

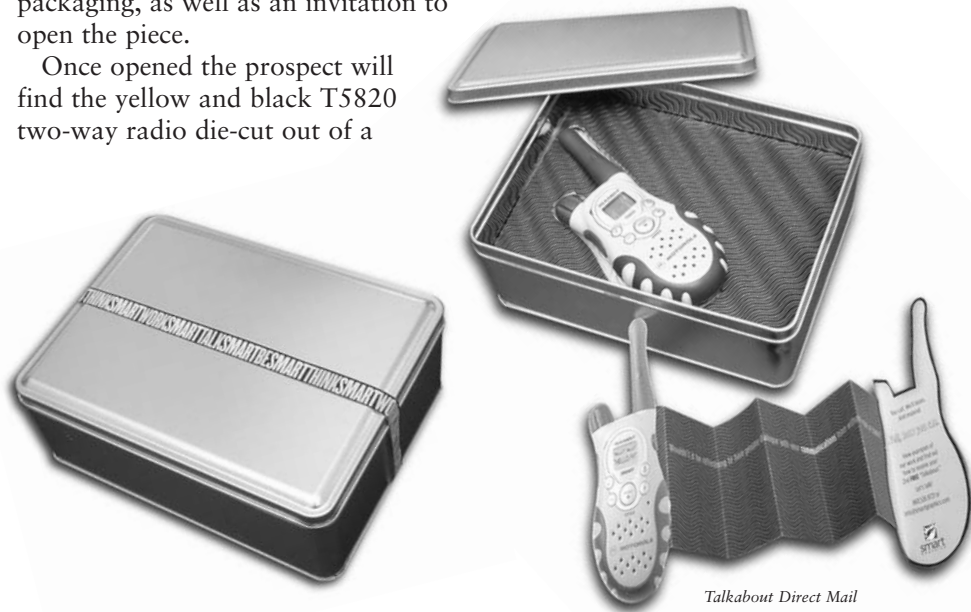
Talkabout Smart!

Chester, CT – Smart Graphics is providing prospective clients with an immediate solution for achieving clear communications. “Talkabout Smart” is a direct mail piece utilizing Motorola’s two-way radio to invite potential clients to call on us for smart communications.

The attractive tin denotes creative packaging, as well as an invitation to open the piece.

Once opened the prospect will find the yellow and black T5820 two-way radio die-cut out of a

black textured paper and a brochure in place of the second radio suggesting a call-to-action. With this direct mail piece, we hope Smart Graphics will be all everyone is talking about.



Talkabout Direct Mail

DID YOU KNOW?

interesting facts to discover

Home of Deep Sea Exploration.



Dr. Robert Ballard

Dr. Robert Ballard, president of the Institute for Exploration at Mystic Aquarium, marine scientist, explorer, pioneer and the man who found the Titanic, PT-109 and the Nazi Battleship, Bismarck, is now undertaking his most challenging and exciting expedition ever. This 41-day exploration marks the return to the Black Sea and Eastern Mediterranean where significant discoveries have been made in the past. It's a promising place to look because the poisonous conditions of the Black Sea act as a preservative. Ballard believes he will

discover the most highly preserved ancient findings here. He will be returning to existing wrecks with the newest and most advanced technology which will enable him to explore sites of human habitation during the time of Noah's Flood, 7,500 years ago. For a live telecast, log onto www.expedition2003.org or for more information, log onto www.mysticaquarium.com.

