



Case Study

Emerging Technologies: Robotics & Artificial Intelligence



IGM Creative Group

Advertising | Marketing Strategy | Web Development

Client overview

Sharp INTELLOS A-UGV is a robotics security system that is a cost-effective, multi-terrain, mobile sensor platform that can capture video, audio and environmental data while providing a visible deterrent for large company surveillance.

The product serves as a solution that helps to mitigate security risks while offering a compelling advancement over traditional security operations through its proactive outdoor security patrol capabilities.



While the Robot was still in prototype, Sharp's sales and marketing teams tasked us with developing an infrastructure that could support and build enough interest to meet the quota for sales within a minimal time frame.



the **action** or activity of gathering information about our target audience, needs and preferences.

Business Challenge

Bring a “first of its kind” product to market in an emerging technology field, while developing a brand and all the necessary tools to support the product launch.

CASE STUDY

“Value delivered with innovative solutions”

IGM Creative Group led the process of designing and shaping the infrastructure to support the Sharp INTELLOS A-UGV's branding and product launch with the aid of their company's product management, marketing and training strategists.



Sharp INTELLOS™ Webinar

Bridge the Gap in Your Outdoor Security

Select from one of two 1/2 hour sessions.

Friday, August 28th - 1:00PM EST
 Register for Session 1

Tuesday, August 30th - 1:00PM EST
 Register for Session 2

SHARP INTELLOS™ A-UGV

RoboRance

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SHARP INTELLOS™ A-UGV

Bridge the Gap in Your Outdoor Security

For large, expansive operations, the vulnerability begins at the location of your property. Sharp Electronics has a solution. Our breakthrough, autonomous robotic system can enhance outdoor surveillance, security, safety and maintenance operations. By integrating with other technologies, our robot augments a trained guard force to provide thorough outdoor surveillance.

MAXIMIZE EFFICIENCY Introduce you to Sharp's latest outdoor security product, the Sharp INTELLOS™ Automated Unmanned Ground Vehicle (A-UGV) that bridges the gap in your outdoor guard force without the requirement of having additional personnel or expending them to urban sites.

The Sharp INTELLOS™ A-UGV is a multi-sensor, mobile sensor, intelligence-gathering robot that can track, video, audio and environmental data, while providing a video data non-intrusively and without the aid of a human driver. It utilizes a non-galvanic surveillance system to gain prohibited views, extending the property coverage and impact of a traditional security force. Included are standard information-gathering tools, plus optional observation and sensor equipment configured to meet a customer's changing safety needs.

Select from one of two 1/2 hour sessions. Attendance will be limited to allow for questions at the conclusion.

Friday, June 29th - 10:30am EST
 Friday, June 29th - 2:00pm EST
 Tuesday, June 27th - 11:00am EST
 Tuesday, June 27th - 3:00pm EST

Upfront with RoboRance™, RoboRance™ Robots are well-suited to use on the "GOV" or "DOD" and "Department" bases of many jobs. When it comes to security guards, the Sharp robot for security can help liberate the manpower guard force of their "SOI" duties and focus their attention on even increasingly demands to protect people, infrastructure and assets.

Look forward to talking with you soon.

SHARP

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SHARP INTELLOS™ A-UGV

TEAM INTELLOS. At your service.

Meet the team.

Meet the members behind the Sharp INTELLOS A-UGV.

 Keith Owinga Vice President	 David Lewis Associate Vice President	 Mike Kojala National Sales Director	 Alice Dilante Director of Marketing Services	 Scott Kurbak Director of Professional Services
 Patrick Pury National Service Manager	 Debra Webb Senior Marketing Manager	 Greg Turner Senior Product Manager	 Greg Press Regional Sales Engineer	 Jim Pignone Business Planning Analyst

SHARP INTELLOS™ A-UGV

RoboRance

CONTACT US

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SHARP INTELLOS™ A-UGV

Built for proactive outdoor surveillance, security, safety and maintenance inspection patrols.

sharpintellos.com

INTELLOS™

INTELLOS™ Video and Images

Explore our gallery of images to get a better look at the INTELLOS Story.

Click on one of the featured images above for a better view.

