



Content Marketing for Technology Innovators

XPRESSOCOMMUNICATIONS.COM

CASE STUDY



Client:

Dream Chip Technologies

dreamchip.de

Germany's largest independent Engineering Service Provider with a cutting edge focus on the development and design of ASICs, SoCs, FPGAs, Embedded Software and discrete Systems.

How Press Announcements Attract New Audiences

Dream Chip Technologies

Who

Dream Chip Technologies are a German manufacturer of remarkable, lightweight, super-slow-motion miniature cameras which have been used in live sports broadcasts and cinematographic projects around the world.

What

Dream Chip Technologies were seeking to communicate not only the remarkable and unique technological innovation that their cameras represented, but also help the market to understand the creative potential that these cameras bring – allowing audiences to experience immersive, in-the-moment action in a completely new way.

How

- Supporting Dream Chip's growth in the market, Xpresso have:
- Crafted and distributed an ongoing stream of Press Releases in the ProAV and Broadcast markets for Dream Chip's extensive and evolving suite of products, as well as highlighting their exhibition focus at major tradeshows.
- Worked to create copy – including case studies - that 'translates' technological specification into understanding of the meaningful creative benefit that Dream Chip's products deliver.
- Produced brochure copy highlighting the technological features and creative benefits of the range, and developing the Dream Chip Technologies brand identity.

Result

Dream Chip Technologies saw a marked sales increase as a direct result of pre-show PR distribution, and are recognised widely on the market for their focus on putting creative, cost-effective tools in the hand of cinematographers. They continue to see their products integrated into a range of unique and innovative applications, including touchdown poles, car mounts, ski rigs and drones.



“Following the introduction of a colleague of mine who had worked in the past with Xpresso Communications, I was happily surprised to find out how they excel in crafting and distributing high-quality content.

Thanks to their extensive knowledge of the broadcast industry and technical background, we only need to deliver key product information for the creation of Press Releases and articles. Their content distribution to targeted audiences has truly supported sales and attracted new audiences. Whenever timing is crucial we know we can rely on them”.

Christian Kühn

Sales & Product Marketing

Dream Chip Technologies GmbH