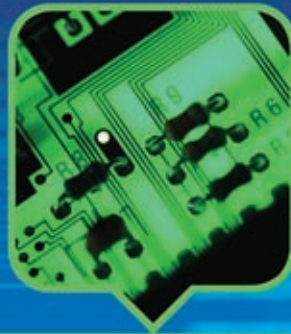


< we speak your language



< to the world >

- Analyst Relations
- Article Placements
- Award Nominations
- Branding & Naming
- Bylined Articles
- Crisis Management
- Media Training
- Perception Surveys



- Press Briefings
- Press Releases
- Product Launches
- Speaking Proposals
- Strategic Messaging
- Trade Show Support
- Venture Capital Relations
- Web & Collateral Content

public relations

for technology

innovators

public relations for technology innovators

The world moves faster every day. With competition on the rise, it is becoming more and more difficult to get noticed in an increasingly crowded marketplace. As a technology innovator, you have an interesting and unique story to tell. To stand out, though, your voice must not only be heard, your message must be succinct, results-driven and, most importantly, it must be understood.

At DPR Group, our primary emphasis is on thoroughly understanding your products and services, so we can better speak your language to your industry and beyond. More than the language of technology, our experience, insight and skill in developing strategic opportunities to communicate your message are what make DPR Group such an effective match for technology innovators.



The staff of DPR Group does an excellent job of working with our public relations team to provide focused outreach to the media and support for our overall marketing goals.

LAURA LUKE, DIRECTOR OF CORPORATE COMMUNICATIONS
SRA INTERNATIONAL, INC.



the nuts and bolts of solid public relations for high-tech companies

DPR Group, Inc. is a full-service public relations agency that specializes in delivering world-class public relations and marketing support services to a broad range of technology and service companies. Our team has expertise in public relations, marketing and advertising within a variety of high-tech industries. Whether it's a 10-person, privately owned start-up company, or a 5,000-person, publicly traded industry leader, our goal is to build greater name recognition for your company, giving it a stronger presence in the marketplace. That's what we've been successfully doing for our clients for nearly 10 years.

We work with you to define your message and strategically deliver it to targeted media, analysts, and industry experts. The resulting coverage and “buzz” builds name recognition for you, your clients and prospects, and investors. Of course, the key is communicating your story in the most compelling,



DPR Group has done an outstanding job of raising industry awareness about Cornet Technology, Inc. and in promoting brand awareness of the company's specialized products and services for federal, state and local governments, and corporations worldwide.

ROSEMARIE D'AGOSTINO, MARKETING COMMUNICATIONS MANAGER
CORNET TECHNOLOGY, INC.

The DPR Group team understands the core elements of our complex technologies and effectively communicates our key messages to the media, resulting in high profile media coverage for our company and for SkyWatcher, our optionally piloted unmanned aircraft. The DPR Group worked with our staff to plan and execute one of the most effective product launches I have seen in our industry.

DON RYAN, CEO
PROXY AVIATION SYSTEMS, INC.

interesting, and memorable way.
That's where DPR Group succeeds.

Our scope of expertise has helped both emerging and established technology companies alike reach their audiences and realize their business goals. We have worked extensively in a variety of high-tech areas including:

- ▶ Software Development
- ▶ Systems Integration
- ▶ High-Tech Manufacturing
- ▶ Middleware
- ▶ Internet Portals
- ▶ Data Extraction Technology

- ▶ ERP and CRM Solutions
- ▶ Supply Chain Management
- ▶ Document Management Systems
- ▶ Pre-Clinical Drug Discovery
- ▶ Email Delivery
- ▶ Network Security
- ▶ eLearning
- ▶ Telecommunications and Wireless Devices
- ▶ Broadcast and Cable Television Software Infrastructure Systems
- ▶ Unmanned Aviation
- ▶ Database Services and Solutions
- ▶ Healthcare Support Services
- ▶ Transportation Logistics
- ▶ And many other high-tech areas

Your message is unique. Your public relations team should understand why. Whether its media relations, competitive research, or a full-scale product launch, DPR Group has the experience and key industry contacts to significantly increase your company's visibility in the marketplace. We know that you can't successfully represent the potential of an innovation if you don't understand the technology behind it. And so do our clients. At DPR Group, we speak your language – to the world.

Contact us today to learn more about how we can help you reach your goals, or visit us online at www.dprgroup.com.





DPR GROUP, INC.

HEADQUARTERS

12850 Middlebrook Road
Suite 107
Germantown, MD 20874
tel 240.686.1000

www.dprgroup.com

SOUTHEAST DIVISION

200 Cascade Pointe Lane
Suite 104
Cary, NC 27513
tel 919.678.9200

