier outlets and had great showings at top industry conferences where they were booked full with media and analyst appointments.

“We’ve turned to Lages to be our go-to-market launch partner. We’ve found the Lages team has the insight to understand the potential of our technology and the ability to communicate its value to both technical and general audiences while connecting us with influential insiders.”

-Paul Darbee, Founder & CEO, DarbeeVision

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