

## – news release –

### FOR IMMEDIATE RELEASE

#### **ASYLUM GOES “3-D” TO HELP GLOBAL INFORMATION SECURITY LEADER SYMANTEC MAKE IMPACT WITH NEW PRODUCT LINE**

**Los Angeles, September 23** - Asylum, a Los Angeles based full-service graphic design studio for a wide range of regional and national corporations, today announced the successful completion of a major product-launch event for Symantec, the recognized worldwide leader in computer virus protection software and IT security solutions.

Headquartered in Cupertino, California, Symantec has operations in more than 35 countries, and provides a broad range of products and services to help individuals, small businesses, and large corporations secure and manage IT infrastructure. The company's Norton brand of consumer security products is a market leader in desktop system protection for computer users across the globe. Founded in 1982, Symantec currently has fiscal revenues of over \$1.8 billion.

At its annual Consumer Product Launch, Symantec debuts new products and interfaces with the media. In the past, this event took place in a hotel and without much attention to style or design. This year, however, Asylum helped Symantec change all that to give its new product line the big splash it deserved.

Using a gallery space in New York's Metropolitan Pavilion as a fresh canvas and tasked with building a sophisticated yet professional environment, Asylum chose sleek modern furniture and worked with lighting designer Tim Becker to create an overall mood that was both boldly futuristic and warmly welcoming. "One of Symantec's priorities was to have individual meeting areas that were contemporary and stylish but didn't feel like small, closed rooms," says Asylum owner and creative director Jim Shanman. "We accomplished this by using 20 foot by 8 foot curtains that broke up the larger space while complementing the furniture and lighting choices." Asylum also created detailed 6 foot by 5 foot oversized mock-ups of Symantec's 2005 product boxes for an impressive three-dimensional display. "This was an unique project for Asylum," says Shanman, "but we had a great time working spatially rather than in the more typical 2-D world."

Heather Haas, a consumer public relations specialist for Symantec, says, "Asylum was able to make my and Symantec's vision a reality through the creation of unique yet functional design elements that helped shape Symantec's image as a technology leader." Describing Asylum's work as "creative and captivating," Haas goes on to say that Asylum "made helpful, expert suggestions throughout the entire process and yielded excellent results."

For over 18 years, Asylum has created award winning corporate identity programs, advertising, and collateral marketing material for some of the world's most prestigious companies, retailers, manufacturers, service providers and non-profit organizations. Asylum's partnership with Symantec represents a unique and extremely successful synergy between a cutting edge tech industry client and an innovative and imaginative design firm with boundless strategic abilities.

#### **FOR MORE INFORMATION CONTACT**

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