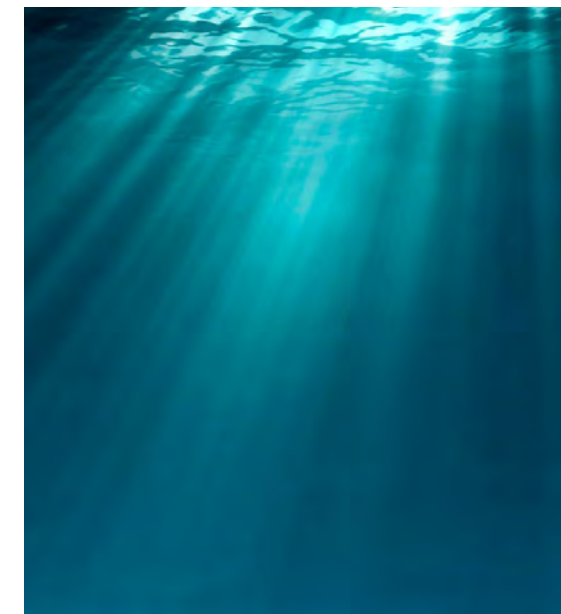
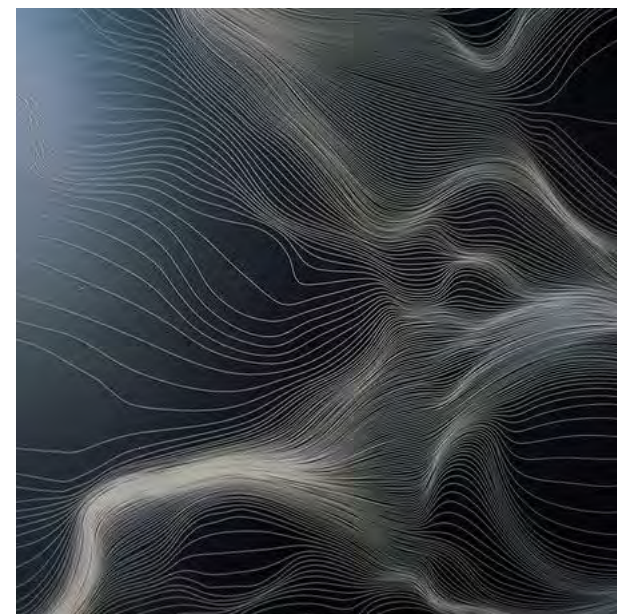
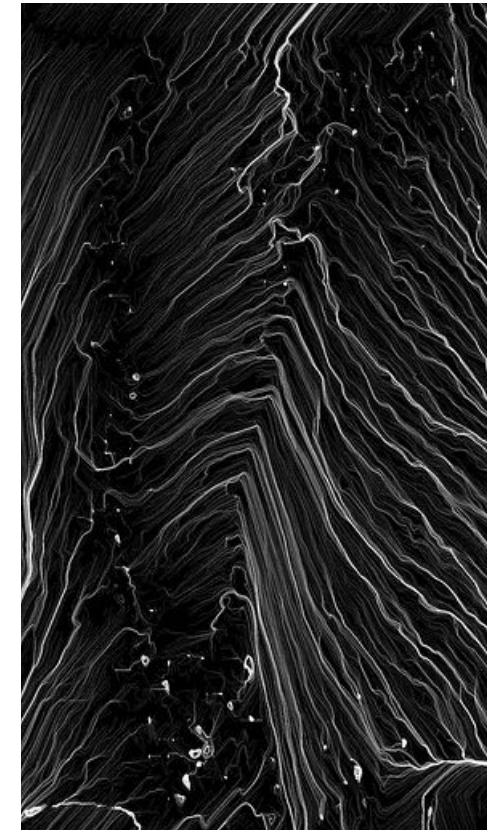
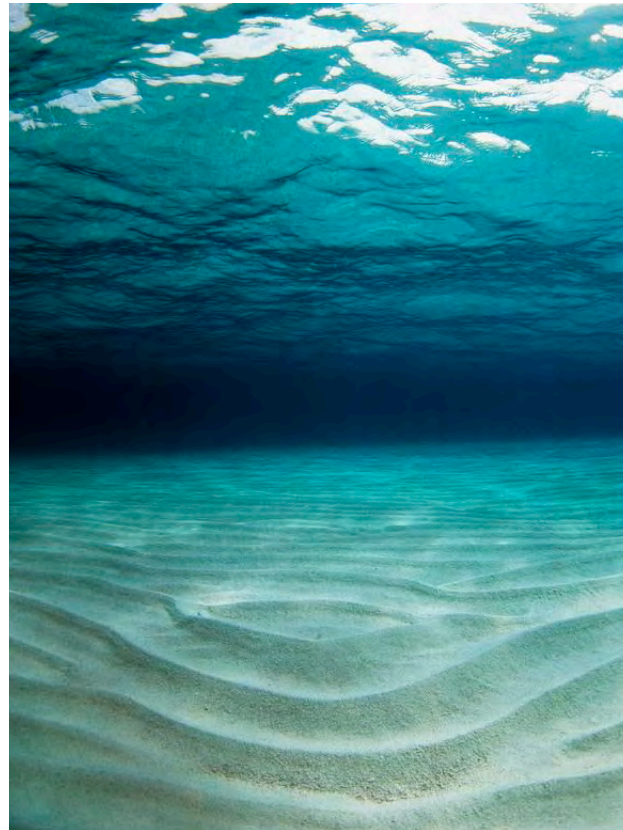

WASSP MULTIBEAM BRAND CONCEPT



**INNOVATION
TECHNICAL
EXPERTISE
QUALITY
FOCUSSED
LEADING-EDGE
COMPETITIVE
USABILITY**

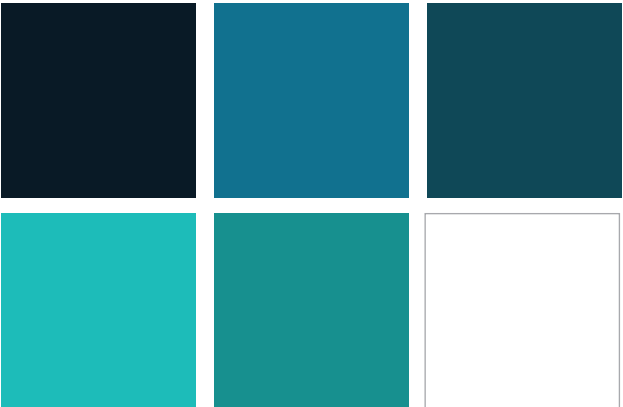
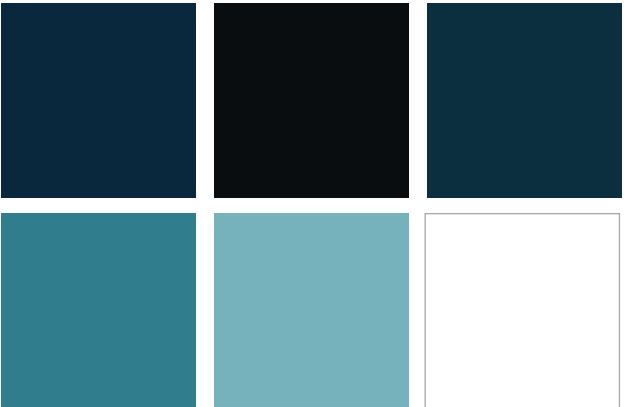
wassp[®]
MULTIBEAM

