

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel set to supply marketing assets for Savi Technology.

Supply chain technology leader taps agency to promote webinar event.

WASHINGTON, DC, July 1, 2010 – Savi Technology has selected The Design Channel to build visibility and numbers of registrants for its upcoming webinar “Supply Chain Challenges and Innovative Solutions for Federal Civilian Agencies” on October 5, 2010.

The agency will develop a range of marketing materials for the webinar, which will explore RFID and other technologies benefiting managers in federal civilian agencies who are responsible for supply chain and fulfillment operations, financial reporting controls, transportation and logistics, and other functions related to the management of mobile assets and inventory. The assignment will include an online and email campaign as well as direct mail and collateral materials.

“Savi Technology is a preeminent authority and provider of global supply chain technologies and solutions, and we are pleased to support their marketing efforts,” said David Franek, president of The Design Channel. “We’re looking forward to help Savi enhance its presence in the federal civilian agency market, where its solutions have tremendous potential.”

Savi Technology is a wholly owned subsidiary of Lockheed Martin and is a leading provider of a new class of Smart Asset Management solutions and services for public sector and commercial supply chains worldwide. Savi SmartChain® solutions leverage low-power wireless sensor networks for real-time information to enhance balance sheets by optimizing the operational management, effectiveness, security, and profitable return of assets either in-transit or at rest.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media..

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