



Dear Valued Clients,

We hope you enjoy our latest version of *Unplugged*, Centrifuge Media's newsletter written specifically for you, our valued client and loyal partner, to keep you

updated on what's happening with our company in the office and around the world. Centrifuge Media has really evolved in the meeting technologies world, serving not only as a superior audiovisual company, but as a strategic creative design firm, interactive multimedia developers and strategic business partners. Centrifuge Media values providing top-notch customer service at the same level of distinction and excellence we have come to provide with our audiovisual, interactive and creative services.

Over the years, we have expanded our horizons and have served clients both nationally and internationally—and had a lot of fun doing it. While it's true that we have been busy flying all around the world, we always make sure we have the time to remember and support our own community. Centrifuge Media values staying actively involved with non-profits across the community to give something back and help enrich the lives of others. This year alone, Centrifuge Media has sponsored and participated in several non-profit events across the Triangle and plans to stay engaged with the community for years to come.

As we continue to grow as a company and as individuals, we are excited for the future and what it may bring. Whether your event is in Barcelona, Berlin, New York, California or right here in the Triangle, we look forward to partnering and working with you for many years to come. Thanks for your support and we'll see you at your next meeting!

Sincerely,

Brian Rivers
President, Managing Director

anything but AVerage

Why we're different and why you should care

We all love hotels, whether we're there for business or pleasure, they're great. We love the way they smell, we love how clean they are, we love room service and spa treatments and mints on our pillows. We love all those things because that's what hotels are good at. It's what they know.

Centrifuge is an audiovisual production company. We know speakers and projectors, microphones and laser pointers. We even know how to make videos, design interfaces and print posters. We know a lot more, but that's what we focus on. It's what we're good at, it's what we love to do.

We don't know linens and flatware but we certainly know hardware, software, and enough about drivers to get that printer in your office installed correctly. We don't know much about hospital corners or mini shampoo bottles, but we might be able to fold the end of the toilet paper into those perfect little triangles if we practiced enough.

We know that hotel AV is convenient, but is it the best value for your program? When you choose to use hotel AV, how can you be sure that they're focused on your event and your event only? There are probably a lot of ballrooms at your hotel and your event may not be the only one—or the only priority.



Most hotels only have a few AV people on staff. Some don't have any at all. Sometimes, it's just a team of freelancers from around the city. While your event is a great way to bring several hundred people together for the first time, it may not be the best way to have your hotel AV staff meet each other for the first time.

When you partner with Centrifuge Media at your event, you avoid this all together. We're not a small company but we're closely knit. We've been talking about your meeting for the past month or two. We even talk about it outside of work. The people from our team who show up at your meeting have spent a lot of time together. We pick each other up at the airport when flights get delayed. We call each other in our free time. We even go to each other's birthday parties and wedding showers. It's what we do.

The dirty little secret with our company is that we're there for you the entire time of the event. We work hard and whenever we need to. We don't charge you for double-time or over-time. We're there whenever you need us. Service charge? Why should you pay it? We simply believe in giving great service, not adding it to the bill.

Say What?

Say "hello" in five different languages:

1. Zdraveite - Bulgarian
2. Goedendag - Dutch
3. Talofa - Samoan
4. Merhaba - Turkish
5. Shwmae - Welsh

Say "thanks" in five different languages:

1. Grazie - Italian
2. Obrigado(a) - Portuguese
3. Merci - French
4. Danke - German
5. Xie xie - Mandarin

Interesting tidbit: "Taxi" is spelled and pronounced the same in nearly all languages.

Tips for International Travelers:

The value of the dollar can change daily. Visit a few of these links to find out exactly what you're paying and get the most out of your money.

x-rates.com

exchangerate.com

xe.com

brAVo!

Centrifuge Wins Triangle Business Journal's "Best Places to Work"

The Triangle Business Journal dubbed Centrifuge Media as one of the "Best Places to Work" in the Triangle in 2008. Centrifuge earned honors in the small company category, which included companies with 50 workers or fewer. Companies from across the area were invited to register for the contest by contacting the Triangle Business Journal, who then passed along the information to its partner, Quantum Market Research. Quantum conducted the confidential online employee surveys which encompassed categories such as work environment, people

practices, executive leadership and manager relationships. Centrifuge was chosen as one of the "Best Places to Work" based upon employee participation and results.