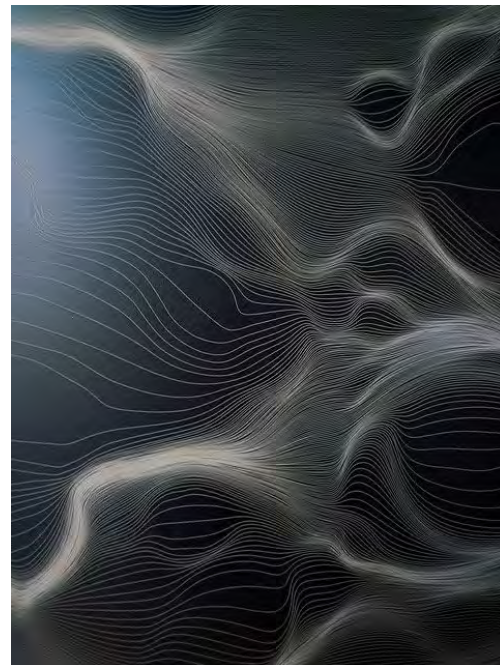
COLOUR INSPIRATION

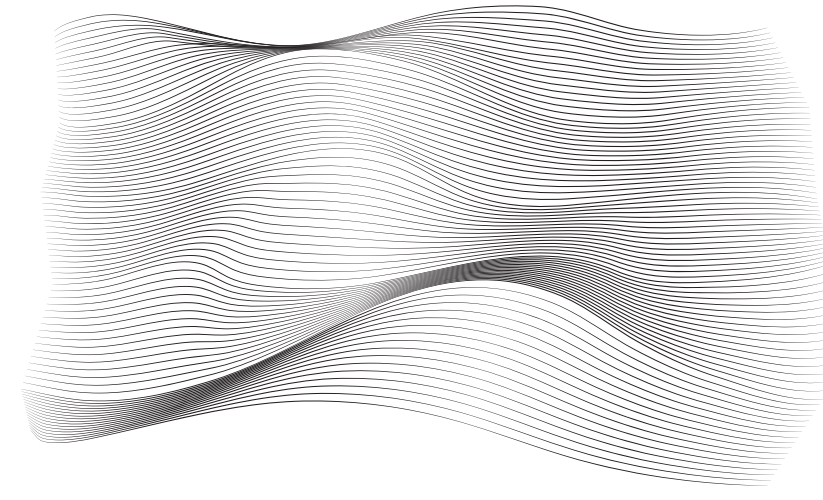
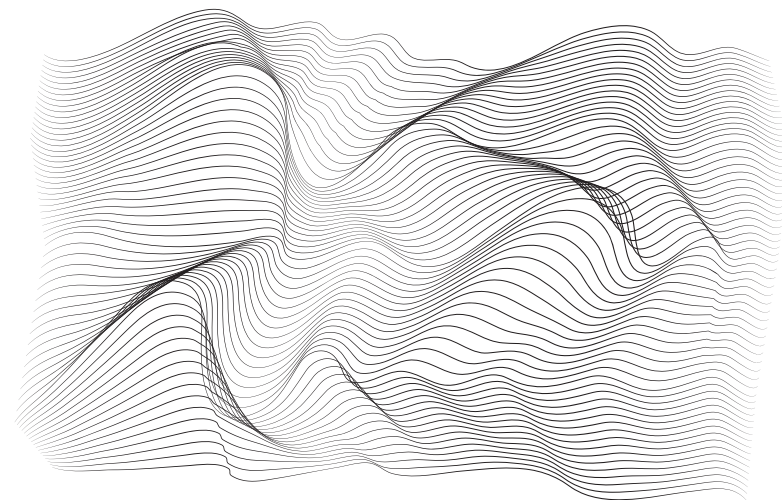
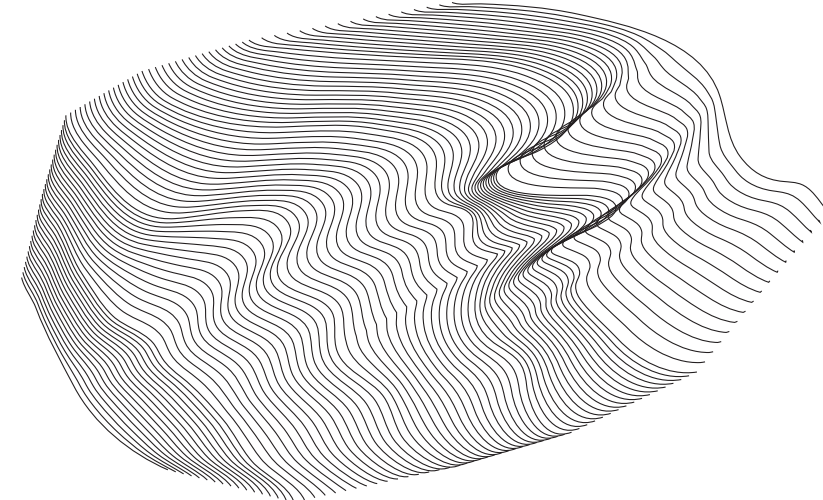
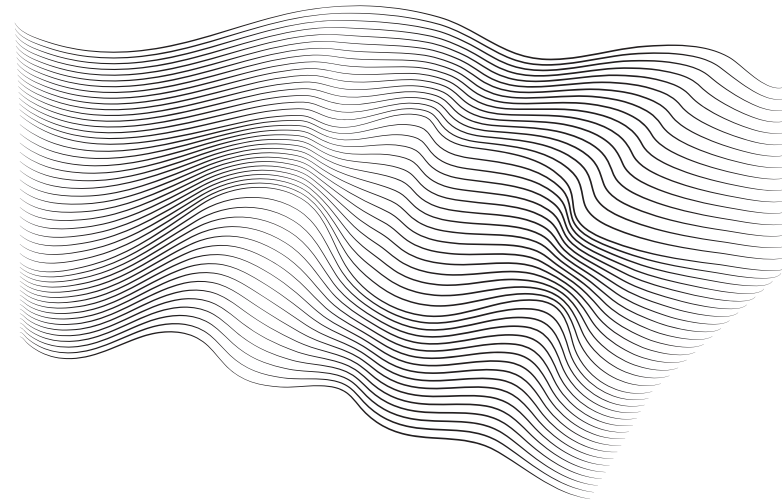




COLOUR INSPIRATION

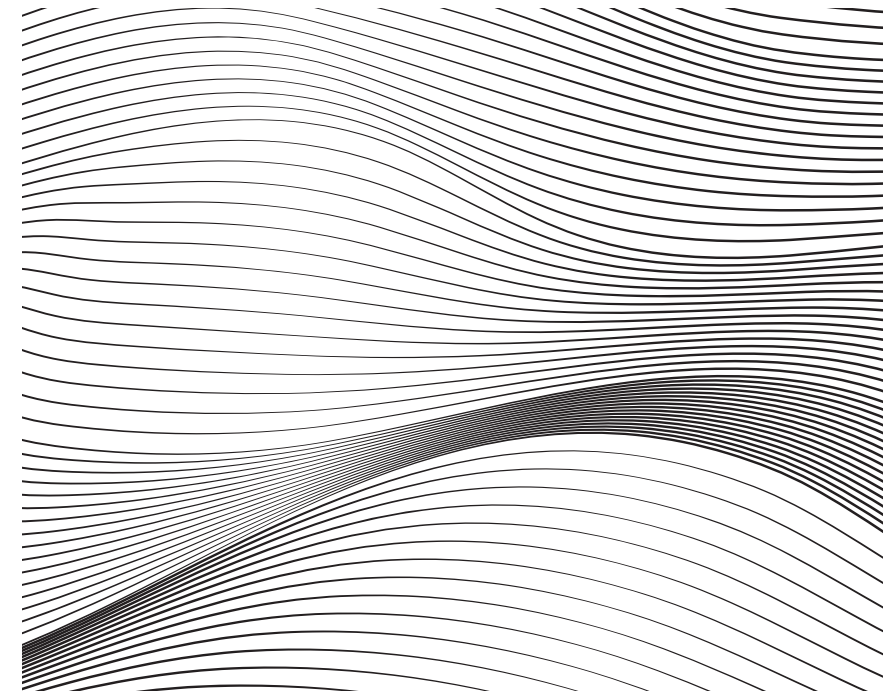
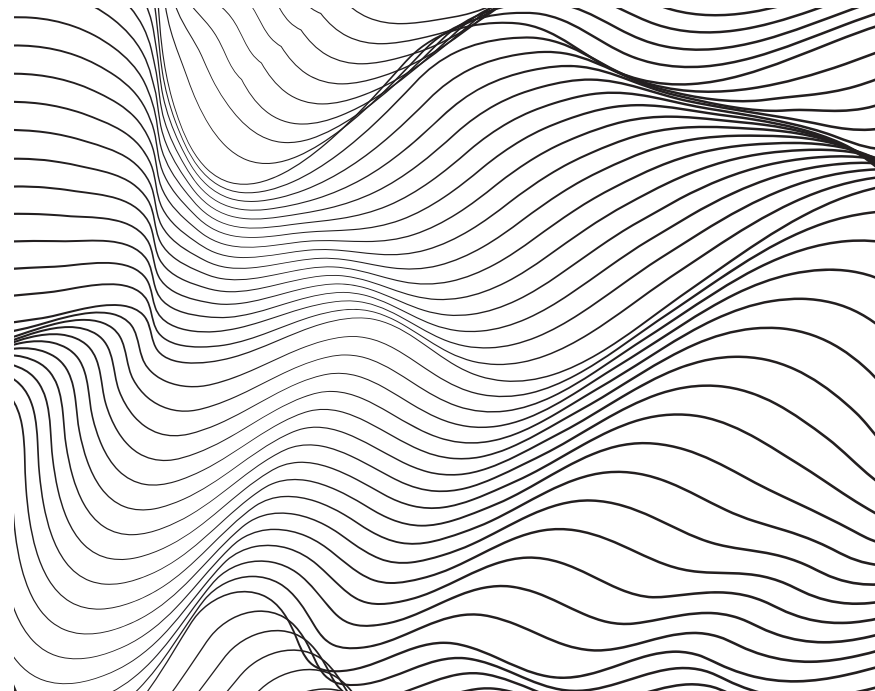
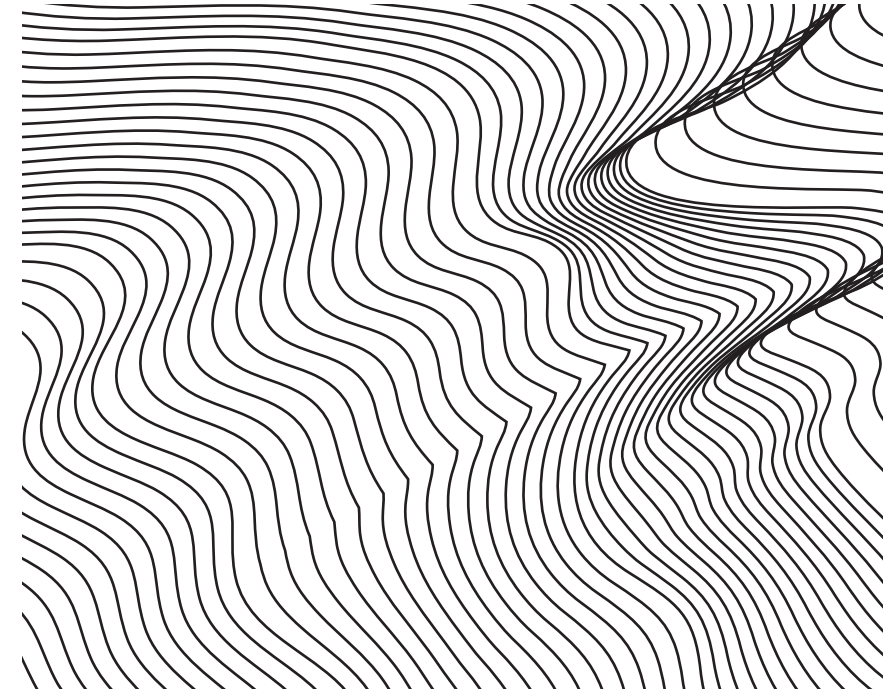








