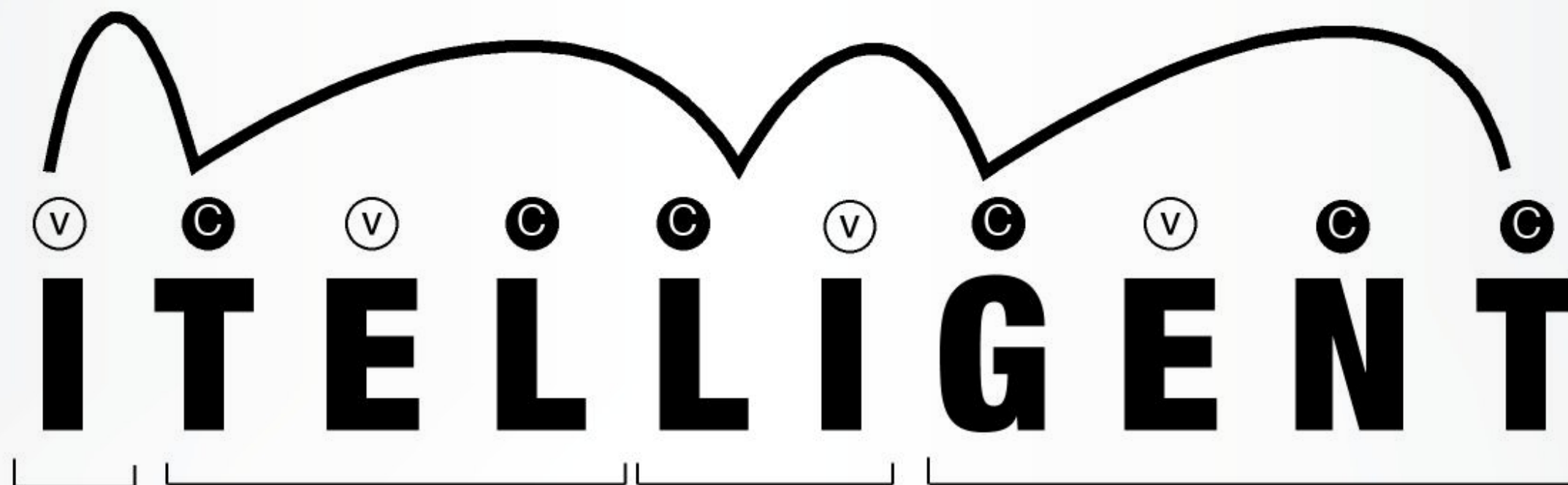


Definition - Itelligent is a word uniquely created for the purposes of this naming process. Its origins are clearly in the word Intelligent.

### Phonetic Structure

Beginning the name with a hard 'I' vowel imports ownership to the word. Itelligent effectively achieves this. The single syllable vowel stands alone from the balance of letters. The remaining syllables flow across themselves as though unified in a single word. Thus one has a single vowel syllable defining the following three syllables, each of which uses soft vowels with soft consonants to offset the hard first syllable.



### Semantic Value

By eliminating the 'n', we are defining your brand as an information and technology driven enterprise, that focuses on using intellect to drive progress. It positions your company as an enterprise imbued with sense of intellectual capital.

Strategic Impact

Itelligent gives you immediate differentiation in any word searches. The domain has been potentially reserved for your new entity and is available for a fee as .com domain. The name acts as a catalyst for a number of brand extensions. Some concerns over the name pertain to its inaccessibility to the more conservative regional markets, where wordplay and innovation of this nature may be misperceived.

Evaluation (measured strengths and weaknesses)

• Distinctiveness.	9
• Brevity	6
• Appropriateness	8
• Easy spelling and pronunciation.	5
• Likeability.	9
• Extendibility.	8
• Protectability.	8
TOTAL	53

Motivation

It positions you definitively in the marketplace and your entity will forever ‘own’ the word Itelligent. In the same way that Google defines search engines or Apple iPods redefined portable entertainment, so Itelligent will define the market for progressive business technology solutions in the Gulf region.

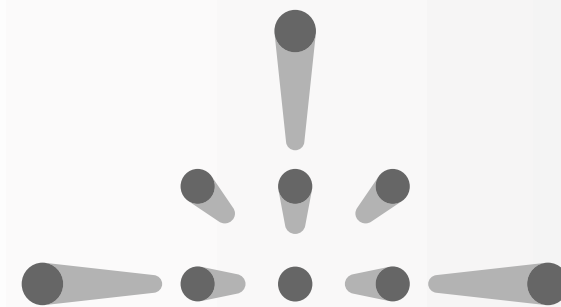
We want it to reflect a way of thinking, a progressive mindset where products and services are driven by intellectual capital, however this route does not in any way reflect tradition and roots, and thus one risks potential alienation from some market segments.

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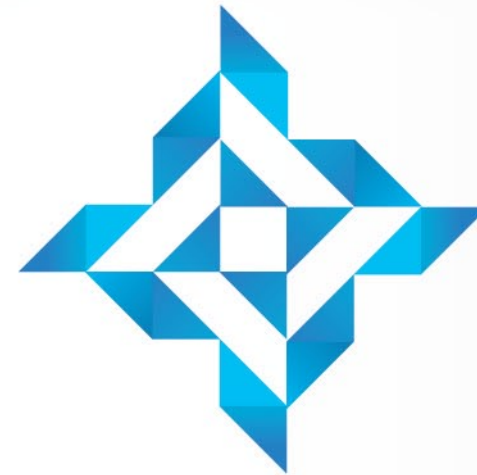


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