"It's not just the travel, work, benefits and pay that make Centrifuge Media one of the best places to work. There are too many things to list of what I love about my workplace."

- Joel Rodriguez

"I've only been here a short time, but it's apparent that everyone here is very engaged in what they

do and they are all extremely talented and enthusiastic about their work. I'm fortunate to have the opportunity to work with such great people." - Jill Welle

"We work hard to foster a fun and stimulating environment that promotes creativity, productivity, teamwork, open communication and most importantly—success. Our philosophy of 'work hard and play hard' allows employees to grow both personally and professionally while working toward a common goal of providing the best services to clients as possible." - Brian Rivers

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Tales from the road

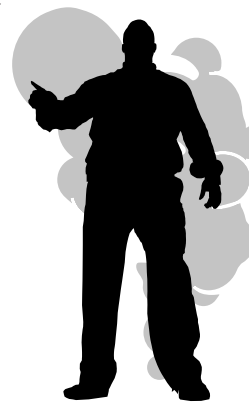
While waiting to get through customs at London's Heathrow Airport on my way home from Berlin, I overheard a fellow passenger ask the desk agent a question about the documents he needed in order to fly to China. After a lengthy discussion about passports, the passenger was told he needed a visa. "Oh no, I don't. I've been to China many times and never had to have one of those." The agent checked and sure enough, his stay required a visa. When he was told this he said, "Look, I've been to China four times and every time they have accepted my American Express."

Kevin Gorey
Account Supervisor

I was flying back from a trip to Europe and I was on the last leg from Newark to RDU. I had just started dozing off when I smelled something burning. I opened my eyes and saw what seemed to be a hazy type of air quality. I looked around the rest of the plane to evaluate the anxiety level of the surrounding passengers and much to my surprise, they seemed to be confused, but calm. Well, not me. I clearly knew that something was up that needed my immediate attention.

So, I sprung into the aisle and began to ask passengers if they perhaps noticed the large, billowing cloud of smoke coming from the rear of the plane... and then I proceeded to freak out. Reflecting on this situation, I wasn't sure if the passengers were more concerned that there was smoke on the plane, or that a 250lb. man was freaking out. I continued to the front of the aircraft where I was greeted by a flight attendant who kindly asked, "Can I help you sir?" I said, "Ah, yes, could you tell me why there are large billows of smoke filling the cabin?" She peered around my shoulder and said, "Oh, my!" For a rather concerned individual who was looking for some sort of reassurance, "Oh, my," simply wasn't going to cut it. She asked me if I would kindly take a seat and an announcement will be made shortly. I promptly said, "Ma'am... *shortly* may not be here." She regurgitated her standard panic training material by saying, "Sir, I know that you are concerned but if you would just find your seat..." I responded by saying, "I'll tell you what, why don't you point me in the direction of my seat because I can't see it with all this smoke in the cabin!" I apologized and let her know that I was just a little concerned. I moved back to my seating aisle, but refused to sit down. Once again, the flight attendant said, "Sir, can you please take your seat?" In moments of delusional activity similar to

that of which I was displaying, I said what later seemed to be a very unintelligent comment; "If this plane is going down, I am taking it standing up!" After people looked at me like, seriously, you have inhaled way too much of this smoke, I humbly took my seat. About five minutes later, the pilot came over the PA system; "Ladies and Gentlemen, this is your pilot, sorry for the concern in the cabin. We basically had an air pocket in the coolant which is responsible for the air conditioning smoldering. After a few minutes, the smoke will disperse and the air will be clear. At no time were we in any sort of danger. However, we do apologize for the raised concern. Please sit back, relax and enjoy the rest of your flight." Smoldering? Sit back and relax? Last time I checked, smoldering means burning! After the announcement, the flight attendant came to check on me. "Sir, are you feeling better now? Was the pilot able to reassure you that everything is ok?" I paused and said, "Just one more thing; how do you expect the smoke to disperse? I mean, we're 50 thousand feet in the air! We can't exactly roll the windows down." She kindly smiled and walked off. Needless to say, I got skipped on the peanuts and beverages on her next passing.



