

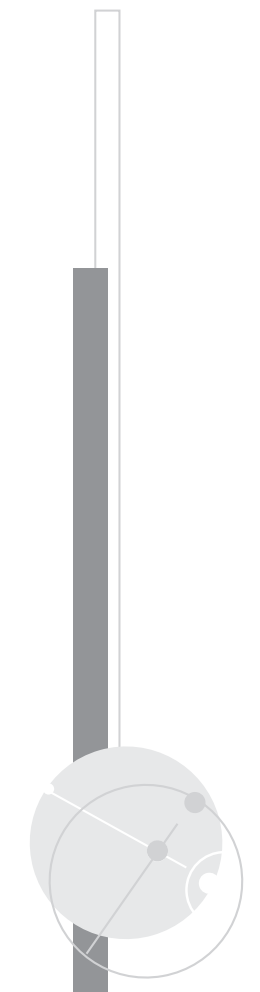
What would best describe the Xeround brand once launched?

**'Unbounded Scalability'**

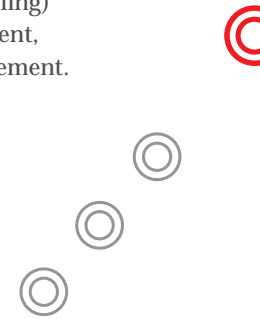
Zeev Braude, Xeround's Vice President of Sales.

In our search of visuals for this word, we explored the architectural tools, **scale rulers** and the notion 'to be readily enlarged'. We wanted Xeround's key word to derive from well-known significance and turns into ideograms, which powerfully convey visual messages and embody certain qualities.