ten
pleasant street
chester,
connecticut
06412

smart talk

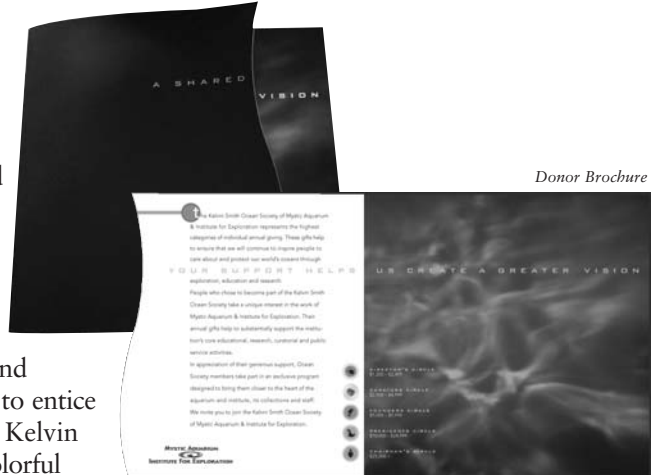
A SMART GRAPHICS'S PRESS RELEASE



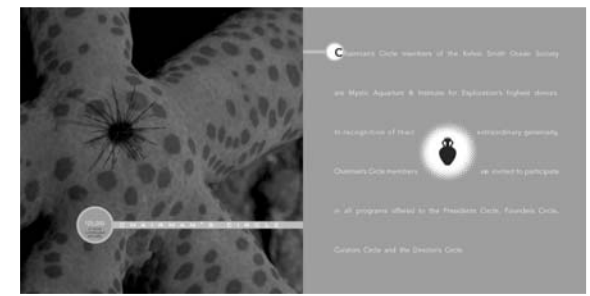
ten pleasant street chester connecticut 06412 T 860-526-9721 F 860-526-2270 E info@smart-graphics.com

Sharing the Vision

Mystic, CT – Mystic Aquarium & Institute for Exploration (MAIFE) called upon Smart Graphics to design their first Donor Circles brochure. This brochure along with an enrollment form, an invitation, reply card, stationery and member card were designed to entice potential donors to join the Kelvin Smith Ocean Society. This colorful brochure features five donor categories and their benefits using beautiful underwater images. These donors represent the highest categories of individual givings. For more information on becoming a member of **The Kelvin Smith Ocean Society** call 860.572.5955 ext. 555 or visit mysticaquarium.org.



Donor Brochure



Member card



Charter Members	DIAMONDS CIRCLE	PRESIDENTS CIRCLE	FOUNDERS CIRCLE	SUPPORTERS CIRCLE	MEMBERS CIRCLE
All Kelvin Smith Ocean Society Charter members will be listed on the campus of Mystic Aquarium & Institute for Exploration, in the Annual Report and Kelvin Smith Ocean Society brochure, and in some membership materials. Listings will be updated annually.	Mr & Mrs David Miller Mr & Mrs Jerry Day Dr & Mrs George White Mr & Mrs Charles Meyer Suzanne Jeanne Smith Hill Mr & Mrs Howard Ross Mr & Mrs Tucker Walker	Mr & Mrs David Christensen Thomas & Susan Green Mrs. Josephine Mr. Josephine Paul & Rebecca Palmer	Mr & Mrs William Kelly, Everett Dr. Robert & Barbara Kelly-Bishop Mr & Mrs William O'Brien Mr. Josephine Paul & Rebecca Palmer	Tracy & Arley T. Harris Nancy & Eric Zander David & Jennifer Ray Carter & Kay & David Wilson Kelly Lisa Jensen Mr & Mrs Bruce Wilson Mr & Mrs Paul Thompson John & Susan & Ann M. Robinson David & Nancy Taylor James A. & Jennifer M. Thompson Kathleen M. Thompson Mr & Mrs Stephen Hill	

Eat or Be Eaten!

Mystic, CT- Mystic Aquarium & Institute for Exploration (MAIFE) asked Smart Graphics to design and produce banners and posters for their front entrance promoting current activities. The first was "Shark, Predator/Prey," a challenging and interactive game that allows you to become part of the food chain. The second was for the "Beluga & Penguin Contact Programs". This banner promotes a more realistic adventure, that allows you to enter their environment, where you can pet a penguin or wade with a whale. Each banner uses warm bright colors to attract viewers while the large type and bright colors invites the visitors to participate. To experience these new events for yourself, contact MAIFE now.

Shark Predator/Prey banner



Beluga & Penguin Contact program banner



Excellence Award!

Hartford, CT - Connecticut Art Director's Club (CADC) awarded Smart Graphics an excellence award for a poster series done for Mystic Aquarium & Institute for Exploration. These posters were part of a member-

ship campaign highlighting many of the benefits once you become a member. This series also received an Innovative Marketing campaign award this past Spring from the American Marketing Association (AMA).

