

PROJECT SUMMARY



PRODUCT LAUNCH

Concepts and designs for RCN's launch of their industry leading, all-digital enhanced cable, phone and Internet system for Chicago residents.



The future. Just wired.

Photoshop Simulation of Proposed Tagging Idea
Beam projections of Digital City logo onto buildings that have just been upgraded to enhanced digital.



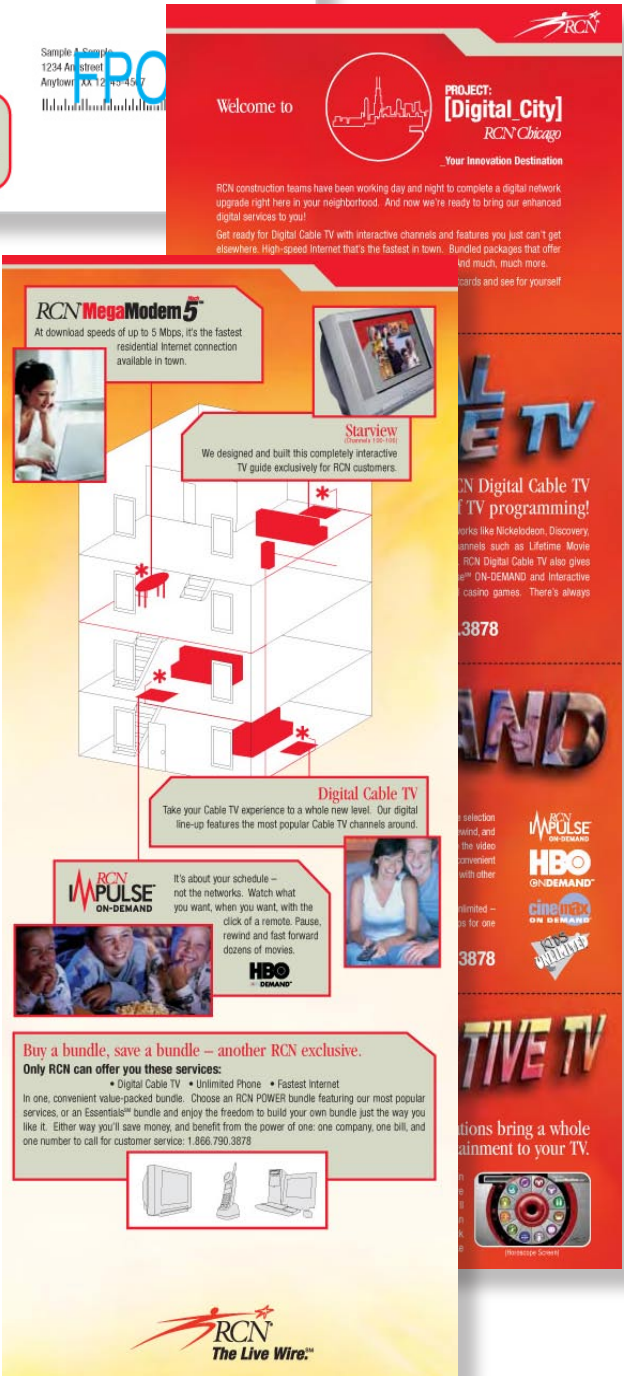
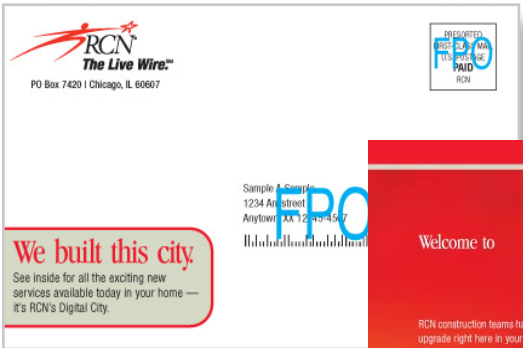
Proposed Welcome Kit Format
CD-sized, mail-safe round metal tin with embossed skyline containing a round brochure a welcome letter.



Customer Sell Sheet



Sections of an
accordion-fold
self-mailer
announcing the
digital upgrade.



RCN DIGITAL CITY

RCN was upgrading and enhancing their cable, phone and Internet infrastructure and network in Chicago. This involved upgrading all of their underground wiring to make the fastest, most technologically advanced residential city-wide network in the country.

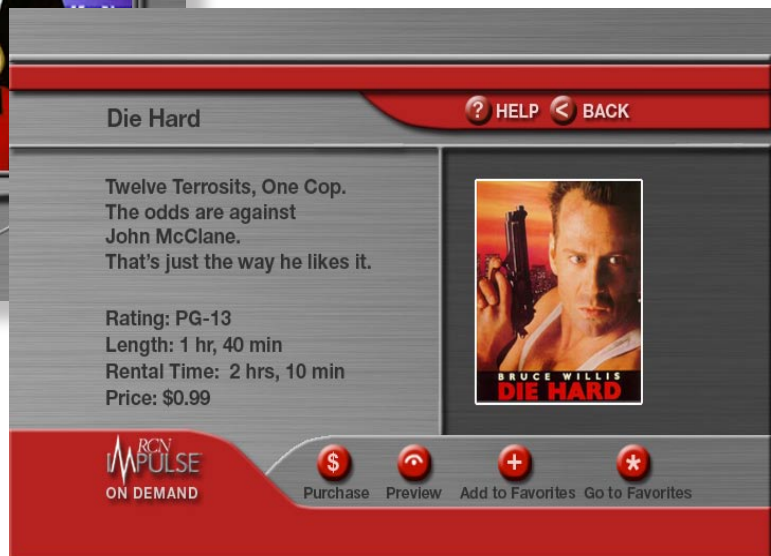
RCN wanted to make their customers aware of the exciting news and let other non-RCN customers in Chicago know that RCN is now their best choice. At the time this summary was compiled, some were still at concept stage until the upgrade was completely rolled out while others had already been distributed to the Chicago market.



Website Design



Digital Cable Control Screen/Interface Design



Diane McKernan, Copywriter

phone: 848-248-5932 email: dmck98@aol.com