

Digital Adrenalin provides **visual communication services** for public and private sector clients whose primary markets are **real estate, transit, transportation** and **engineering**. Digital Adrenalin is specifically skilled in the application of advanced visual communication solutions that build public consensus, expedite project approval, financing, marketing and pre-sales.

Our engagement style is **consultative**. Our recommendations and visual solutions are designed and targeted to achieve results.

SERVICES:

WEB / PRINT
MOTION GRAPHICS
ILLUSTRATION
INTERACTIVE MEDIA
3D RENDERINGS
3D ANIMATION
PRESENTATIONS

*People are significantly influenced by
what they visually see and hear . . .*

PERCEPTION becomes **REALITY**

Effective visual communication techniques are vital for a project's success. The majority of the population simply does not understand technical information. With more key decisions made by a larger number of non-technical people, your presentation "style" is as important as the content. Today most projects need to be "sold"; sold to the financiers, the politicians, the public and even to your own partners and team members. This trend does not appear to be decreasing, so a proactive approach and a visual communication strategy are essential for success.

Today more than ever, citizens and activist groups know how to prevent, delay or even shut a project down. **Digital Adrenalin can help.**

REAL ESTATE DEVELOPMENT

Our tools speed-up the entitlement process, expedite pre-sales, streamline marketing and reduce capital expenditures.

**TRANSIT
TRANSPORTATION and
ENGINEERING**

Our solutions improve decision making and empower our clients to educate and set correct expectations with the public and manage expectations throughout the project's lifecycle. Our tools allow agency officials and politicians to lobby for financial support.

Our goal for each client solution is to make an emotional connection with your target audience; one which produces a desire to learn more, increases brand awareness and sets a correct perception.

Is your project misunderstood?

Changing the perception can result in a new reality and a successful outcome.

Perceptions when reinforced . . . become beliefs. Beliefs when reinforced . . . become convictions



John Barden
Owner/ Creative Director

Digital Adrenalin is a multi-disciplinary, team of award-winning artists, architects and animators

Digital Adrenalin's founder, John Barden is a highly creative and multi-talented executive with extensive experience and insight into the real estate development, transit and transportation industries.

John is passionate and skillfully adept in translating a client's vision, conceptual ideas and technical plans into highly persuasive and effective marketing presentations -- utilizing the latest advancements in 3D computer modeling, animation, photo-realistic rendering, videos and websites to bring the project to life.

Prior to launching Digital Adrenalin in 2007, John spent 16 years as Creative Director and then Vice President of Operations for Denver based Parsons Brinckerhoff / Company 39.

John's articles on transit/transportation and real estate have been published in the Colorado Real Estate Journal.

His techniques and innovations for pre-sales and financing have been featured on News 4 Colorado, in the Denver Post, the Rocky Mountain News & the National Real Estate Investor.

John has been a key strategist on more than 500 projects with 26 Transit Agencies and 44 State Departments of Transportation; educating/mentoring/facilitating clients in developing a more strategic and tactical mindset when releasing concepts and plans to voters for approvals and input; understanding the prevailing perceptions and providing visual communication solutions to balance perception with the reality and constraints of the unique situations every project has.

Since 2003, John's individual contributions have profoundly impacted the bottom line for more than a dozen prominent real estate developers, spanning some 35 projects -- successfully securing faster approvals, financing and record setting pre-sales, all before moving a shovel of dirt.

For more information please visit www.digital-adrenalin.com

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