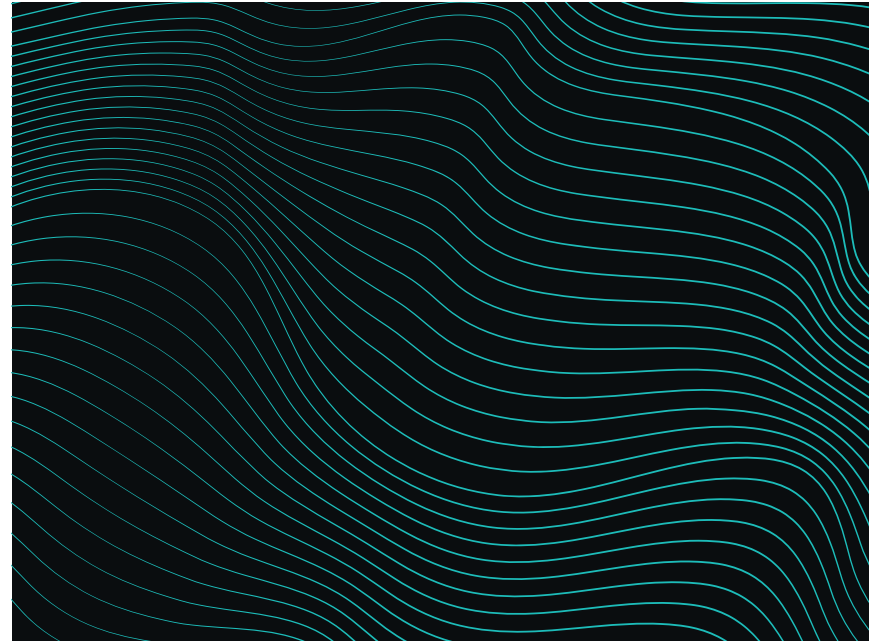
PATTERN CONCEPT



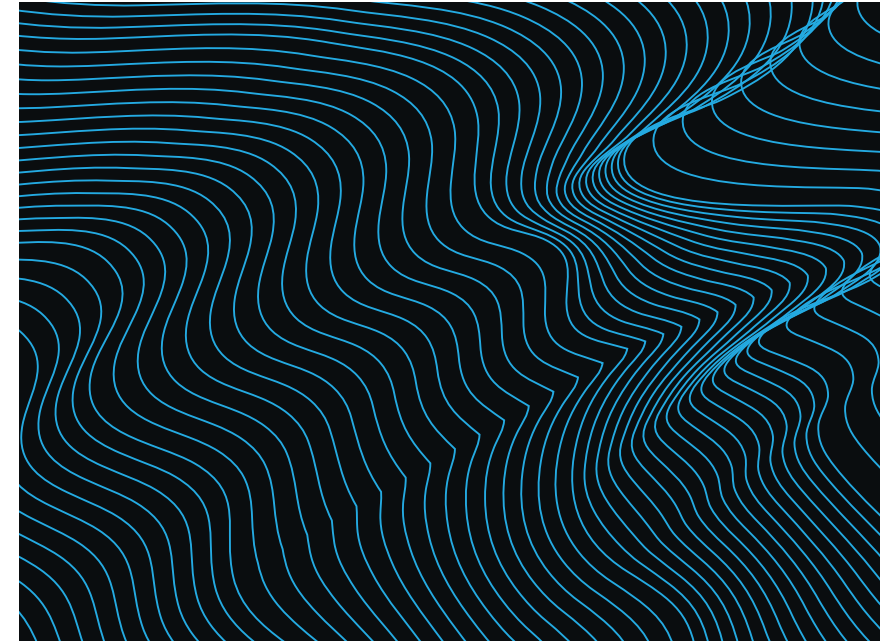


PATTERN CONCEPT

TEAL



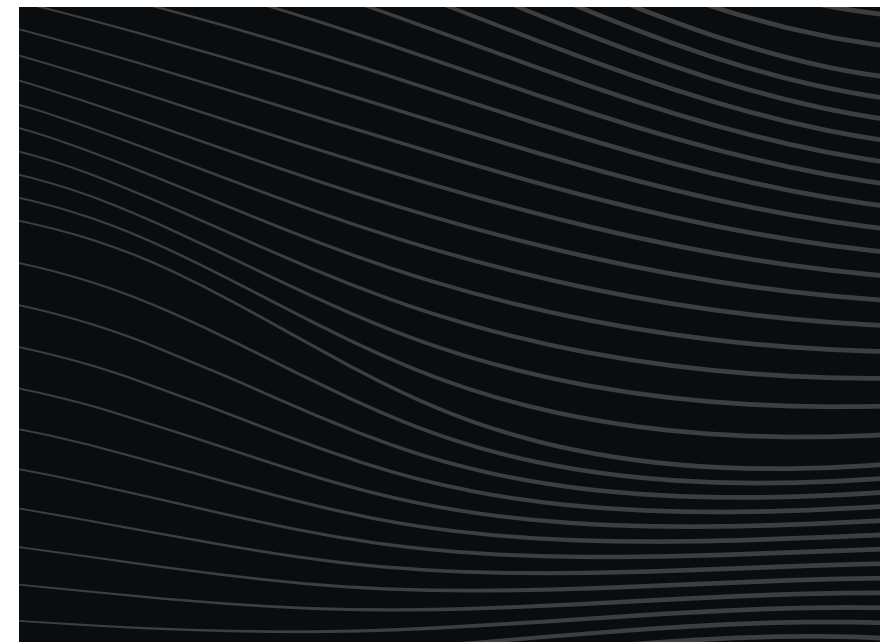
BLUE



SILVER



GLOSS OVERPRINT





FONT STYLES

NORWESTER - BOLD, SANS SERIF, CONDENSED, UPPERCASE

NORWESTER

NORWESTER

NORWESTER

ABCDEFGHI

JKLMNOPQ

RSTUVWXYZ

0123456789

SEE IT ALL



TRIM - BOLD, SANS SERIF, TECHNICAL

**Fönsterputs
Sexsemester**

456879

Trim Thin

Trim Light

Trim Regular

Trim Medium

Trim SemiBold

Trim Bold

Trim ExtraBold

HUDSON - BOLD, SANS SERIF, TECHNICAL, ATHLETIC

HUDSON

**SEA
SEE**

—
**THE CITY'S 5 BOROUGHs SIT
WHERE THE HUDSON RIVER
MEETS THE ATLANTIC OCEAN.**
—



FB AGENCY

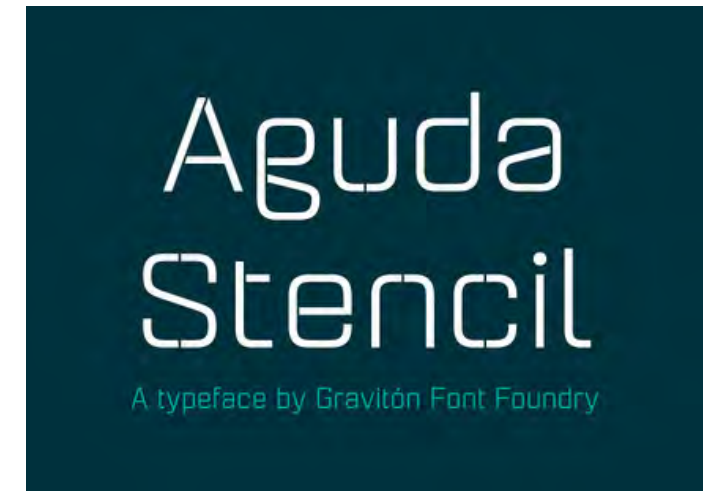
SEE IT ALL
SEE IT ALL

GUNAR

SEE IT ALL

GRIDNIK

Foundry Gridnik Bold





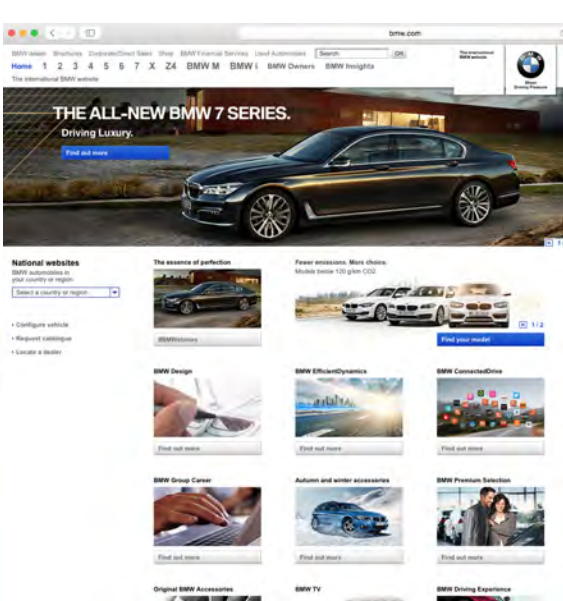
THE BMW 7 SERIES.
JOY SETS BENCHMARKS.