INTELLOS™ A-UGV

RoboRance

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SHARP INTELLOS™ A-UGV Automated Unmanned Ground Vehicle

AUTOMATED PROPERTY PATROL EXTENDING THE MONITORING AND PRESENCE OF YOUR SECURITY FORCE

Customer Benefits:

- Reduce worker safety issues
- Automate routine patrol
- Reduce and monitor false alarm activity, with an automated data via wireless network
- Increase a patrol footprint
- Provide an inspection for other business needs
- Enhance security knowledge
- Reduce vehicle footprint in restricted locations
- Provide a level of perimeter security, security inspection
- Applicable and energy efficient design
- Easy maintenance

Outdoor Security Robot

RoboRance

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SHARP INTELLOS VIDEO
August 26, 2016 - V2
Page One

Video opens with black screen and Sharp logo screen in front behind to take it's position on the top and center area of the screen.

Type for introduces and INTELLOS sign begin to build while the vehicle starts to move forward across the front of the word "introduces".

As the vehicle moves forward, it reveals the URL, for SharpINTELLOS.com.

SHARP INTRODUCES INTELLOS A-UGV (Automated Unmanned Ground Vehicle)

SHARP INTRODUCES INTELLOS A-UGV (Automated Unmanned Ground Vehicle)

SharpINTELLOS.com

© 2017 Sharp Electronics Corporation



Strategic planning implementation of 3, 6, and 12 month plans to lead generate and educate which included the following deliverables:

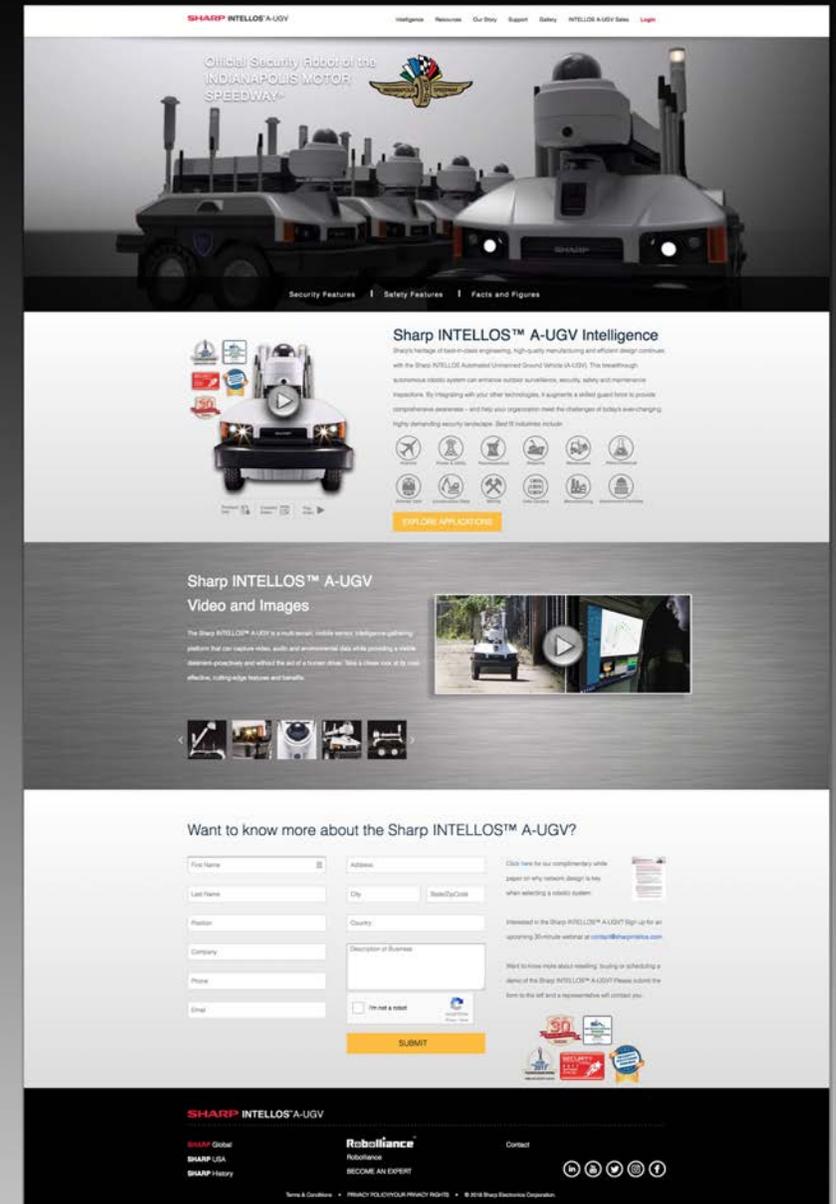
- Ad campaigns
- Reseller campaigns
- Banner Ads
- Website
- Videos
- Social Media
- LinkedIn Seminars
- Exhibit Design
- Interactive Kiosks
- POS Assets
- Product Sheets
- Portal Design
- Reseller Repository
- White Paper Design

