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INTERACTIVE

### **About Tumble**

Based in New York City's "Silicon Alley," Tumble Interactive Media, Inc. is one of the city's leading multimedia design and development companies. Tumble is best known for its award-winning designs for a wide range of multimedia platforms including the Internet, CD-ROMs, laptop computers, and interactive kiosks.

Tumble's success is based on single-minded dedication to providing superior products, outstanding service, and stellar creative work. The company strives to:

- Combine creativity and innovation with the latest technology;
- Exceed our clients expectations by delivering a product that arrives on time and on budget;
- Employ the most talented people in the industry;
- Work with our clients to understand their business and deliver new services solutions that deliver tangible results.

Tumble's team combines a depth and breadth of experience in all aspects of new media design and programming, including information architecture, software development, marketing communications, project management, content development, and consulting.

Tumble's in-house capabilities include:

#### Creative design and content development for interactive services

- CD-ROMs
- Web Sites
- Laptop presentations
- Kiosks

#### Web-based Products and Services

- Design and programming of Web sites
- E-commerce solutions
- Strategic consulting
- Branding and Identity
- Banner ad creation and insertion
- Intranets and extranets

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Among Tumble's clients are:

- ABC Television
- AT&T
- Audubon
- Barnes & Noble (Romantic Times)
- Bell Atlantic
- Big Brothers/Big Sisters of New York
- The Church of Jesus Christ of Latter-day Saints
- CS First Boston
- Cybershop
- Deloitte & Touche LLP
- Walt Disney World
- Esquire Magazine
- FamilyPC Magazine
- Goldman Sachs
- GQ Magazine
- The Hearst Corporation
- The IBM Corporation
- Individual Investor Online
- JC Decaux
- Mervyn's of California
- Moody's Investor Services
- Motorola
- The National Football League
- The National Basketball Association
- New York City Partnership and Chamber of Commerce
- New York Sports Clubs
- Novartis
- Parke-Davis
- Ruder Finn
- Rock and Roll Hall of Fame and Museum
- Schering-Plough
- SmartMoney
- Thompson's Nutritional Technology
- Time Warner
- Today's Kids
- Today's Plastics
- treats4pets.com
- United Media ([www.snoopy.com](http://www.snoopy.com))
- United States Naval Academy
- videogear.com
- The Wall Street Journal
- The Women's National Basketball Assoc.

Awards and Honors

Tumble provides creative solutions in all areas of new services that meet or exceed the highest standards.

**Advertising Age's Best Advertising Award**

Tumble took top honors in the Advertising Age "Best Awards" for the CD-ROM press kit it created to help ABC Television promote "Stephen King's The Shining." The CD-ROM takes advantage of the medium with interactive games, including a paranormal test and a "virtual psychic." The digital press kit also contains a 20 minute version of the six hour miniseries, interviews with the cast, director, and Stephen King along with high-resolution production stills and digital press releases.

**8th annual Astrid Awards**

Tumble earned six honors in the 8th annual Astrid Awards, for outstanding achievement in design communications, bestowed by MerComm Incorporated. MerComm works to advance the arts and sciences of communication in the international arena.

Gold Awards were presented to Tumble for the official "Peanuts" site for United Services ([snoopy.com](http://snoopy.com)) and for the "Stephen King's The Shining" CD-ROM press kit for ABC. Tumble earned a Silver Award for the "Stephen King's The Shining" Web site (now accessible at



tumble.com/shining); and Bronze Awards for the corporate site for Ruder Finn (ruderfinn.com), a leading public relations firm, and the Town Sports Gym of the Future interactive kiosk.

#### **Graphic Arts Awards**

Tumble took home four Certificates of Merit in the 56th annual Graphic Arts Awards, held by the Association of Graphic Communications. The AGC is an affiliate of Printing Industries of America, the leading graphic communications industry organization of greater New York and New Jersey. Tumble was honored for the official "Peanuts" site for United Services; the corporate site for Ruder Finn; the "Stephen King's The Shining" CD-ROM press kit for ABC; and the CyberShop site (cybershop.com), an innovative online shopping service offering upscale products from over 400 manufacturers.