BMW EfficientDynamics



THE BMW 5 SERIES GRAN TURISMO.
THE FIRST OF ITS KIND.

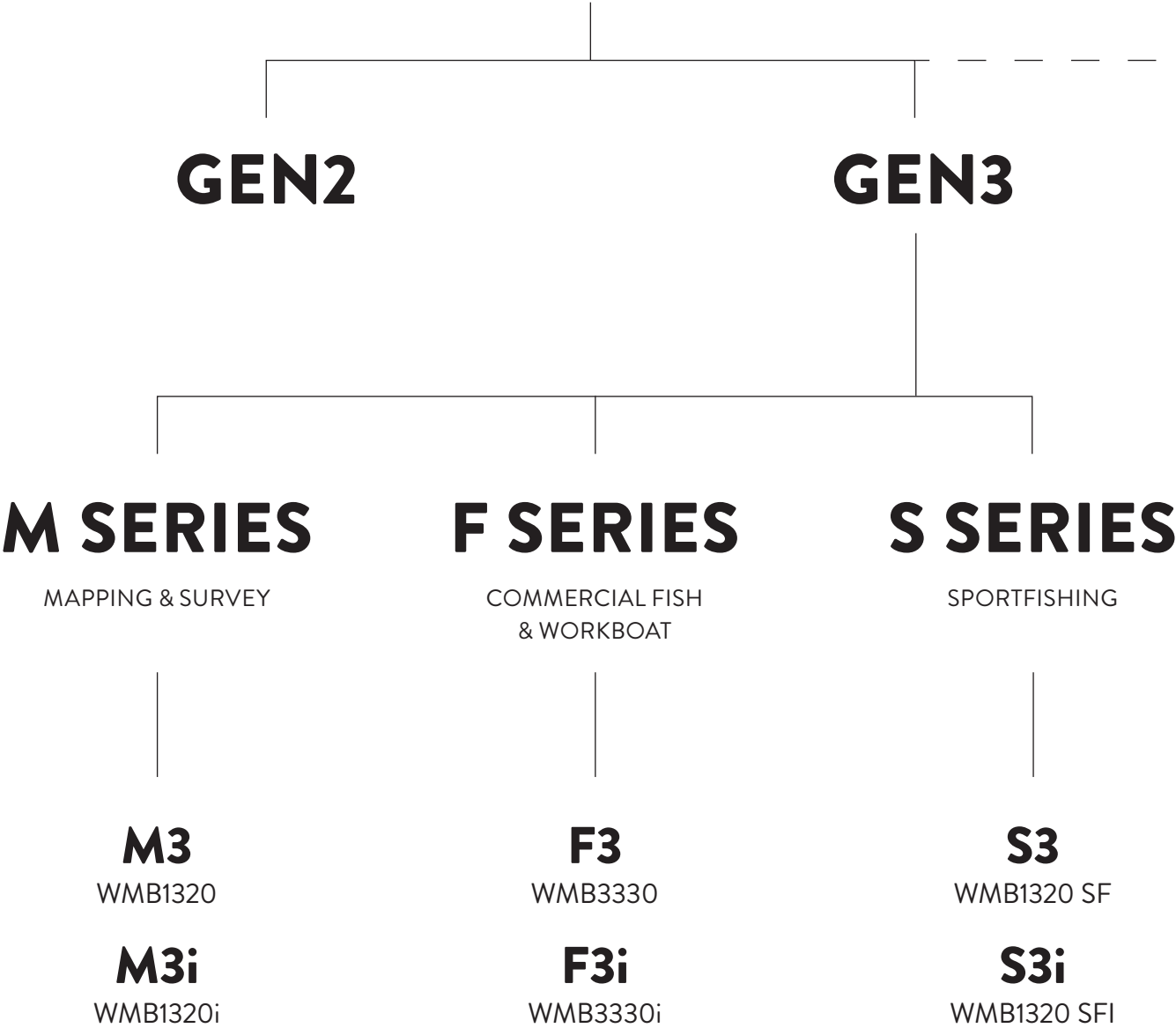
BMW EfficientDynamics
Less emissions. More driving pleasure.
International version. Please contact your local dealer for country specific information.





NAMING

WASSP MULTIBEAM





SEE
IT ALL

WASSP

MULTIBEAM TECHNOLOGY

EXPLORE
IT ALL

M-SERIES

MULTIBEAM FOR MAPPING & SURVEY

LOCATE
IT ALL

F-SERIES

MULTIBEAM FOR COMMERCIAL & WORKBOATS

CATCH
IT ALL

S-SERIES

MULTIBEAM FOR SPORT & BIG GAME FISHING

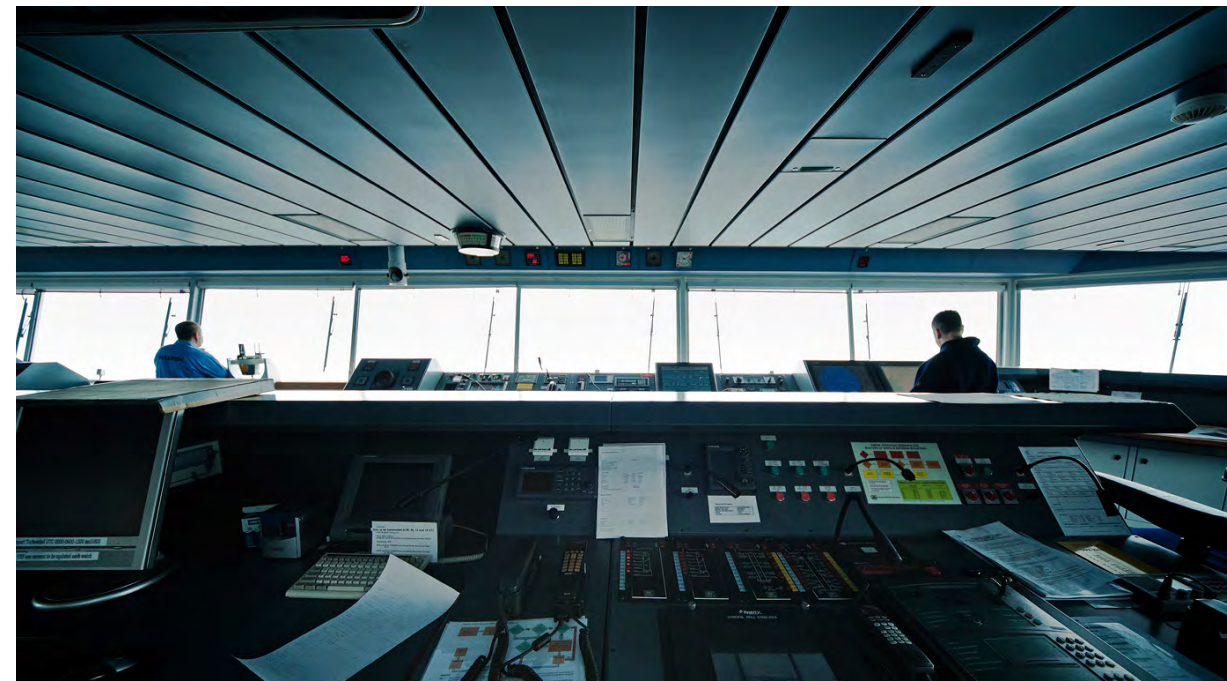
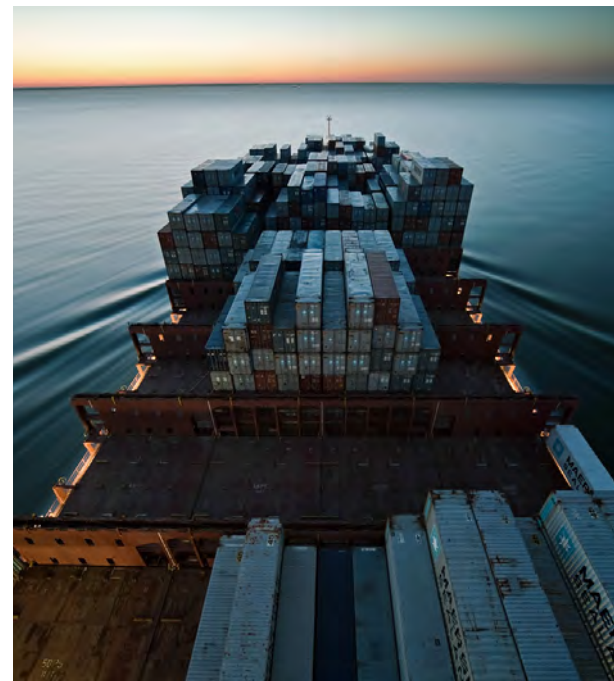
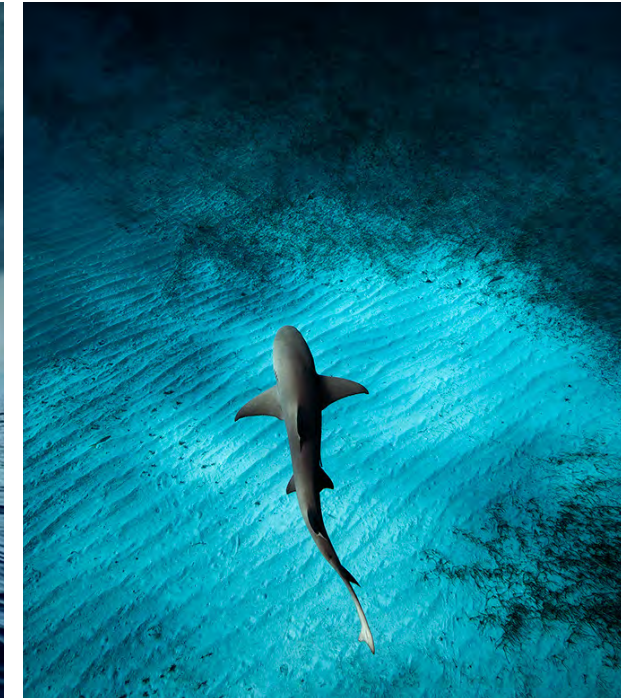


