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AUSTRADE - Digital Media Innovation Showcase

Networking Presentation Lunch

Introducing seven Australian Digital Media technology companies servicing the Advertising, Marketing and Media Distribution industries.

Wednesday, March 17th
12:30pm – 2:30pm
Australian Consulate, Monash Room
150 East 42nd Street (at Lexington Ave), 34th floor

Do you outsource your digital Media technology? Want to benchmark your current technology suppliers, or learn more about new ways to reach your market?

Austrade is presenting the third annual Australian Digital Media Innovation Showcase promoting Australia's unique strengths in digital media to the New York Digital Media industry.

This year's showcased technologies cover Video Publishing, Creative Business Management, Multimedia Learning, Digital Marketing Management, Children's Online Safety and Local Area Marketing.

This free session will be your chance to see presentations from each of the 7 featured companies, and network and discuss business or partnering opportunities with the companies over lunch.

Who should attend?

- Advertising Agencies, Marketing and Brand Management Consulting Firms, Mobile Service Providers, Broadcasters and Web Developers.
- Individuals in the Marketing, Advertising and Media distribution space.
- Corporations looking to manage their digital presence and marketing internally.
- Organizations looking to develop partnership and distribution opportunities.

The Australian Trade Commission (Austrade) is the trade development division of the Australian Federal Government. Austrade is chartered with introducing pre-approved, market-ready Australian companies to relevant partners and customers around the world.

RSVP: 10th March to Belinda Jackson belinda.jackson@austrade.gov.au Phone: (212) 351-6581



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SUPPORTED BY:

McCORMICK & O'BRIEN, LLP



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Technology Summary:



E-Diary (www.e-diary.com)

E-DIARY is a custom software application for sports, entertainment and lifestyle clients. E-DIARY downloads a client's fixtures, events and important dates direct into the desktop calendar of fans on PC, Mac and devices. E-DIARY entries appear in the date pages, with built-in reminders, graphics, TV broadcast details and 'Quick Links' to further information and features (e.g.: Tickets, Hospitality, Team, TV, Fantasy, Stats, Twitter, Facebook, Blogs, Bookings etc).

For fans, E-DIARY delivers exclusive, specific and relevant event information, that's instantly diarized, and 'one-click' direct access for sales and engagement. For rights holders, E-DIARY increases customer awareness, acquires a profiled database, drives memberships, sales and engagement, and delivers a new commercial property to sell. For sponsors, E-DIARY presents a unique opportunity to partner with high profile sports and entertainment properties, and connect with a high value corporate-bias audience via intimate advertising and partner benefits, direct in their diary.

E-DIARY is one of the fastest growing applications around, and used by all major sports in Australia, New Zealand, and now live in the UK and USA. With over 120,000 users currently, E-DIARY is tipped to reach 1 million users by end 2010.

Patrick Barrett

Director

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BlocksGlobal
Empowered Marketing

Blocks Global (www.blocksglobal.com)

Blocks Global Pty Ltd® is an Australian software services company providing empowerment solutions for marketing people globally based on a deep understanding of their needs. The ever-evolving digital landscape is a proven and powerful medium for success and if you're not visible on the Web these days... well you're not really being seen. Managing digital media effectively, controlling campaigns flexibly, and staying abreast of developing technology has never been more critical to success.

Blocks, our hosted marketing platform, has been specifically designed to overcome difficulties in managing multiple media streams, content creators and to empower marketing professionals by freeing them of their dependence on IT support. It puts complete control over communications in the hands of the communication specialists. Blocks has significant advantage for any company with multiple points of sale, products or services, a strong brand and a focus on digital media.

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E-Kidna (www.ekidnaworld.com)

ekidnaworld.com, Australia's leading virtual world for 8-12 year old children encases Mate Safety™ an award winning technological innovation that ensures the safety of children as they chat online with friends. The Mate Safety™ innovation is unique and through ekidnaworld.com it delivers reassurance to parents and yet importantly does not inhibit a child's sense of independence.

