



---

## About

KsanLab develops multimedia tools for marketing, PR, IR and HR communication.

Due to professional and personal skills of KsanLab's managers and designers, the company has made a vast leap from a fresh design studio to a market leader in just 2 years. Since its birth in 2003 KsanLab has completed more than 170 successful projects for Fortune 500 corporations and others as well.

The KsanLab team has achieved a winning combination of "the development of a unique product to solve the customer's problem" and "a conveyor manufacturing of products" that allows maintaining a high volume of manufacturing and significant market share.

Ownership: private, independent.

---

## Facts

**Year of foundation:** 2003

**Number of employees:** 50

**Projects done:** 170+

**Number of clients:** 100+

**Awards:** 10

---

## Management team

**Roman Mandrick**, Chief Executive Officer

**G. Haaf**, Chief Creative Officer

**Petrov**, Chief Financial Officer

**Sergey Kruk**, Chief Information Officer

**Stas Kravets**, Chief Operating Officer Worldwide Markets



---

## Solutions

Multimedia solutions for marketing, PR, IR and HR communication:

**Multimedia Showreel**  
**Product Demo**  
**Interactive Report**  
**Multimedia e-learning**  
**Screensaver**  
**Game**  
**Virtual Tour**

**CD Presentation**  
**DVD Presentation**  
**Interactive Catalogue**  
**Interactive Training**  
**Promo-site**  
**Virals**  
**E-card**

The only goal of each project is to make an effective solution that solves client's communication tasks.

Our project teams comprise not only designers and managers but also specialists in marketing and PR. We consider the multitude of factors that make the project successful: target audience, communication channels, venue, AV equipment, and more.

---

## Strategy

The main strategic goal of KsanLab for 2006-2007 is to become a key player on worldwide market of multimedia solutions for business communication.

Vision for 2007: KsanLab is a multinational company with offices in USA, Europe and Canada. KsanLab serves Top world companies. KsanLab brand is recognized all over the world as a "highly creative professionals in multimedia".

---

## Clients

**Partial client list:** Microsoft, Hewlett-Packard, Lucent Technologies, TetraPak, Royal Dutch/Shell, BP, ViewSonic, Nortel Networks, DaimlerChrysler, DHL, IBM, Ernst & Young, Avon, Alcatel, Accenture, Sun Microsystems, SAP, S&T International.



---

## Accolades

**Kiev International Advertising Festival 2006** – Bronze for “Russian Epic Heroes” e-card  
**Idea! 2006** – Silver for “Let him dance to your piping” e-card  
**Profi 2005** – Winner with “Red Cube” multimedia presentation  
**Moscow International Advertising Festival XV** – Winner with “ViewSonic” multimedia presentation  
**ADC Awards Russia 2005** – Bronze for “Tokado” multimedia presentation  
**Profi 2004** – Winner with “Tez-Tour” multimedia presentation  
**Kiev International Advertising Festival 2005** – Bronze for “Ksan Spring” e-card  
**Moscow International Advertising Festival XIV** – Bronze for “Tokado” multimedia presentation  
**Moscow International Advertising Festival XIV** – Silver for “CSKA” multimedia presentation  
**Profi 2004** – Bronze for “Tokado” multimedia presentation.

Since 2005 our art directors are members of jury in Art Directors Club (Russian office) and Moscow International Advertising Festival.

---

## References

“Everything was done very professionally, fast and creative. Our partners very like the product that has been made by KsanLab. We will continue our partnership with KsanLab”.

*Anatoly Tretyak, ViewSonic*

“It was very easy and comfortable to work with KsanLab. The result is excellent. Thank you!”

*Mary Efimova, Hewlett-Packard*

“In short, we are impressed by KsanLab’s work. It’s just an excellent job without any exceptions. In fact such quality of management should be a standard but in Russia it’s very surprising. Thank you very much!”

*Nadezhda Berdisheva, Lucent Technologies*

---

## Contacts

**URL:** [www.KsanLab.com](http://www.KsanLab.com)

**E-mail:** [contacts@ksanlab.com](mailto:contacts@ksanlab.com)

**Phone:**

Germany: +49 (821) 2276-117

USA: +1 (214) 329-9865

Russia, Headquarters: +7 (495) 783-64-53