#### **One Show Interactive Awards**

Tumble won two One Show Interactive Awards, given by the One Club for Art & Copy for the ABC 1997 Fall Season CD-ROM and for the "Faith in Every Footstep: 150 Years of Mormon Pioneers" CD-ROM for the Church of Jesus Christ of Latter-day Saints. The One Show Interactive Awards recognize creative excellence in interactive advertising.

#### **Art Directors Club**

The Art Directors Club of New York gave Tumble's ABC 1997 Fall Season CD-ROM a Merit Award in its 77th annual Art Directors Awards contest. Out of nearly 12,000 entries, only 30 in the new services section were selected for inclusion the show. The project also will be displayed in the 77th Art Directors Annual Book. The Art Directors Club is a non-profit advertising, graphic design and new services organization.

#### **How Magazine 1997 International Design Competition**

Tumble received an Award of Merit in the Multimedia category in the How Magazine 1997 International Design competition for its press kit on CD-ROM for the Church of Jesus Christ of Latter-day Saints. With more than 4,500 entries from 25 countries, this award is juried by Tumble's peers in the multimedia industry.

#### **Applied Arts Annual Awards**

Tumble Interactive Services won two awards in the 1997 International Applied Arts Annual Awards competition. The first, for excellence in design in corporate multimedia is for the "ABC 1997 Fall Season" press kit on CD-ROM the company created for ABC Television. The second award, for excellence in Web design is for the World Wide Web site Tumble recently created for Novartis, the new company formed by the merger of Swiss pharmaceutical giants Ciba and Sandoz.

The awards, given by Applied Arts Magazine are presented in recognition of "excellence and innovation in communications design." Submissions were judged in nearly 100 categories in Advertising, Design, Photography, Illustration and Interactive Services. The judging panel was assembled from top design, advertising, printing and multimedia companies in the US and Canada.

#### **Astrid Award Competition**

Tumble won Best of Show in the 7th Annual ASTRID AWARDS competition for the web site Tumble created for ABC Television's "Politically Incorrect with Bill Maher."



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The awards, given by the International Academy of Communications Arts and Sciences, are presented in recognition of “excellence and innovation in communications design.” This year’s competition included over 200 entries from 14 nations. Submissions were judged in more than a dozen categories (i.e. employee publications, annual reports, ad campaigns, interactive services, promotional materials) and awards were given at the Finalist, Bronze, Silver, Gold, Best of Category, and Best of Show levels.

In addition to Best of Show, Tumble won the Gold and Best of Category in the category of Interactive Services for the “Politically Incorrect with Bill Maher” Web site, and two Silver awards for a CD-ROM created for IBM’s AS/400 division and the web site created for Novartis, the new company formed by the merger of Swiss pharmaceutical giants Ciba and Sandoz.

#### **Galaxy and Mercury Awards for the IBM AS/400 CD-ROM**

Tumble took the Gold Award for best interactive marketing tool for a CD-ROM magazine it created for the AS/400 Division of the IBM Corporation. The first issue of the quarterly magazine-on-a-disc entitled “Managing Business/Managing Technology” contains information about trends in network centric computing, white papers on such diverse subjects as “Data Warehousing”, and an entire area devoted to the lighter side of computing featuring games, puzzles and jokes.

The Galaxy Awards honor professionals who contribute to the process of building image, creating profit and making a difference in the market place.

The AS/400 CD-ROM also came up a winner in the 10th annual Mercury Awards. This competition honors excellence in professional communications. The AS/400 CD-ROM was chosen from among more than 800 entries received from corporations, associations, government agencies, public relations firms, and other suppliers from 16 countries around the world.

Elements considered in the judging for the Mercury Awards include: how effectively the material met stated objectives, how well the material communicated to the designated audience, use of imaginative and original solutions; and overall expression of the message.

