

Marketing  
Web & Multimedia  
Media Monitoring  
E-Learning



## Introduction

Established in 2000 in Melbourne (Australia), New Media Lab is an agency specialising in Strategic Marketing, Web and Multimedia Design and Development, E-Learning and Media Monitoring solutions. With more than a decade of experience, and with locations in Australia and Europe, our everyday mission is to provide solutions and services of the highest standard.

Armed with a highly qualified and creative team, a history of invaluable and diverse experiences and the latest technologies, New Media Lab offers the industry's broadest and most comprehensive range of services and solutions. Using a dynamic blend of proven business strategies, creative rich media and innovative technologies, we help our clients steer into new avenues of visibility and growth.

### Contact details

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## Our Services

### Strategy and marketing

- Strategy
- Planning and PR
- Branding and advertising campaigns

### Media monitoring and reporting

- Radio and TV monitoring
- Song and ad tracking
- Online reports.

### Multimedia design and development

- Corporate presentations
- DVD / CD-ROM authoring
- Flash websites and animation
- Programming
- 2D / 3D animation and Illustration
- Audio / Video production
- TV commercials
- Touch screen applications

### E-Learning

- Interactive content development
- Simulations
- Assessments
- Learning Management Systems (LMS)
- Instructional design.

### Web design and development

- Web site design
- Programming
- Online promotions
- Flash web sites
- SEO

### Digital signage

- Proprietary multi-site content management software
- Media content production for indoor / outdoor displays

## Our Solutions

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### Media Monitoring

Media Analytics is a powerful solution which automates and accelerates media monitoring, eliminates reliance on manual logging, and reduces related costs. Media Analytics supports audio fingerprinting, repeat audio detection system (RADS), reference database and metadata of copyrighted songs and programs and detailed and customised reports of tracked content.



### Kiosk & Media Network

A smart multi-site system of touch-screen kiosks and media displays with complete remote content management. A perfect solution for shopping malls and retailers who can easily manage animated rich-media advertisements in their stores or shop windows and provide product and service information to customers with the interactive kiosks.



### Managed E-Learning

A complete solution including the creation of state-of-the-art interactive content and learning management with 'Flow' - our proprietary Learning Management System (LMS) where the administrators have the ability to create and manage assessment modules, learning plans, course enrolment and much more.



## Testimonials

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*"Quite simply, New Media Lab's development work has revolutionised the way we train our shoppers and has become a benchmark for the industry globally. They always have a view to improving the process, designing and building training solutions that simplify content management and save time and money. In a multilingual environment where turnaround times are tight, this is critical. I couldn't recommend New Media Lab highly enough."*

Vineet Gulati  
Design and Development Manager, GAPbuster Worldwide

*"We were extremely impressed with the dynamic Information Technology CD-ROM New Media Lab produced for XSIQ. The concepts that they developed included the creation of a virtual world for students complete with character animation, story development, audio and interactive testing modules. They produced a cutting-edge product to an extremely tight deadline. Suggestions from the New Media Lab development team enabled us to take our product to a new level of interactivity."*

Andrew Beveridge  
CEO - XSIQ International

*"New Media Lab was called in to help out on the production of an interactive website designed for Australian primary schools and produced in association with the Australia Indonesia Institute (AII). Their work was fast, to the brief and beyond it in terms of richness and appeal. I recommend them highly."*

Richard Laurie  
Manager Asian studies and LOTE Projects Curriculum Corporation

## Our Clients

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