

# EarthLore Illustrates Rich Media Messaging Success

Intel powers connection with Aboriginal & Inuit Communities



earthlore communications

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## CHALLENGE

▪ **The story-telling** format that resonates with First Nations and Inuit communities requires extensive use of images to create compelling communications materials. The graphically intense content was tasking EarthLore Communications\* older desktop and laptop computers. To expand use of photography and powerful images in material compatible with mobile devices and social media, EarthLore needed to keep pace with evolving technology.

## SOLUTION

▪ **Telling Innovation’s Story:** Upgrading to the latest computers powered by the 2010 Intel® Core™ family of processors allows EarthLore to deliver rich content and vibrant imagery that speaks to Aboriginal and Inuit cultures.

## IMPACT

- **An Apple\* server** with Intel® Xeon® 5600 processors allow EarthLore clients to view graphically-intense, impactful communications materials online, reducing travel and speeding approvals.
- **Apple PowerMac\* and MacPro\*** workstations powered by Intel® Xeon® 5600 processors give EarthLore designers the power to create stunning materials that bridge old world story-telling with new world media.
- **Intel® Core™ i5** processor-powered MacBook Pro\* laptop speeds development, testing and delivers flawless client presentations with seamless compatibility.

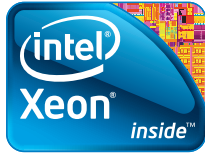
In 1993, EarthLore was founded to deliver high-quality communications materials for First Nations and Inuit communities in Canada and worldwide.

“The publications, books and materials of the time were not developed to the same high quality of design and typographical skill as we’re used to in the rest of Canada,” says Don Runge, Partner and Managing Director at EarthLore, a company with expertise in delivering broad brushstroke, colourful materials that resonate with Canada’s 603 First Nations and

53 Inuit communities, and a dozen different language groups.

Having standardized on Apple\* computers, EarthLore designers are constantly pushing the envelope to deliver richer content, more vivid graphics and communications materials that leverage new media and social media, while effectively communicating with this specialized niche market.

“We use a lot of large format graphics and images, and the graphical requirement in our materials is



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increasing,” says Runge. “We have always sought faster machines that can process work faster and allow us to be visually expressive as designers.”

The effort to deliver innovative collateral was pressuring older computers, so Runge was thrilled with Apple’s move to include Intel® Core™ technology in its MacBook Pro, and Intel Xeon 5600 processors in its Apple PowerMac\* and MacPro\* workstations.

“Every new product that comes on the market to drive our equipment faster allows us to be more creative. Intel has taken Apple equipment and propelled it faster than ever. This change has allowed us to work in a pretty dynamic and aggressive way which our clients appreciate and keeps bringing them back to us,” says Runge. “I couldn’t see us doing the things we are now with some of the slower stuff we were working with.”

The move to keep up with newer technology makes business sense. Runge says his overhead has decreased and “gross billable hours have increased by 15%” simply because faster processors and more efficient machines take up less space, do it faster, and have less downtime. We can produce more, faster and efficiently than before.”

#### **Intel Eases Compatibility**

With a new Apple MacBook Pro\* powered by Intel® Core™ technology, EarthLore can quickly test web platforms and dynamic flash presentations.

“I know that when I’m making a presentation, it’s plug-and-play, with no compatibility issues,” says Runge. “I think the Intel chip has made things more standard so we can more easily share files and communicate with our clients whether they’re working

on a PC or Mac. Intel inside has made processing faster, easier and helps us communicate better.”

#### **New Media Delivers Visual Styling**

With Apple workstations powered by Intel® Xeon® 5600 processors, EarthLore designers can use more images, higher resolution photography, video and animation to deliver ideas and communications content that engages at an emotional level, whether that’s to highlight a corporate annual report or help health organizations educate new mothers about healthy eating or optimal pre-natal care.

One project currently in development is the adaptation of a print-based pregnancy calendar to a smart phone application. Despite upfront application development costs, Runge expects long-term savings from re-printing and shipping a print/paper based product over long distances. With Aboriginal pregnancy rates 2.5 times higher than the Canadian average, 60% of the population under 30 years old, and extensive travel needed for medical care, Runge says the app is being designed to help young mothers understand the phases of pregnancy better and track their own symptoms, while giving them valuable information about things like pre-natal nutrition. Runge is also looking to provide a download capacity that will allow patients to share the information they’ve logged with health professionals.

Not unlike the rest of the world, Runge says Aboriginal communities, are into social media and new technology including smart phone apps. With a cultural history of story telling, adoption of visual information sources is not surprising.

“The visual approach to receiving information is much more of an Aboriginal idea than it is a non-

Aboriginal idea," says Runge, noting gamification is an extension of that visual trend, while easing information delivery. Video, online applications and games require designers to use the faster processing and rendering capabilities that Intel® Xeon® 5600 processors deliver.

"Aboriginal kids are just as savvy with smart phones and web use as other Canadian kids. We are working (with our clients) to offer more new media, social media tools and websites in their own language," says Runge, "Younger people today get their information from games, even though they might not think it's a game. Gamification of information is where communication is going. To get there, we need to invest in newer technology."

### Electronic Content Cuts Travel

Runge and his team is today working more virtually with clients, leveraging online reviews, and connecting on Skype\* to discuss projects. Tickets to Iqaluit NU or Yellowknife NT are amongst the most expensive airfares in the country. That travel expense could, on some projects, use up as much as 20% of a client's budget ... funds that can now be allocated to creative development instead of airfare, explains Runge.

All EarthLore client files are securely stored on an internal file server, powered by Intel® Xeon® 5600 processors. Runge also uses central storage of massive typographical font files to reduce demands on individual computers.

When new projects are ready for client input, a link is sent so the client can either view it during a Skype call, or review it when they have free time.

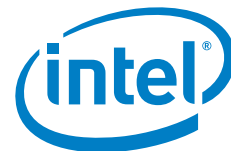
"Instead of sending out printed copies or flying to our clients to showcase materials on printed boards, we can send them web links and chat on Skype about the concepts and changes," says Runge. "We're saving everyone time which can amount to days or even weeks of time, plus we're giving clients more flexibility to review material on their timetable."

For more information on Intel® Xeon® processors, visit: [www.intel.com/itcenter](http://www.intel.com/itcenter)

### ABOUT EARTHLORE

**Based in Ottawa,** EarthLore is an Aboriginal-owned communications firm that specializes in providing serving First Nations and Inuit audiences. From planning and assessments to creative implementation in both print and electronic media, EarthLore delivers communication expertise to Aboriginal organizations; public and private sector organizations.

SOLUTION PROVIDED BY:



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