

Press Release

Method Selected as Exclusive Design
Sponsor of TV of Tomorrow Show

San Francisco
New York
London

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TV of Tomorrow Show
Identity

TV of Tomorrow Show
Visual Design System

Method, a leading brand experience agency, today announced it has been chosen as the official design sponsor of the TV of Tomorrow Show, organized by InteractiveTV Today [itvt]. Opening today at the Yerba Buena Center for the Arts in San Francisco, the TV of Tomorrow show is known as a conference of “true experts,” comprising a “who’s who” of the interactive television industry. Method’s newly appointed VP of Media and Entertainment John Gilles and Creative Director Robert Murdock will share their expertise through panel discussions on emerging trends in video gaming and multiplatform interactive television.

“InteractiveTV Today [itvt] is the most widely read and trusted information source on interactive television, and the TV of Tomorrow Show is quickly establishing a similar reputation,” said Tracy Swedlow, Editor-in-Chief of InteractiveTV Today. “Method’s deep experience in next-generation television through its work with leading

brands such as Comcast, Hitachi, and Time Warner Cable made them an ideal choice to represent this year’s TV of Tomorrow show. The firm’s impressive track record in the media and entertainment industry exemplifies the type of innovative thinking that we celebrate at the show.”

In putting together this year’s TV of Tomorrow conference, the conference organizers needed to develop a strong brand identity that would help support the show’s burgeoning reputation. In its role as official design sponsor, Method worked with InteractiveTV Today to develop a completely new visual identity for this year’s show. The new logo, collateral, signage, and motion graphics represent cross-pollination between the interactive, multiplatform television community and other creative communities, which functions as a central theme for this year’s show.

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John Gilles
Vice President, Media & Entertainment



Robert Murdock
Creative Director

John Gilles and Robert Murdock of Method will participate in panel sessions at the TV of Tomorrow conference. Murdock will join other industry experts in a panel entitled “New User Experiences: Bold Designs for Tomorrow’s Multiplatform Interactive TV,” which will discuss emerging principles and the latest developments in multiplatform design/user experience creation, as well as new applications and services shown for the first time publicly in the U.S. John Gilles will share his advice and expertise as moderator of a panel entitled, “Changing the Game: Videogame Consoles and the Future of Interactive TV,” which will discuss how developments in the integration between videogames and television programming have the potential to change the direction of interactive television.

“As demonstrated by the popularity of this year’s TV of Tomorrow show, television is a rapidly evolving digital platform that continues to offer limitless possibilities for delivering new types of branded user experiences,” said Robbie Vann-Adibé, Method Co-CEO. “As a contributor to some of the most innovative work being done in this arena, we understand the important role TV of Tomorrow plays in bringing together the best minds in the industry, and are delighted to participate in its success.”

About Method

Method is a brand experience agency that helps business leaders harness the competitive power of design. With deep expertise in research, strategy, design and technology, Method offers a rigorous, intelligent approach to solving increasingly complex brand problems in the physical and digital realms. Method’s has enabled over 150 businesses to outperform competitors through unified branding and communications, compelling user experiences, and successful product and service development wherever customers can be found: on the web, mobile, print, advanced television and within immersive environments. The firm has a blue-chip client roster that features brands such as Sony, Gucci, Microsoft, Visa, Comcast, Nike, Adobe, and Yahoo!, among others. Method has offices in San Francisco, New York and London. Additional information can be found at www.method.com.

About TV of Tomorrow Show

The second annual TV of Tomorrow Show will take place March 11th-12th (Tuesday-Wednesday), 2008 in San Francisco, California at the famous Yerba Buena Center for the Arts. The TV of Tomorrow Show 2007 was praised by sponsors, speakers and attendees not only as a true “experts’ conference” that attracted a veritable “who’s who” of the interactive TV industry, but as a completely unique and enjoyable experience.

About Interactive TV Today

Founded in 1998, Interactive TV Today [itvt] is the most widely read and trusted news source on the rapidly emerging medium of multiplatform interactive television (ITV). We provide concise, original coverage of industry developments, technologies, content projects, and the people building the business. Our 60,000+ readership is made up of executives, technologists and creatives in over 150 countries.