The Heart of our strategy

Like most new products to market, we start with a website. IGM Creative Group has found, through a series of client and potential market-user interviews combined with in-depth study of the target industry, we can create a visual palate for the web that sets a precedence for market messaging. In this use case, we were also developing a user portal with an information repository to support their reseller market.

Goals & Objectives

- ✓ Keep the look and feel modern to today's design.
- ✓ Collect a library of assets that are vast enough to keep the representation of the product diverse.
- ✓ Support the product with growth by developing sections for growth within sales division.
- ✓ Populate most sections with Calls to Action.
- ✓ Mix video and social media with strict brand guidelines.
- ✓ Optimize SEO resulting in followership growth.



Sales Resources

In an effort to provide current information for our resellers we have organized this sales resource portal containing the most up-to-date media, sales tools, and strategic assets.



Latest News:

05-03-17 Sharp INTELLOS A-UGV Wins ISC West's SIA New Product Showcase Award in "Law Enforcement/Guarding Systems"

Next Event:

Tue April 25, 2017 – Miracle Springs Spa Desert Hot Springs, CA
 Noon to 2:00PM (PST)
 Noon to 1:00PM - "Lunch & Learn" (Registration required)
 1:00 to 1:30PM - Robot Demonstration
 1:45 to 2:00PM – Question/Answer Session

BROWSE SALES RESOURCES

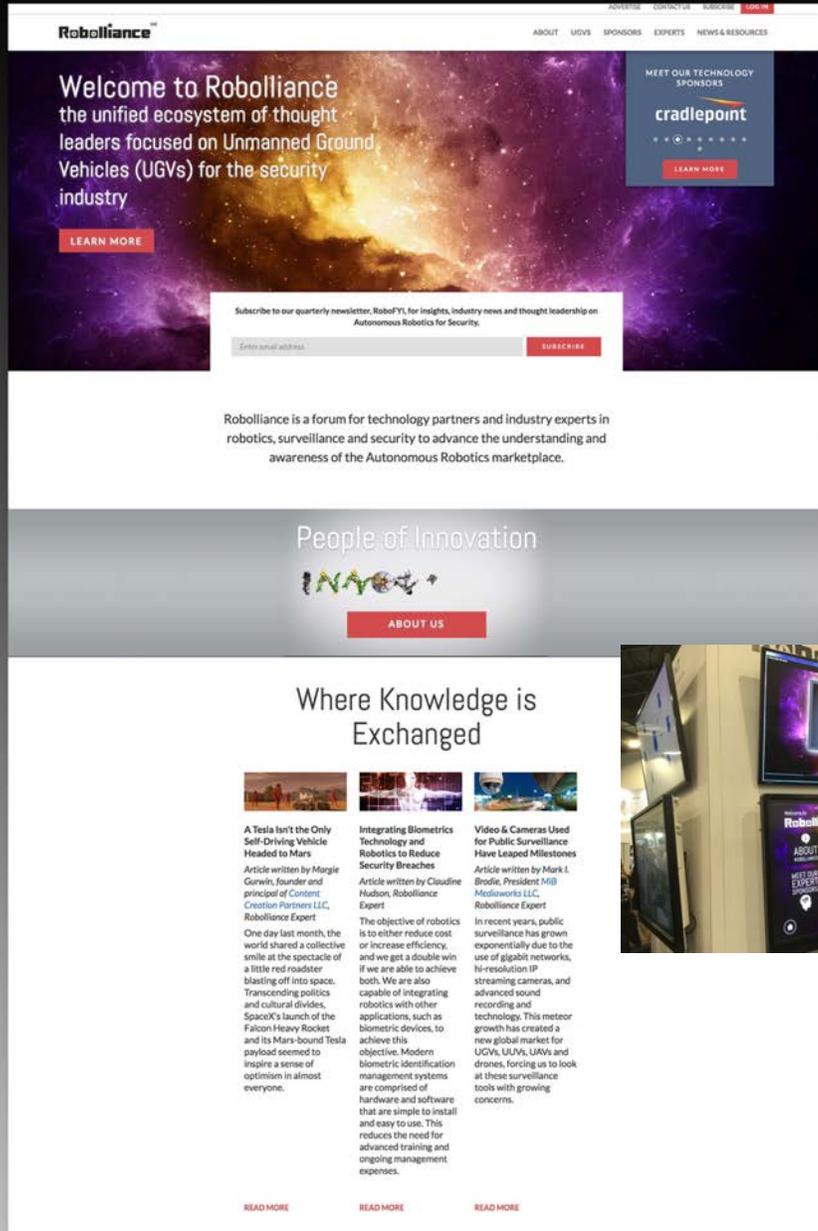
 <p>WHITE PAPERS Vestibulum sit amet liber a justo accumsan blandit et vel nisl. Donec eu ligula magna.</p>	 <p>PRESS RELEASES Vestibulum sit amet liber a justo accumsan blandit et vel nisl.</p>	 <p>VIDEOS Maecenas quis tellus posuere, semper velit in, malesuada augue. Nullam ac eleifend enim.</p>	 <p>TRAINING/ONLINE LEARNING Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>
 <p>SALES PDFs Vestibulum sit amet liber a justo accumsan blandit et vel nisl.</p>	 <p>OPERATIONS MANUALS Vestibulum sit amet liber a justo accumsan blandit et vel nisl.</p>	 <p>PHOTOS Vestibulum sit amet liber a justo accumsan blandit et vel nisl.</p>	 <p>ROBOFYI Vestibulum sit amet liber a justo accumsan blandit et vel nisl.</p>

