



Brand.

Strategy.

Communications.

Conrod Associates Communications works with corporate, government and non-profit clients to develop and integrate their brands into all areas of business through communications, process and organizational improvement. We specialize in bringing together the right group of experts to create strong results.

INTO YEAR THREE: STELLAR WEBTV CAMPAIGN

AND: THE COBBLER'S CHILDREN GET SOME NEW SHOES

March 28, 2011 -- Produced in the U.S., China, Japan and Europe, JDSU.tv features the *Different View*, *Industry View*, *Special News* and video blogging. Visit www.jdsu.tv

JDSU.tv launched in December 2009 with an installment focused of the experience of JDSU technology for cutting edge 3D digital cinema - and featured Dolby Labs and the release of the movie AVATAR.

Since then, we have produced and provided web/multimedia support for *Different View* installments focused on **green energy**, broadband, video, gesture recognition, color for brand enhancement and high-powered lasers for use in cutting metal.

JDSU.tv expanded in 2010 to include a second channel - *Industry View* - focused on thought leading opinions and insight from customers, media, analysts and JDSU staff. Most recently, JDSU.tv has featured video blogs from trade shows in Barcelona and Los Angeles.

We are especially proud of this project because it is providing important leverage for the **brand development** work we delivered to JDSU in 2010.

JDSU innovates and markets diverse technologies that enhance the way people experience the world everyday.

Visit JDSU at www.jdsu.com

SERVICE HIGHLIGHTS:

LAST 12 MONTHS

World Bank worldbank.org
Brand development, implementation.

American Bankers Association
aba.com
Brand development, multimedia.

Meridian Institute merid.org
Brand development, multimedia.

BroadSoft broadsoft.com
Campaign multimedia.

Wirefly/Simplexity wirefly.com
Branded multimedia.

NEW SHOES

We finally launched the new CA web site www.conrodassociates.com

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