PHOTOGRAPHY STYLE



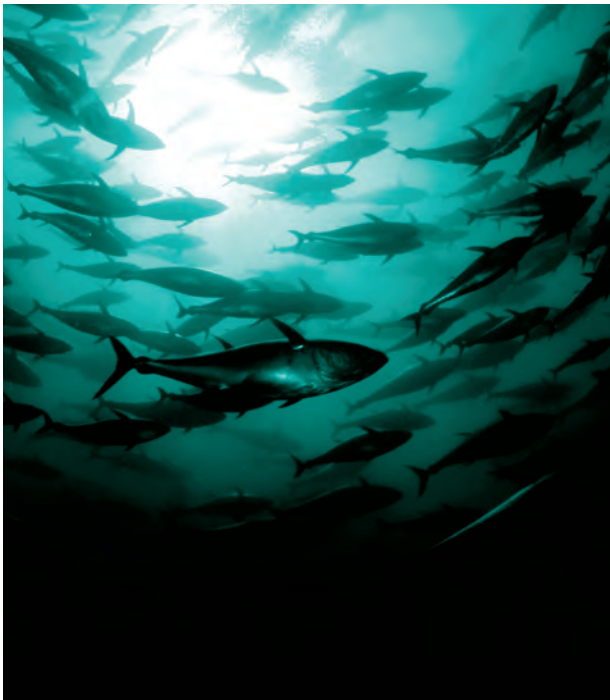
wassp[®]
MULTIBEAM

PHOTOGRAPHY STYLE





PHOTOGRAPHY STYLE



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MULTIBEAM

HERO IMAGES

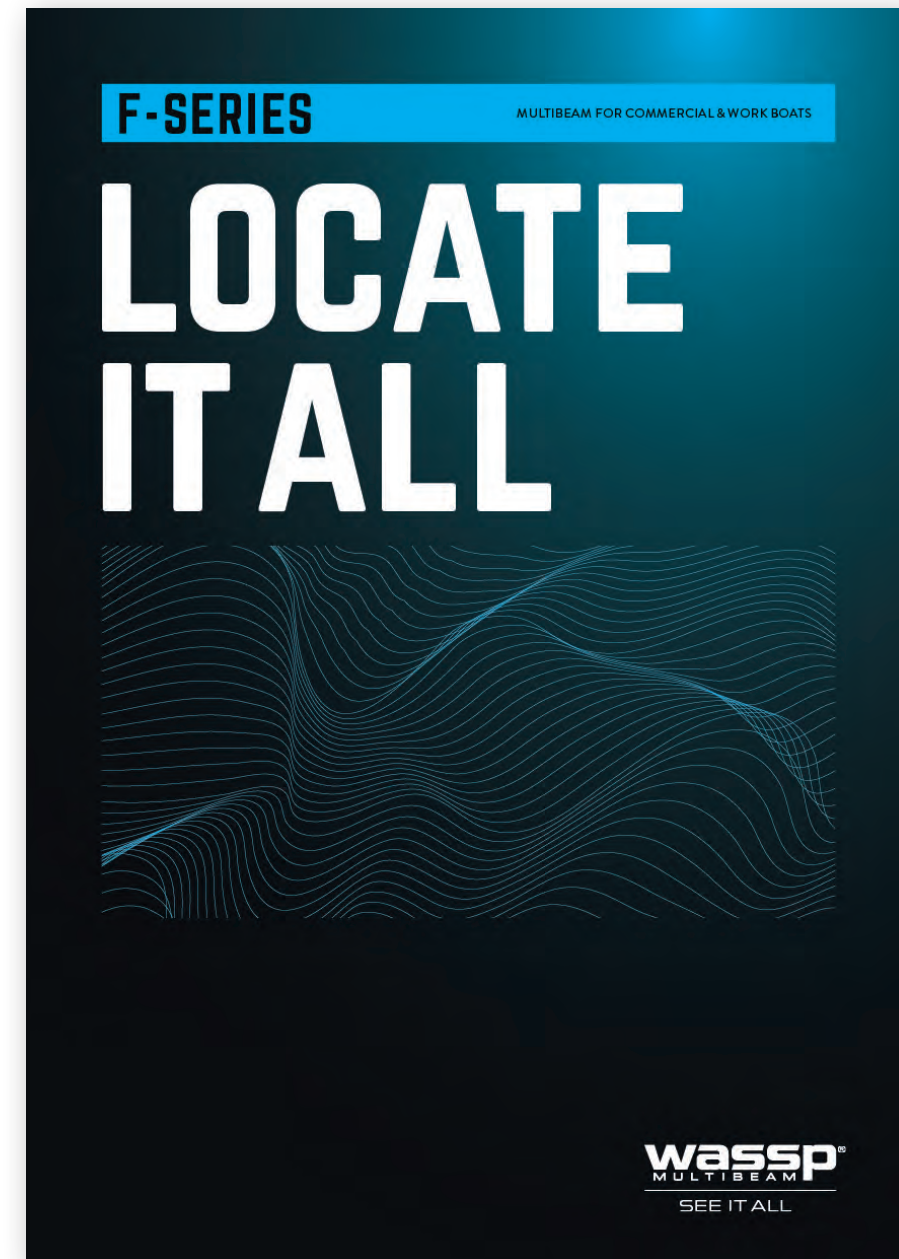
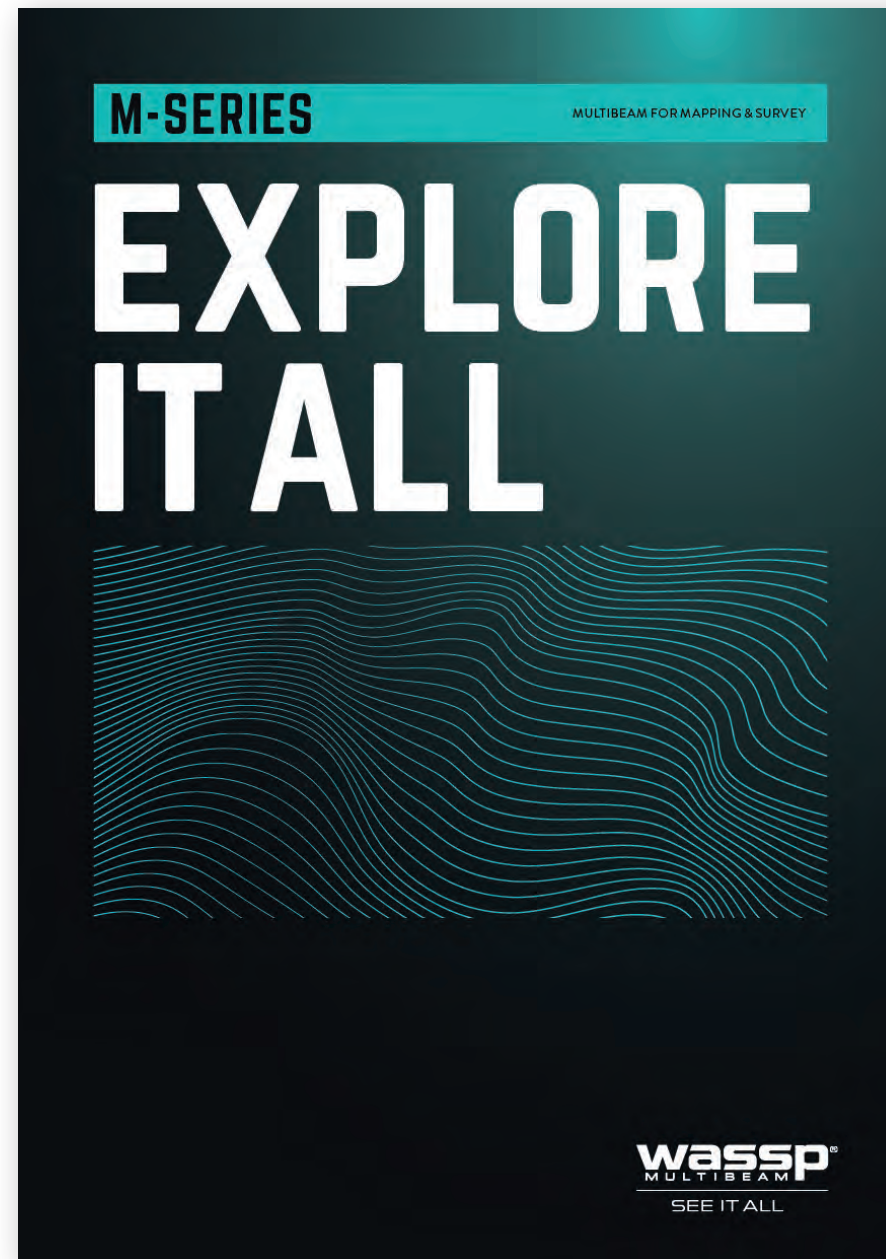
Highlighting staff and roles as well as key referrers is another option and this would require a specialised shoot to capture the feel and quality needed.





