

Communications that sell your technology

*Cutting-edge. Innovative. World-leading.
Simple. Cost-efficient. Powerful. Robust.
Effective. User-friendly. Creative. Reliable.
High-performance. Revolutionary. Dynamic.*

There are many ways to describe your product. But in an industry crammed with leading-edge products and world-beating technology, how can you make sure you choose the right one? The answer lies in developing powerful, unique communications that help your products, services and company stand out from the rest. And that's where Eye for Image can help.

Clear and simple earns people's trust

Your potential customers use both their minds and hearts to decide what to buy. And they need to understand how your product benefits them. At Eye for Image, we're experts in clearly presenting the benefits behind technological services and products, in a language customers respond to.

And even though your product may be complex, your messages don't have to be. Our copywriters and communications specialists from around the world can make even the most specification-heavy document simple to read.

Whether you need white papers, online help pages or user guides, we can create jargon-free materials that your readers will quickly understand.

Messages that cross borders

National borders hardly exist in the technology industry. But cultural borders do. Luckily, we specialize in concepts and English-language content that will get your messages out into the world. We can help you develop:

- Messaging platforms
- Brand awareness tools
- Websites and marketing materials
- Taglines and product names
- Press releases and newsletters
- Manuals and training materials

The skills to deliver real value

As Denmark's only truly international communications agency, we know what's important to your business – and we're perfectly placed to help you connect with audiences around the world. We already work with leading technology specialists including Sennheiser Communications, JAI, Anritsu, Contex, Handstep, Jabra, Cisco and TDC. So get in touch with us next time you're looking for words that sell.

When you want to
go international,
we're already there.

→ **EYE FOR IMAGE** is Denmark's international communications and copywriting agency. Headquartered in Copenhagen, our native-English staff from around the world provide strategic planning, creative concepts, English-language content and communications coaching to leading brands.

Offering everything from value propositions to websites, case stories, newsletters and more, we can help you get your messages out to the world.

EYE FOR IMAGE

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EYE FOR IMAGE
CONCEPTS · CONTENT · COACHING