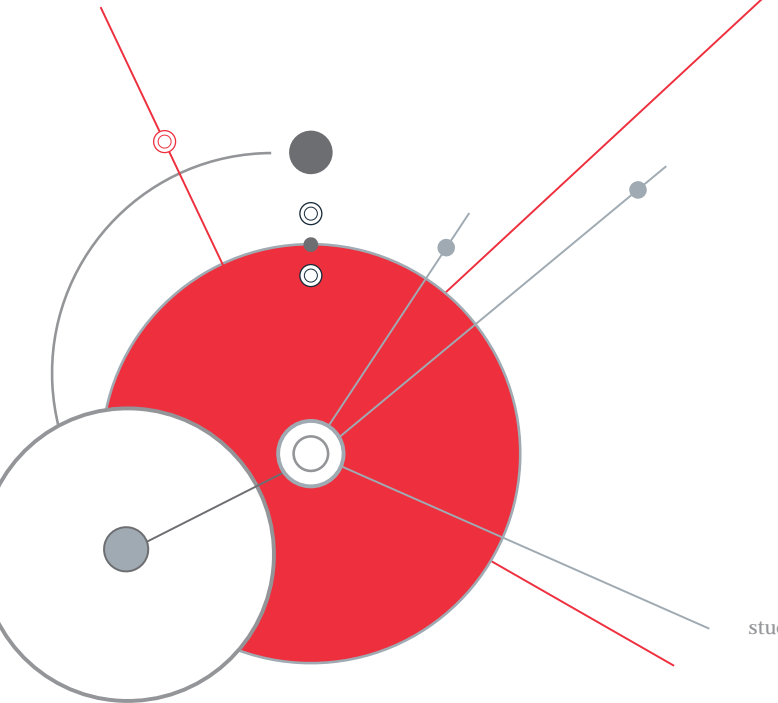
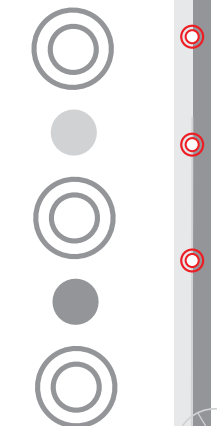
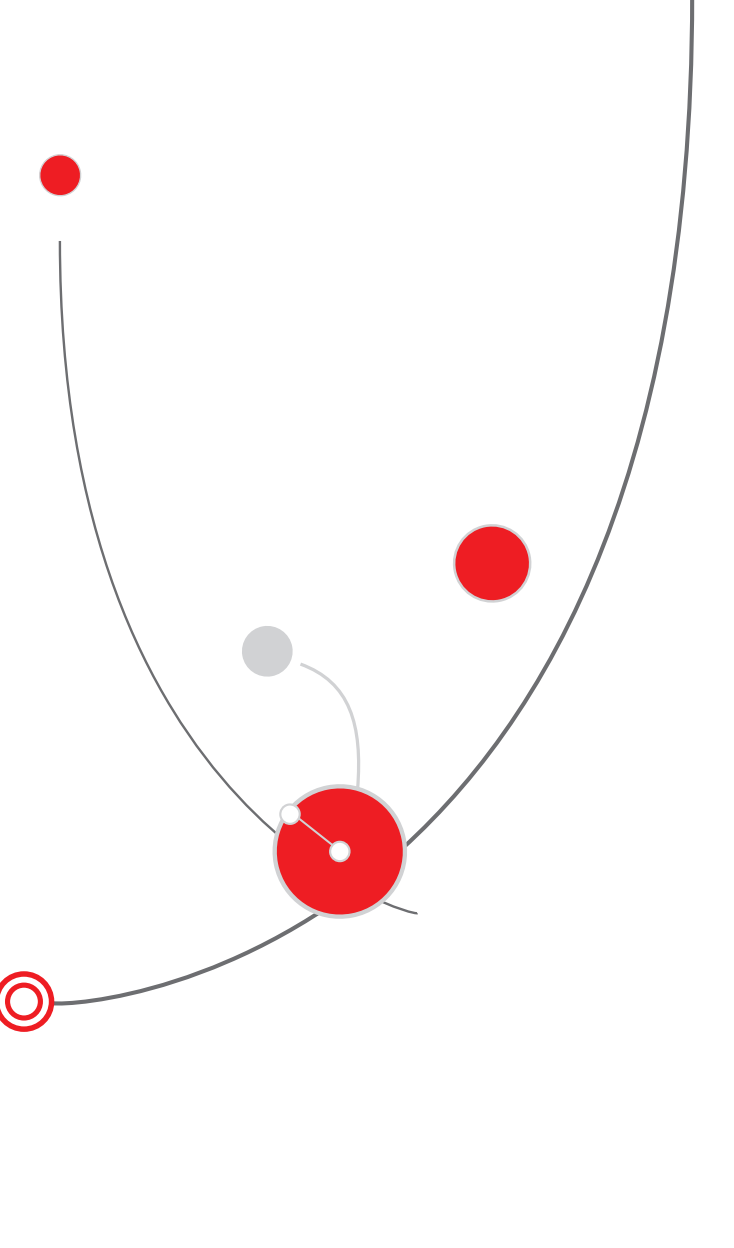
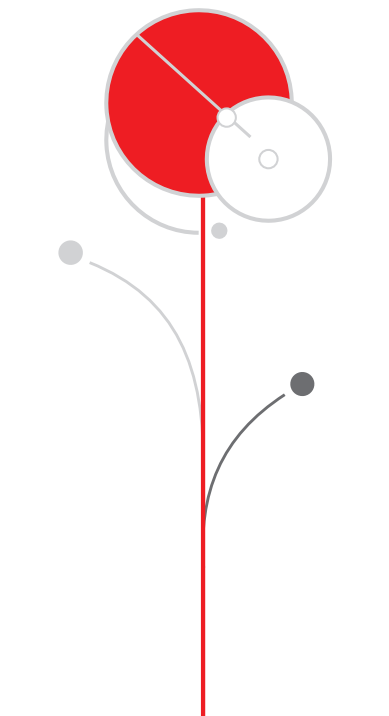
\* André B. Bondi, 'Characteristics of scalability and their impact on performance', Proceedings of the 2nd international workshop on Software and performance, Ottawa, Ontario, Canada, 2000, ISBN 1-58113-195-X, pages 195 - 203



With the idea of **Consolidation** in mind, we outlined a centered point icon (that performs and controls the act of scaling) and integrated it as a strategic element, one that increases the sense of movement.



Reaching unlimited **scale-out** and **scale-in** performance...



studio97designgroup, all rights reserved.

... "Although we say, 'I wouldn't have believed it if I hadn't seen it', it would be more accurate to say, 'I wouldn't have seen it if I hadn't believed it'." The Art of Looking Sideways/ Alan Fletcher

**Profile**

**studio97designgroup** (2000 - ~) strategic web studio; leads online, offline and web based marketing initiatives; spotlight on users emotional experience.

Co-develops successful online ventures with leading Software-IT/Telecom companies.

Recently, won the IMA award (Interactive Media Awards, New York) for 'Outstanding Achievement', and the director, Inbal Rief, was chosen to serve as an IMA Annual Judge.

Also, has collaborated as a creative partner in the vision and concept development of DT Lab's ePaper future product.

[www.studio97.co.il](http://www.studio97.co.il)  
studio@studio97.co.il +972 3 547 1606