"If this plane is going down, I am taking it standing up!"

Brian Rivers
Managing Director

the inside scoop

What's going on in the office

Giving a helping hand

Centrifuge Media has been dedicated to enriching North Carolina's communities and the lives of people within them. In 2008, Centrifuge Media sponsored and participated in a number of non-profit events across the Triangle including the 12th annual Komen NC Triangle Race for the Cure® in June, the 3rd annual Strike for Survival in September and the 7th annual Big Bad Ball in October. Centrifuge Media will continue to support the community by sponsoring various non-profit events including the 8th Annual Benefit Auction for The Caring Place, a non-profit that provides housing for homeless, working families with children while teaching life skills to empower them to obtain permanent, independent living. 🍷

Welcome New Team Members:



India Lucas León
Account Manager



Austin Green
Project Manager



Cindy Schultz
Office Manager



Jill Welle
Print Production Manager

meet the team

Behind the scenes



"You can't put a price tag on peace of mind."

Name: Kevin Gorey

Title: Account Supervisor

Favorite Meal: Grendeddy Dave's Ribs

Favorite Superhero: Mighty Mouse

Favorite Vacation Spot: Ireland

Favorite Weekend Activity: Golf

Favorite Office Supply: Highlighter

Favorite TV show: Dexter

Never Leave Home Without: Kissing my wife

Going on a Site Survey?

Take us with you! We all know meeting space isn't just lengths and widths. It's important to know the ceiling heights, chandelier placement, and where rigging points are for shows. We'll even check how the electricity is configured to make sure that when they use the toaster in Ballroom A, the lights stay on in Ballroom BCD. We want a flawless show just as much as you do and we don't mind doing a little investigating beforehand to make it happen!

fun on the run

Take me with you

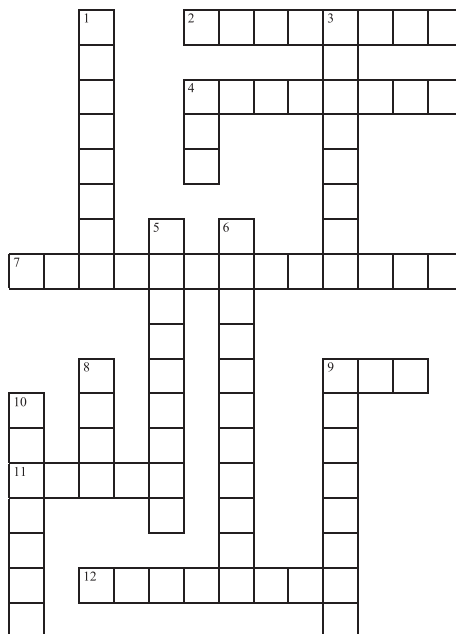
crossword puzzle

ACROSS

- 2 Restroom on an airplane
- 4 The full, undiscounted published rate for a room
- 7 Great kind of miles
- 9 Busiest airport in the US
- 11 Room upgrade
- 12 A small fold-down seat used by flight attendants

DOWN

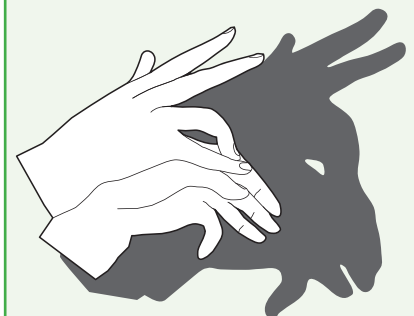
- 1 Type of hotel, usually historical, less than 30 rooms
- 3 Part of an airport
- 4 Electronic feed
- 5 A bed in the wall
- 6 Small items or miscellaneous expenditures
- 8 What you do right before takeoff
- 9 "From the menu"
- 10 Inevitable stop when traveling internationally



shadow puppet

There's something about a screen and projector that brings out the animal in all of us.

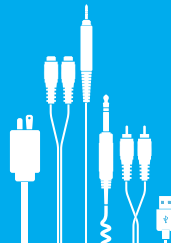
Try this one at your next meeting.



Goat

Need some answers? Would you like to know more about us? Visit us at www.centrifugemedia.com.

CENTRIFUGE
MEDIA
INC.



you'll love
who we are
because
we love
what we do.



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