



Icons get the message across.

> The Background

Harrison-Green (HG) provided investor relations services to Mobile Data Solutions Inc (MDSI). Serengeti is the design studio of choice for Harrison Green, and was asked to design and produced two annual reports for MDSI.

> The Process

Serengeti acts as an integral part of HG's creative team. Serengeti was responsible for concept creation, design and production. Serengeti liaised directly with the client in the creation of this annual report.

> The Results

In 1998, MDSI had achieved stunning results in the market for mobile workforce solutions. The company was growing, products were rapidly evolving, and customers were finding new ways to support their mobile workers. From this sprang the 'Upwardly Mobile' theme that would be communicated throughout the 1998 annual report.

Serengeti's design concept was to reinforce the 'Upwardly Mobile' theme with an eye-catching and lighthearted style that would guarantee that the annual report would stand out from the competition.

Discussions on the best way to visually represent this theme lead Serengeti to propose the use of simple graphic icons to represent business themes and show the excitement in 'being mobile'. The icons lent themselves perfectly to enhancing the report and its content. The icons that were selected had an unusual energy about them. For the cover design, Serengeti simply combined two icons to communicate the 'Upwardly Mobile' theme in an instantly understandable and fun design.

The client was extremely happy with the results and Serengeti went on to design the 1999 annual report the following year.

MDSI

Mobile Data Solutions Inc. is a world leader in the development of wireless workforce management software. The company has operations and support offices in the United States, Canada, Europe and Australia. Today, MDSI services over 100 major blue-chip customers and has wirelessly enabled more than 80,000 mobile users around the world. MDSI's flagship product, Advantex, is a wireless application that schedules, assigns and wirelessly dispatches work orders to technicians in the utility, telecommunication, broadband, field service and insurance industries.