Using various revenue models ekidnaworld.com operates in a global market where the demand for children's online safety is growing rapidly and is universal. The Mate Safety™ application and the Virtual World that encases it is not limited to online and can be used in any language across all digital mediums including mobile and hand held devices.

Karen Orford

Founder and CEO

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G-learning (www.glearning.com.au)

G-learning® is an on-line multimedia learning platform designed to flexibly present content in a unique multiple learning format, anywhere and at any time. G-learning's customized technology delivers simultaneous video-streamed education with "step by step" training modules which can be viewed by individuals in a formal training environment, or on demand from a participant's workplace or home computer.

G-learning's "group based system" is delivered by one gateway offering the flexibility of multiple sub-groups in multiple countries and locations and in multiple languages and currencies to match an organization's structure requirements. G-learning's interactive content delivery system goes way beyond any other Learning Management System, while incorporating flexibility and ease of use. Its multiple screen presentation integrates innovative technology with a wide range of assessment formats and reports than can be tailored to the needs of individual industries, companies, branch offices, course presenters and participants.

With G-learning's on-line, on-time training and education, organizations save time and money in development, implementation and management and importantly achieve superior learning outcomes.

Jamie Carroll

Director

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Instinct Systems (www.instinctsystems.com.au)

Instinct Systems delivers tools that make the process of running a creative business more efficient, effective and ultimately more profitable. Our software – JobBag – is the sum of our knowledge and experience and the work we have undertaken for hundreds of clients since 1988.

JobBag is designed for creative businesses and can help with the key functions within the business. JobBag tracks the productivity of staff, profitability of individual projects and of the business as a whole – with just a click of the mouse. JobBag is perfect for marketing firms, communications companies, public relations firms, graphic design studios, advertising agencies and media companies.

We specialise in assisting companies with job costing, business management, timesheet management, project management and project profitability. We do this through our software as well as training and ongoing support. We help to maximise the efficiencies within a business, better manage creative projects and ultimately increase the profitability of projects. Our products are easy to use – they are designed for you to use intuitively and instinctively. Trust your instinct.

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netventures

Net Ventures (www.netventures.com.au)

Net Ventures is Australia's longest standing internet broadcasting company and was established by Michael JP Page. Net Ventures engineers and develops software for high-performance video solutions and applications for clients including Bigpond TV, Auskick Australia and the Central Queensland University.

Net Ventures pioneered webcasting in Australia more than 12 years ago, when it conducted the first Australian webcasts for MTV, ABC and SBS. While the company's heritage is in webcasting it has delved into emerging technology developing innovative platforms in a rapidly moving industry.

The company's team is highly skilled engineers who design and create robust, high-performance video solutions. Net Ventures also consults, having developed high-level broadband strategies for some of Australia's most treasured entities such as the National Museum of Australia. In 1997, Net Ventures conducted the first Australian webcasts for MTV, ABC and SBS, as well as for global figures including Kofi Annan and the Dalai Lama.

Michael Page

Founder

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Reactive (www.reactive.com)

Reactive is an independent digital agency that was founded in 1997 with offices in Melbourne, Sydney, London and Auckland. With 55 full-time staff and an annual turnover of \$10m, we offer effective strategic and creative Web design, development and digital marketing services.

Reactive are specialists in user-centred design with a focus on larger, technical projects and eCommerce. We offer more cost-effective solutions compared with our competitors. Reactive is much more than a web design agency; it has three dedicated specialist companies providing search and social media marketing ([Reseo](#)), hosting ([Baselocation](#)) and software development ([Codagenic](#)) which allow us to provide a full-service offering to our clients.

Reactive has recently joined the invite-only [Society of Digital Agencies](#) (SoDA); a collection of the world's leading digital agency firms and the voice of digital marketing professionals worldwide. Reactive was one of a few select agencies to participate in the [Forrester Wave™](#) for Australian Interactive Agencies and was identified as having the “clearest vision and plans for the future of any vendor in this [report].”

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