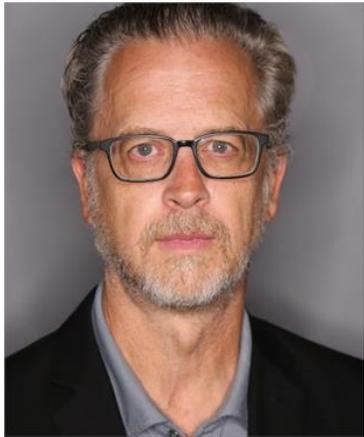


# General Session Panel – Going Beyond Print



**Dan Marx**

Senior Content Editor

*Wide-format Impressions*



**Kelly Kimberlin**

Vice President – Business  
Development

*Franchise Services Inc.*



**Mark Popp**

Vice President Technology,  
Research and Development

*The Imagine Group*



**Brian Hite**

CSO, Principal and Co-  
Founder

*Image Options*

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**wide-format**  
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# Brian Hite



IMAGE OPT[IONS]



# Kelly Kimberlin



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SIGNS  
PRINT

**Signal Graphics.**  
PRINT | SIGNS | MARKETING

Mark Popp



**imagine.**<sup>TM</sup>



# Points of Discussion

## Basic Identity

# Points of Discussion

Basic Identity

**Eclipsed View**

# Points of Discussion

Basic Identity

Eclipsed View

**Differentiation**

# Points of Discussion

Basic Identity

Eclipsed View

Differentiation

**Knowledge Base**

# Points of Discussion

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**Exploring Motivation**

# Points of Discussion

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Exploring Motivation

**Common Mistakes**

**Final Thoughts.**