BRAND VISUALS

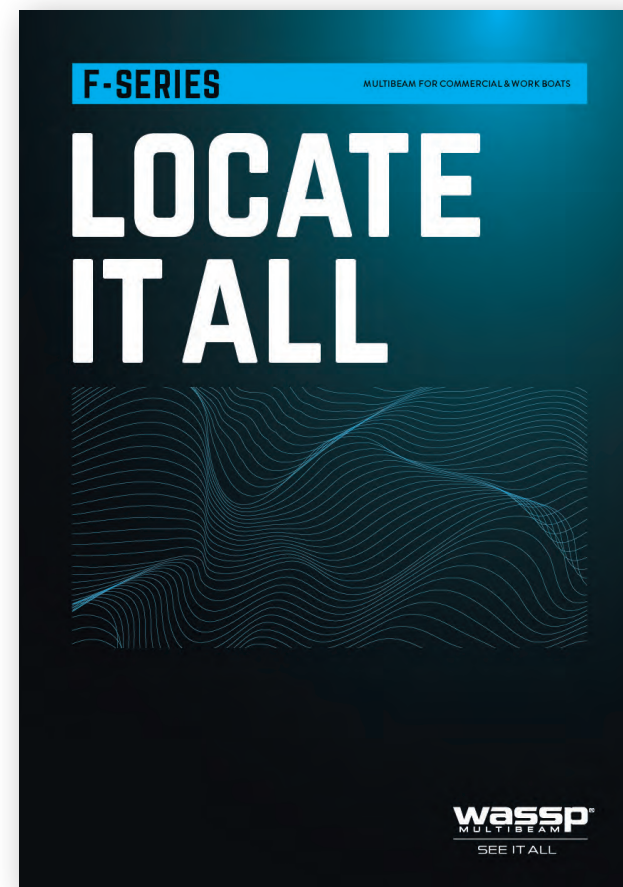
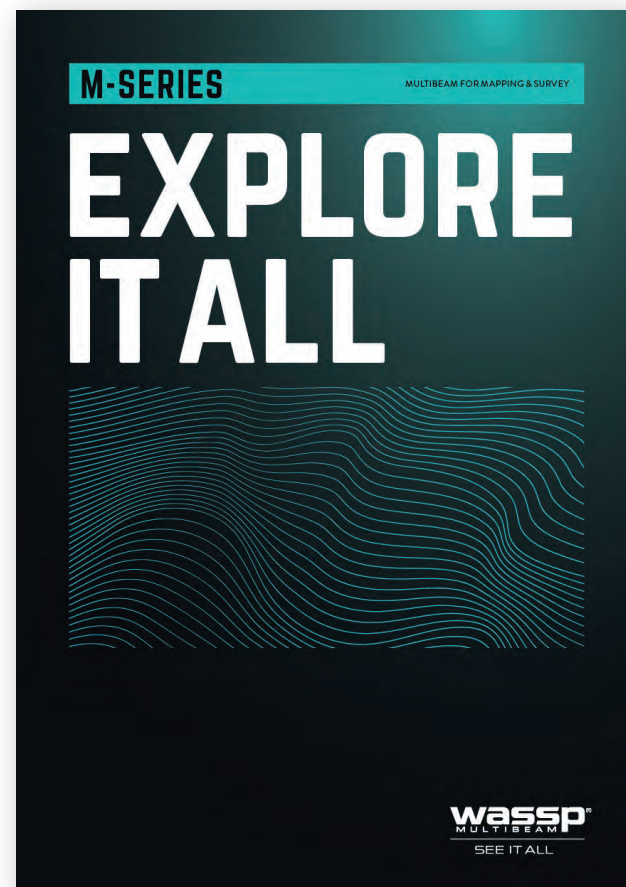
Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.





BRAND VISUALS

Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.





BRAND VISUALS

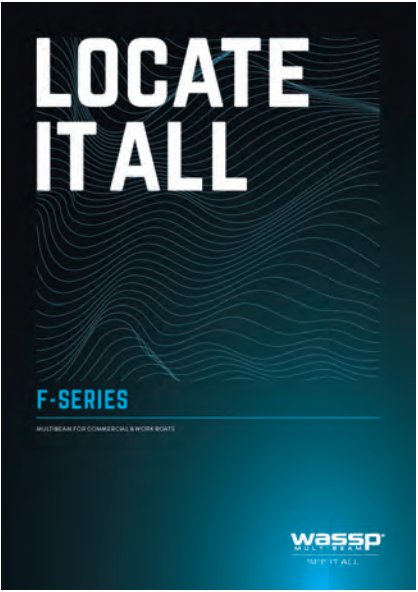
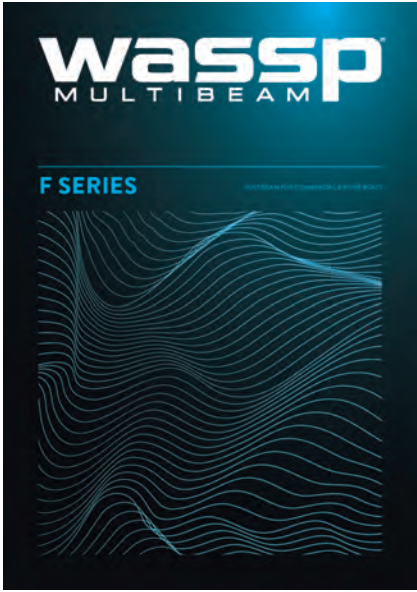
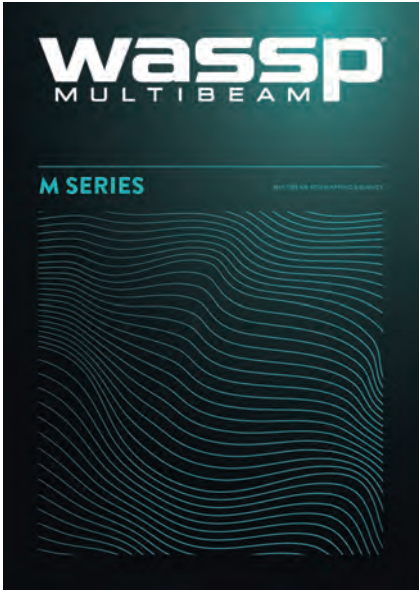
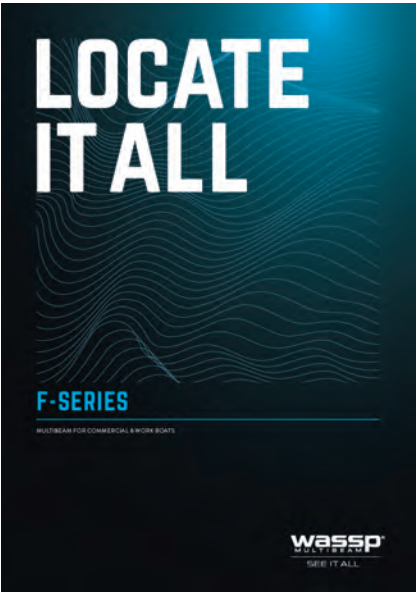
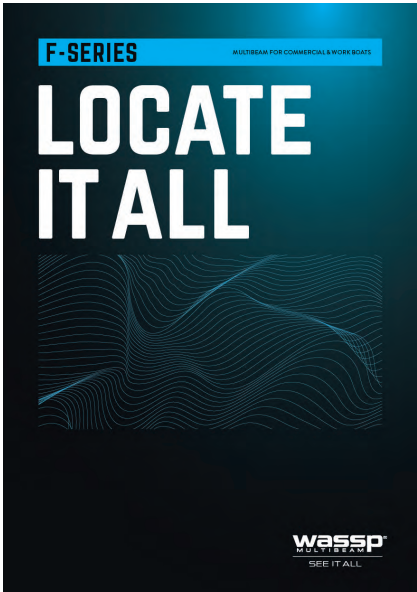
*Additional brand visuals
helping to illustrate how the
brand elements work across a
variety of mediums.*





BRAND VISUALS - ALTERNATIVES


Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.





BRAND VISUALS

Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.