Value delivered with innovative ideas

Working in conjunction with their executive team, we led the build of their new product's website UI/UX look and feel. The challenge encompassed a multitude of marketing driven pages that were stylized to fit a progressive mega-menu and specifically covered a resellers portal to support brand responsibility.

Our team also developed portal support items such as Product Sheets and White Paper templates, as well as broad-based advertising and educational campaigns.

Reseller Portal - A login based sales resource center



Alternate marketing support

When a start-up needs to feed the marketing machine, it requires an army of support and education to drive adoption. Partnerships are the most valuable assets in creating a sound platform and amplifying the value proposition. Sharp recognized this value and developed Robolliance, an ecosystem of thought leaders.

For trade shows and events, we created an interactive portal to spotlight technology partner companies, their products/services, and their content in the form of articles, interviews and video.



Big Idea

SEO Driven Website & Reseller
Portal



Modern

Fresh Content



Sales

Support all Partners

IGM Creative Group worked with members and sponsors to engage their content and promote the unified messaging with both online and offline promotion. Backed by our client Sharp, Robolliance accelerated disruptive technology adoption, which strongly supported the launch of Sharp INTELLOS.

The IGM solution

We spend years working with our clients marketing and sales team, forging relationships built on trust and passion for the work we provided.

Understanding your industry, target market, and unique methods to support your effort is paramount.



Strategy

Learn as much as possible about the industry you plan to enter.



Website

Build a modern, informative, user-friendly online presence and reseller portal.



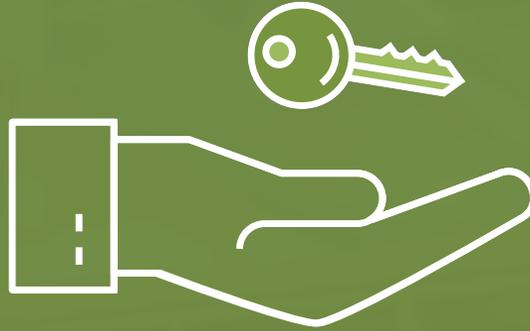
Be Inventive

Differentiate in-person engagement using interactive technology to showcase advocacy base and product benefits.



Social Media

Engage followers, fans, prospects, leads, and clients throughout the sales lifecycle.



Successful Results

The Sharp INTELLOS A-UGV earned five industry awards within 18 months. The Robolliance grew to 55 members over the same period. Sales channel recruitment was robust, and the brand became the authoritative, trusted manufacturer to the security industry for ground-based robotics. IGM Creative Group supported the many channels opened for lead generation and outbound marketing with high client reviews. Our Case study provides an overview of our journey to create a successful product launch within emerging technologies, robotics and artificial intelligence.



THANK YOU

Contact Us

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