#### **“Politically Incorrect with Bill Maher”**

Lycos named the “Politically Incorrect” Web site its pick of the week and gave the site its highest rating. Rated as a pick of the week by Yahoo, the PI site increased traffic to ABC’s World Wide Web site, also designed and programmed by Tumble, by more than 40%.

#### **www.snoopy.com named Top Kid’s Destination**

Lycos named the Peanuts Web site the best designed children’s site on the Web. According to the review, “Good Grief! The whole Peanuts gang is on the Web courtesy of United Services and if you’re a fan, you’re in for a treat. At Fun and Games, you can watch good ol’ Charlie Brown pitch to Snoopy or pay a visit to the Peanuts Gallery. If you didn’t get your daily fix this morning, you can read today’s strip online. Our favorite feature is the Who’s Who section where you can view each character’s comic strip debut. And if you want to share the joy with friends, send a free Peanuts e-postcard. Just click on Snoopy’s dog house if you need to go home. Happiness is a warm blanket and this wonderful site.”



### **Hearst Corporate site among the Top 10 on the World Wide Web**

The Hearst Corporation's Web site, <http://www.hearstcorp.com>, which Tumble programmed, hosts, and maintains, was rated the 9th best commercial site on the Internet by Lycos Inc. Lycos ([www.lycos.com](http://www.lycos.com)) constantly rates sites on the World Wide Web based on content, presentation and experience.

The site was judged by Lycos' editorial staff from among 10,000 sites on the World Wide Web, and rated according to its effectiveness for promoting or extending a company's business. The results of the survey were published in Inter@ctive Week, a weekly magazine about the Internet.

### **Hearst Corporate site given Editor's Choice Award**

Looksmart, the next generation of Web directories, gives The Editor's Choice Award to the Hearst Web site, [www.hearstcorp.com](http://www.hearstcorp.com), designed and hosted by Tumble. This award conveys the highest standard for providing a useful and high quality Web site.

### **Tumble Founder Named one of the Top 100 Multimedia Producers of 1996**

Cal Vornberger, founder and President of Tumble Interactive, was named one of the Top 100 Multimedia Producers of 1996 by AV Video and Multimedia Producer Magazine. The editors of the magazine state that, "The Top 100 is not a ranking of good, better, best. Rather, it is a means by which we recognize individuals for their outstanding contributions to their organizations and their industry."

## **What They Say About Tumble**

### **ABC Television Network**

"Tumble works as part of our interactive marketing team. Their ideas and talents have resulted in some great new services applications for marketing and promoting the ABC Television Network and its programs. They have consistently delivered highly-creative web sites and CD-ROMs within our tight deadlines. Together we are creating some of the most advanced new services productions. We value their partnership," says Brent Petersen, Vice President of New Services & Marketing.

### **Hearst**

"As one of our key new services agencies, Tumble helps us strategize and use new services within our business. Whether it's helping us create [www.hearstcorp.com](http://www.hearstcorp.com), our top-ranked corporate web site, multimedia laptop presentations for our magazines' sales teams, web sites for our magazines or our corporate intranet, Tumble always provides great service and a terrific product," says Dan Coleman, Vice President/Operations for Hearst Magazines.

### **Esquire**

"The one thing that truly impressed us about Tumble was their design sensibility," says Stephen Reisman, former marketing services director for Esquire who hired Tumble to create a laptop-based multimedia presentation showcasing the magazine's market research.



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#### **IBM**

Adrienne Singer, manager of customer communications at IBM, is another Tumble fan. She describes the promotional CD-ROM that Tumble created for the company's AS/400 line as both entertaining and informative. The CD-ROM features a mix of interviews with customers, consultants and trade magazine editors, trivia games and humor. "They took highly technical subjects and produced a product that is very inviting and interactive," she says.

#### **Apple Corps - The Beatles**

The Beatles recording company, Apple Corps, was initially dead set against the idea of creating a CD-ROM press kit to help publicize The Beatles Anthology, a three-part documentary that aired on the ABC Television Network last November. "They were bowled over when they saw the final results," says Brent Petersen, ABC Vice President and producer of the press kit for ABC Television.