M-SERIESMULTIBEAM FOR MAPPING & SURVEY


M3

RELEASE	WASSP GENERATION 3
MARKET	MAPPING & SURVEY
RELEASE DATE	APRIL 2016
MODEL	WMB-1320SF / 224 BEAMS

EQUIPMENT DETAILS

NAME	M3	M3i	M3i	M3i
MODEL	WMB1320 SF	WMB1320 SFi	WMB1320 SFiQ	WMB1320 SFiS
TRANSDUCER	160KWZ	160KWZ	160KWZ	160KWZ
DRX (LOW POWER)	YES	YES	YES	YES
IMU	-	YES	YES	YES
LCD/PC 12"	-	-	YES	-
LCD/PC 15"	-	-	-	YES

FUNCTIONALITY

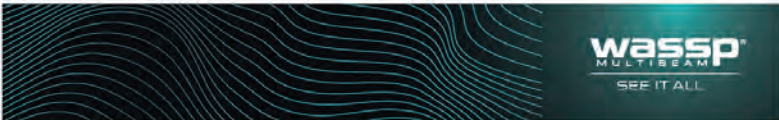


TRIPLE BEAM, SONAR, SINGLE BEAM, SIDE SCAN, 3D FISH OVERLAY, 2D FISH OVERLAY

SPECIFICATION DETAILS

Ullorernp orepuil onsectu ruitae aut eurne adi inciasperum est quam et et lignatem ne nem ut laudipi dentiaepro qui aceri ocellum et possum connnimi litatem est hillecatqui berat exeriasi occus. Consequi corum as assinctur alicia que excessu respitio quum quaspicim abo. Et qui blati de et labore nonendi aut reum quibus. Ga. Nequates consemim inullup tatempo nitibus, odit iducita tibusam sam consed

quia cinusuci endanis vellianim remqui to te num, nosim, totatentasi dolorroris algnis aut facersp erfera eiusciduntia quiate velliquuntur samus, optur? Olenia dolorestis seque excepe estia quis est vellate mquatusa consequi aecatiae. Ut fuga. Fercimodit, sequi num non endia doluptatem eatum velecepudin nobitat existam fuga. Inimnu mquatur, ipicien digenec ercit, tenit voluptaquunt facientia voliori derro asperum conerum





S-SERIESMULTIBEAM FOR SPORT & BIG GAME FISHING

S3

RELEASE	WASSP GENERATION 3
MARKET	PROFESSIONAL SPORTS FISHING
RELEASE DATE	APRIL 2016
MODEL	WMB-1320SF / 112 BEAMS

EQUIPMENT DETAILS

NAME	S3	S3i	S3i	S3i
MODEL	WMB1320 SF	WMB1320 SFi	WMB1320 SFiQ	WMB1320 SFiS
TRANSDUCER	160KWZ	160KWZ	160KWZ	160KWZ
DRX (LOW POWER)	YES	YES	YES	YES
IMU	-	YES	YES	YES
LCD/PC 12"	-	-	YES	-
LCD/PC 15"	-	-	-	YES

FUNCTIONALITY

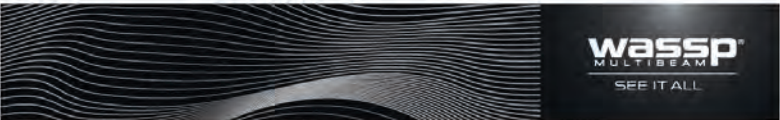


TRIPLE BEAM, SONAR, SINGLE BEAM, SIDE SCAN, 3D FISH OVERLAY, 2D FISH OVERLAY

SPECIFICATION DETAILS

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quia cinusuci endanis vellianim remqui to te num, nosim, totatentasi dolorroris algnis aut facersp erfera eiusciduntia quiate velliquuntur samus, optur? Olenia dolorestis seque excepe estia quis est vellate mquatusa consequi aecatiae. Ut fuga. Fercimodit, sequi num non endia doluptatem eatum velecepudin nobitat existam fuga. Inimnu mquatur, ipicien digenec ercit, tenit voluptaquunt facientia voliori derro asperum conerum






BRAND VISUALS

Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.





S-SERIESMULTIBEAM FOR SPORT & BIG GAME FISHING


S3

RELEASE	WASSP GENERATION 3
MARKET	PROFESSIONAL SPORTS FISHING
RELEASE DATE	APRIL 2016
MODEL	WMB-1320SF / 112 BEAMS

EQUIPMENT DETAILS

NAME	S3	S3i	S3i	S3i
MODEL	WMB1320 SF	WMB1320 SF1	WMB1320 SF1Q	WMB1320 SF1S
TRANSDUCER	160KWZ	160KWZ	160KWZ	160KWZ
DRX (LOW POWER)	YES	YES	YES	YES
IMU	-	YES	YES	YES
LCD/PC 12"	-	-	YES	-
LCD/PC 15"	-	-	-	YES

FUNCTIONALITY



TRIPLE BEAM, SONAR, SINGLE BEAM, SIDE SCAN, 3D FISH OVERLAY, 2D FISH OVERLAY

SPECIFICATION DETAILS

Ullorernp orepuil onsectu ruitae aut eurne adi inciasperum est quam et et lignatem ne nem ut laudipi dentiaepro qui aceri oocullam et possum conmini litatem est hillecatqui berat exeriasi occus. Consequi corum as assinctur alicia que excessu respitio quum quaspim abo. Et qui blati de et labore nonendi aut reum quibus. Ga. Nequates cosseim inullup tatempo nitibus, odit iducita tibusam tam consed

quia cinrusci endanis vellaciam remqui to te num, nosam, totatensasi dolorris algnis aut facersp erera eiusciduntia quiate velliquitur samus, optur? Olenia dolorstis seque exicepe estia quis est vellate inquatua consequi aacatae. Ut fuga. Percimodit, sequi num non endia doluptatem eatum velecepudin nobitat estiam fuga. Inimnu inquatut, ipicien digenec ercit, tenit voluptaquunt facientia voliori derro asperum corerum

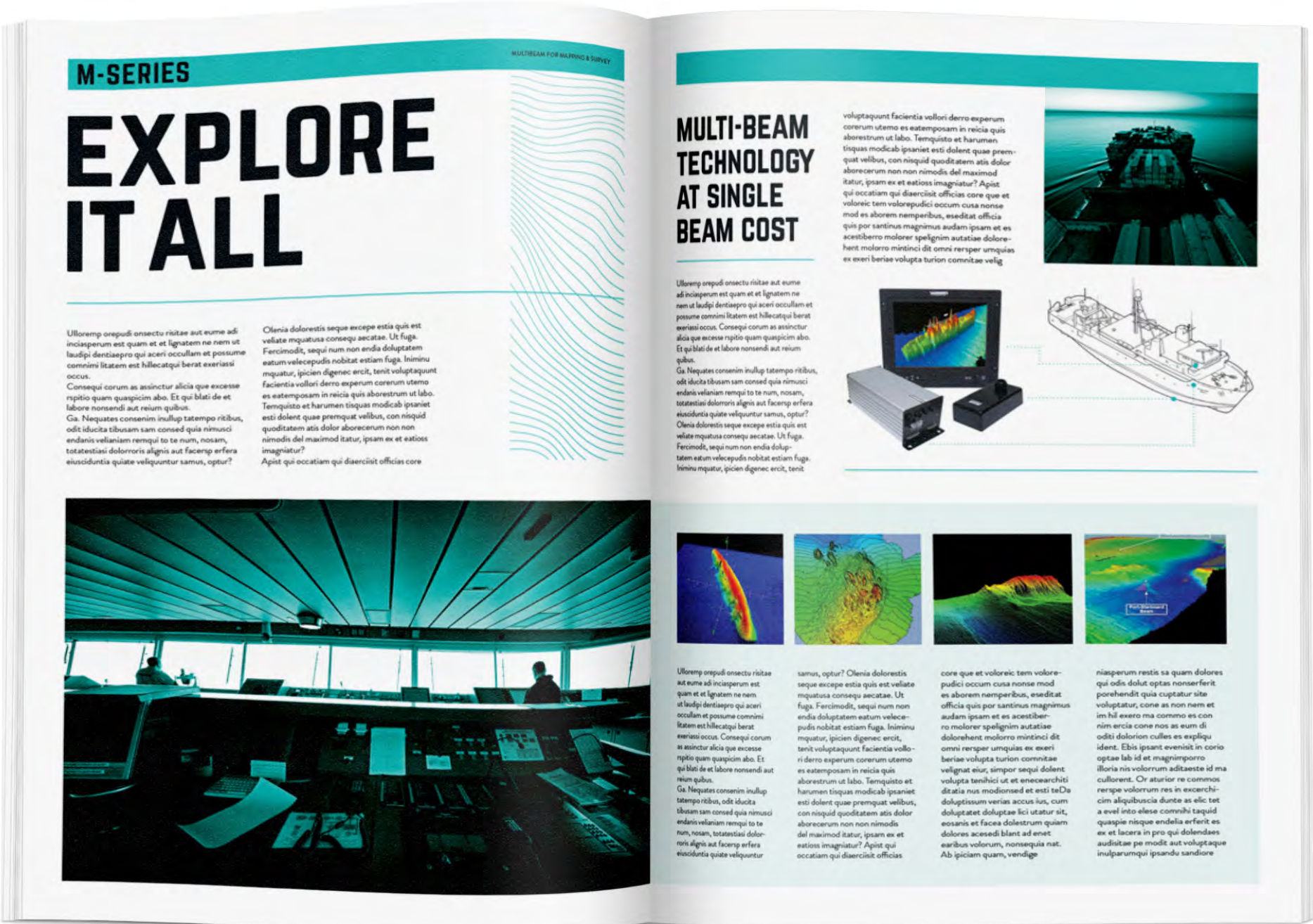


wassp
MULTIBEAM
SEE IT ALL



BRAND VISUALS

Additional brand visuals helping to illustrate how the brand elements work across a variety of mediums.



