

# FingerTec® Posters, Revitalizing Product Image

*By Teh Hon Seng, Managing Director*

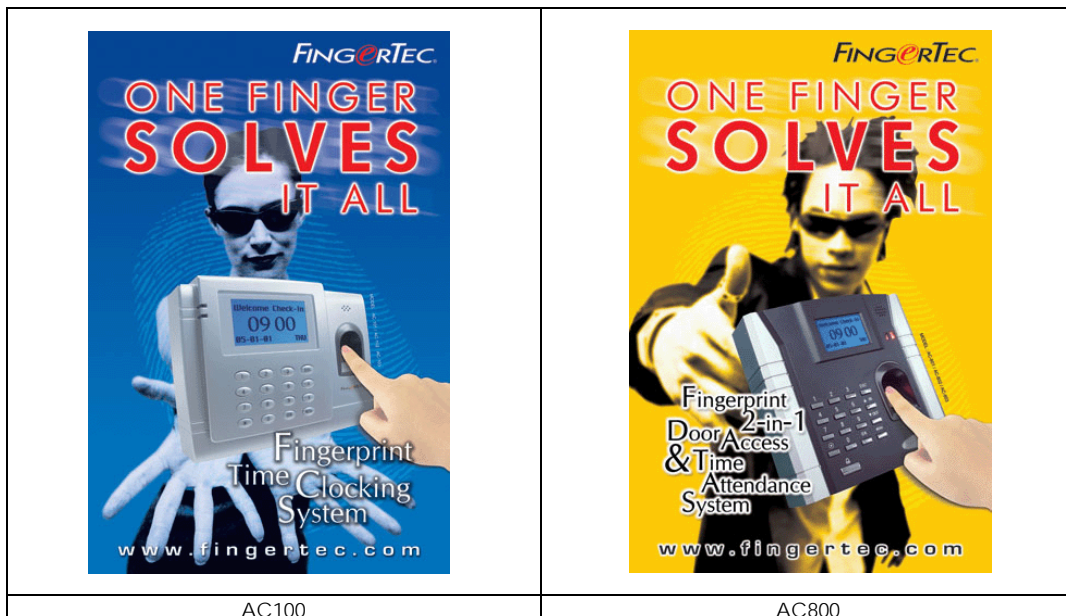
The value of posters is always treated as less important if compared to the other printed media such as brochures and flyers. Reason being, posters are larger in size, costly to print and carry lesser information. On top, presentation of posters requires space, which often times, many offices lack. Even if space is available, the designs of posters might not be in line with the image a company wishes to portray to visitors and worse, it contradicts.

In view of the list-long unfavorable points of posters against brochures, it is obvious why many companies skip printing posters. I have seen too many poster designs showing banality, carrying lack of beauty elements, and promoting products information rather too aggressively up to a point where they spoil the wall rather than act as good décor.

As commercial tools, posters are regarded as communication art. My definition of a good poster is, eye-catching, not necessarily carrying a lot of product information, instead projecting philosophical value that the product carries. In other words, good poster design should convey greater perspective and higher appreciation to enrich the product's image.

Taken all those elements into considerations, FingerTec® posters are designed with graphical elements well-mixed with the simple text, revitalize the products featured to higher conceptual level. At the same time, FingerTec® 's poster designs are décor-friendly be it for your office walls or exhibition booth, , improving the collectable value.

View the difference between two stages of FingerTec® poster designs. At the earlier stage, the message was straightforward and bore too large of product image.



In the later stage, these are the poster designs that inline with my artistic expectations on top of their commercial representations.



TA100

AC900



M2/R2





i-Kiosk100 Plus



i-Kiosk 100

# I Think, Therefore I Brand

These series of posters are specially designed to highlight the philosophy of FingerTec® branding concept.

<p><i>I think, therefore I brand</i></p> <p><b>Socrates' top tip</b></p> <p>“ Question everything – literally everything – about your brand. Take nothing for granted. Always look to get a deeper level of understanding. And don't settle for anything that doesn't feel like ‘the truth’. ”</p>  <p><small>Socrates was a Classical Greek philosopher, considered one of the founders of Western philosophy. He strongly influenced Plato, who was his student, and Aristotle, who was his pupil. He is also credited with the development of the Socratic method, a form of teaching that uses a series of questions to help students arrive at the truth through their own reasoning.</small></p>	<p><i>I think, therefore I brand</i></p> <p><b>Descartes' top tip</b></p> <p>“ Do not relax until you have identified the irrefutable ('certain') core of a brand – what drives its connection with consumers. This will mean getting inside customers' heads, and understanding deep-seated motivations and thought processes. Once that is clear, the development of the brand mix should be a rational and logical working out from the core. ”</p>  <p><small>René Descartes was a French philosopher, mathematician, and scientist. He is best known for his philosophical statement, 'I think, therefore I am', and for his work in mathematics, particularly in the development of Cartesian coordinates.</small></p>
<p><i>I think, therefore I brand</i></p> <p><b>Plato's top tip</b></p> <p>“ Your brand should have two natures. At one level, its superficial nature should always be in the process of becoming (something else) – otherwise it will not be ‘of the moment’. At a deeper level, it will need to have values that do not change over time, and which ‘stand behind’ the superficial characteristics of the brand. ”</p>  <p><small>Plato was a Classical Greek philosopher, who together with his teacher, Socrates, and his student, Aristotle, helped to lay the foundations of Western philosophy. He is best known for his theory of forms, which posits that the physical world is a shadow of a higher, more real world of forms.</small></p>	<p><i>I think, therefore I brand</i></p> <p><b>Spinoza's top tip</b></p> <p>“ The development of a brand's tangible properties and how customers think about the brand overall should not be managed as if they were separate. So make sure, for example, that your innovation and communication strategies are clearly in sync. ”</p>  <p><small>Baruch Spinoza was a Dutch philosopher of Portuguese descent. He is best known for his work in philosophy, particularly in the development of his theory of substance, which posits that there is only one substance, God, and that everything else is a mode of that substance.</small></p>

During a trade show in Dubai last year, a visitor came to our booth and took photos of TA100 and AC900 posters. He told me he loved the designs especially the TA100 poster as it has cynical sense of humor.

Frame the FingerTec® posters, hang them properly on your office walls, you will feel the difference. I invite you to go to <http://material.fingertec.com> to choose your preferred FingerTec® posters and we will send them together with your order. Of course, besides the posters, you are welcome to select other FingerTec® marketing materials too.