Membership Posters

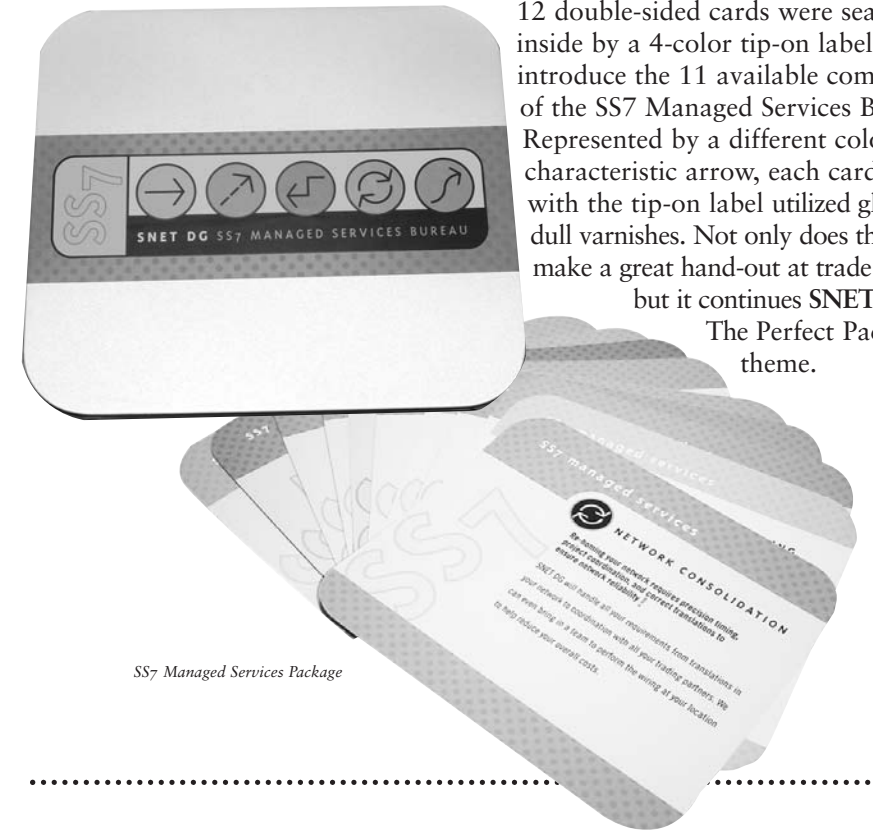


The Perfect Direction

Meriden, CT- Southern New England Telephone Diversified Group (SNET DG) chose Smart Graphics to design their SS7 Managed Service Bureau marketing piece.

Unsured of the direction SNET wanted, Smart Graphics, aware of the immediate rush for completion, rose to the challenge to produce a unique marketing tool.

Using an aluminum tin for housing, 12 double-sided cards were sealed inside by a 4-color tip-on label to introduce the 11 available components of the SS7 Managed Services Bureau. Represented by a different color and characteristic arrow, each card along with the tip-on label utilized gloss and dull varnishes. Not only does this piece make a great hand-out at trade shows, but it continues SNET DG's The Perfect Package theme.



SS7 Managed Services Package

SNET called. We answered. Just like that!

Meriden, CT- Southern New England Telephone Diversified Group (SNET DG) chose Smart Graphics to design a new ad for their unique and intelligent SS7 network. The ad emphasized the accessibility of the SNET DG team who are knowledgeable about their products and provide innovative solutions. To learn more about SNET DG services, call 1-800-447-6386 or visit snetdg.com

SS7 Network Services Ad



A Gateway to Services

Meriden, CT- Southern New England Telephone Diversified Group (SNET DG) called upon Smart Graphics once again to design another Macromedia Flash movie for their new Data Gateway Services. Each screen plays along to music demonstrating

the function of this product and how the customer is involved. This movie will be added to SNET DG's web site, which we are also in the process of re-designing. Stay tuned for a release date of the web site this Fall.



Data Gateway Intro and Call Flow Screens.