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MULTIBEAM

BRAND VISUALS



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MULTIBEAM

BRAND VISUALS



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MULTIBEAM

BRAND VISUALS

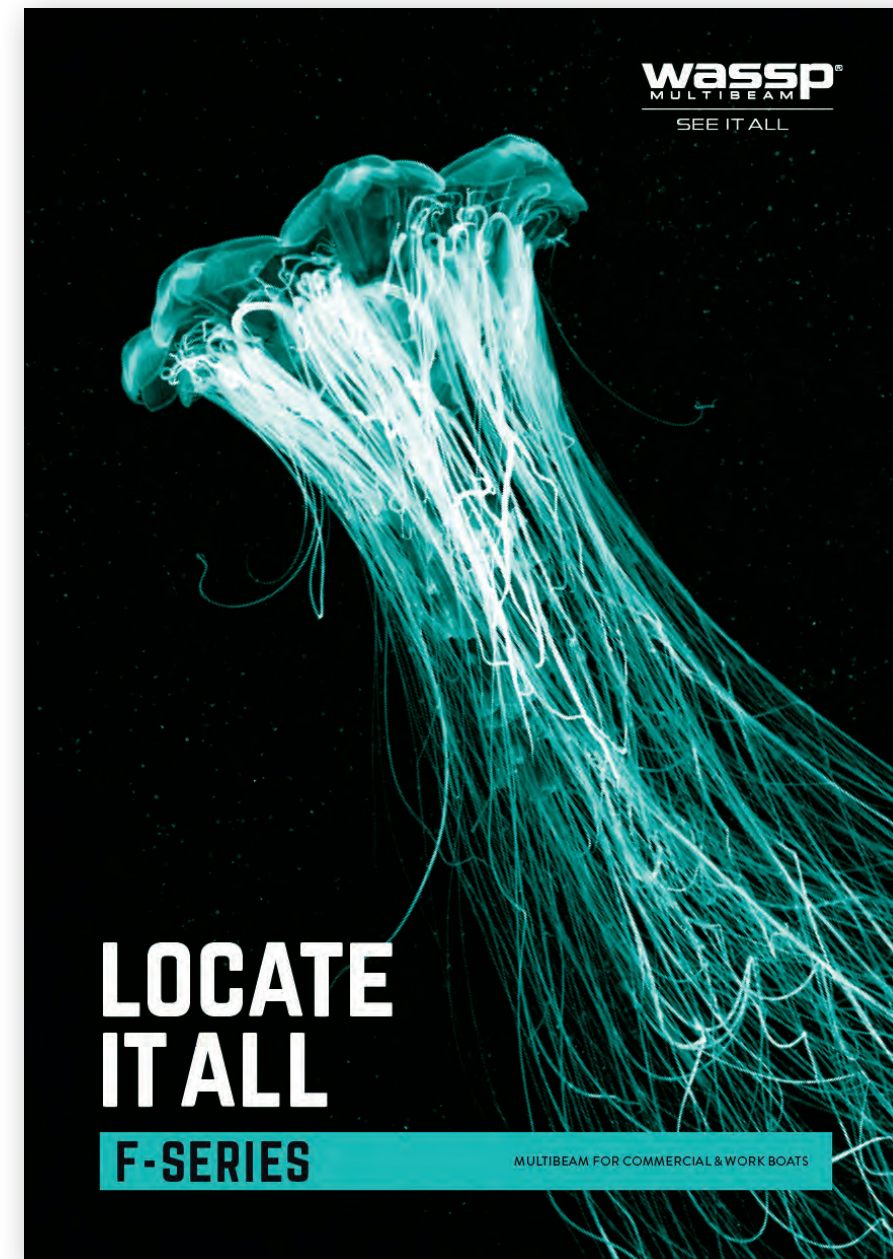


ALTERNATIVE DESIGN IDEA

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MULTIBEAM

ALTERNATIVE IDEA

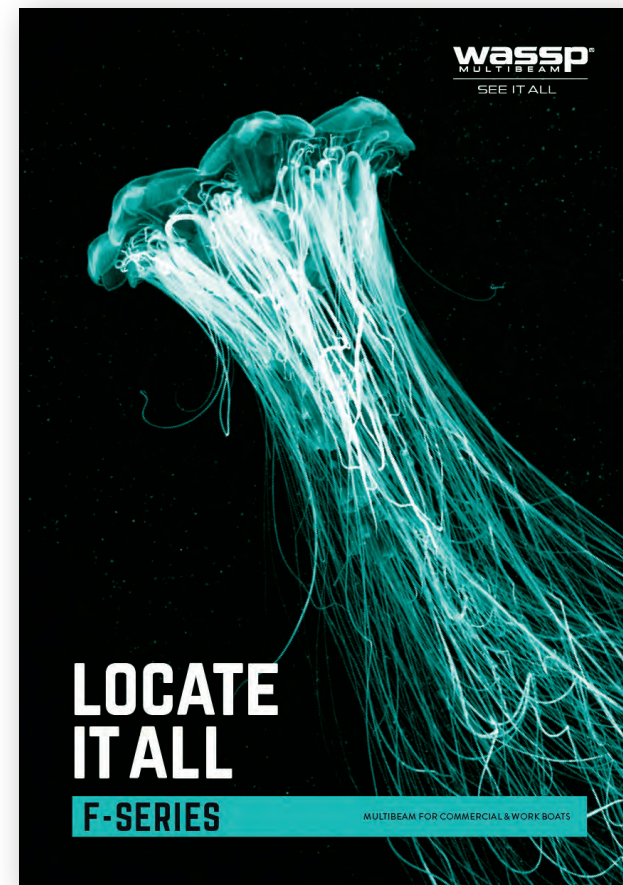
*Use of really strong singular
undersea images of creatures...
make brand bolder and more
evocative.*



wassp[®]
MULTIBEAM

ALTERNATIVE IDEA

*Use of really strong singular
undersea images of creatures...
make brand bolder and more
evocative.*



wassp[®]
MULTIBEAM

ALTERNATIVE IDEA

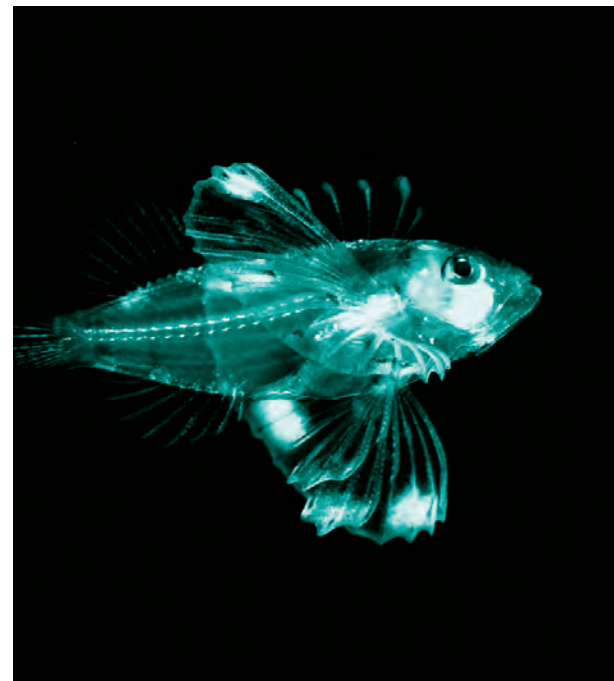
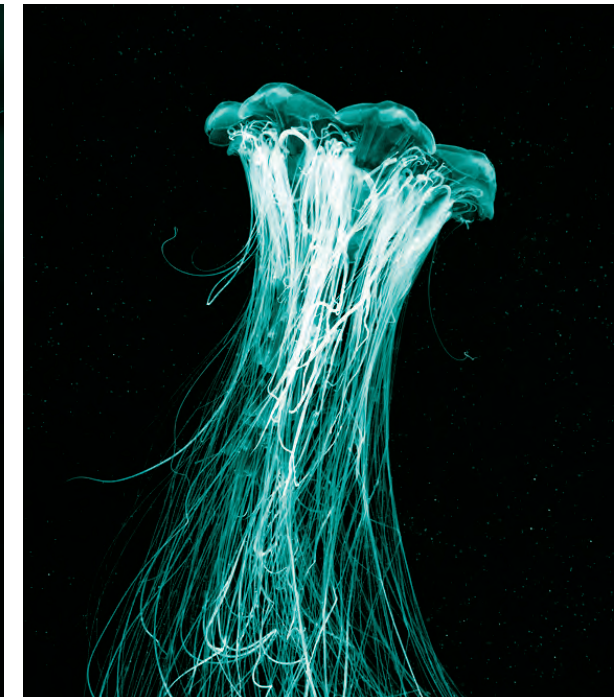
*Use of really strong singular
undersea images of creatures...
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ALTERNATIVE IDEA

*Use of really strong singular
undersea images of creatures...
make brand bolder and more
evocative.*



wassp[®]
MULTIBEAM

ALTERNATIVE IDEA

*Use of really strong singular
undersea images of creatures...
make brand bolder and more
evocative.*



THANK YOU FOR YOUR TIME