



YOU ARE TECH.

**THE AGENCY WHERE TECH AND INNOVATION
THRIVES TRANSFORMATIONS**



CREATIVE TECHNOLOGY IS OUR LIFE

With a passion for transforming business objectives into creative tech experiences, The **AGENCY @ YOU ARE TECH** has been turning ideas into masterpieces for the last 15 years. As a creative agency, our goal is not only creating immersive products that resonates with your target audience but monetizes and grows your brand for strategic growth.

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WHAT EXACTLY CAN WE DO FOR YOU?

We are a full stack firm that can help you from ideation strategy to launch, and anywhere in between. We've helped some of the largest companies in the world create their first emerging technology experiences, and our work in true digital transformation has been at the forefront of the industry since "digital transformation" became a thing.



**Innovation & Product
Development**



**Digital Strategy &
Transformation**



**Digital
Discovery**



**Ad Technology
Integrations**



**Creative Web & App
Development**



**Digital
Engineering**

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CLIENTS



NBCUniversal

VIACOM



SAMSUNG

COM
PLEX

The New York Times

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SERVICES



DIGITAL PRODUCT INNOVATION

A large graphic on the right side of the page features a hand holding a globe. The globe is surrounded by various digital icons such as a lightbulb, a person, a bar chart, and a network of nodes. The background is a gradient of blue and green.

We help companies seize their digital opportunities at the intersection of business strategy and technology. Defines long-term action plans that leverage digital enablers and aligns these strategies with corporate vision and goals, and supports them with integrated solutions. This includes defining the roles and goals of new product development within an organization, the kinds of products, markets and technologies to focus on, and the resources that need to be allocated to the specific product development initiatives. We produce structured approaches for identifying and qualifying growth, disruption and whitespace opportunities, by matching evolving technology capabilities against changing market conditions.

Drives Brand Monetization

Web/Mobile Development Consulting

Product Value Optimization

Agile Lean Coaching

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DIGITAL STRATEGY & TRANSFORMATION

Our digital transformation strategy aims to fully leverage the possibilities and opportunities of new technologies and their impact in a more innovative way for the future. This transformative journey comes with a clear roadmap that takes into account the hurdles, milestones, goals, and ongoing evolution of digital innovation.

1 UNDERSTAND, THEN DEFINE VISION

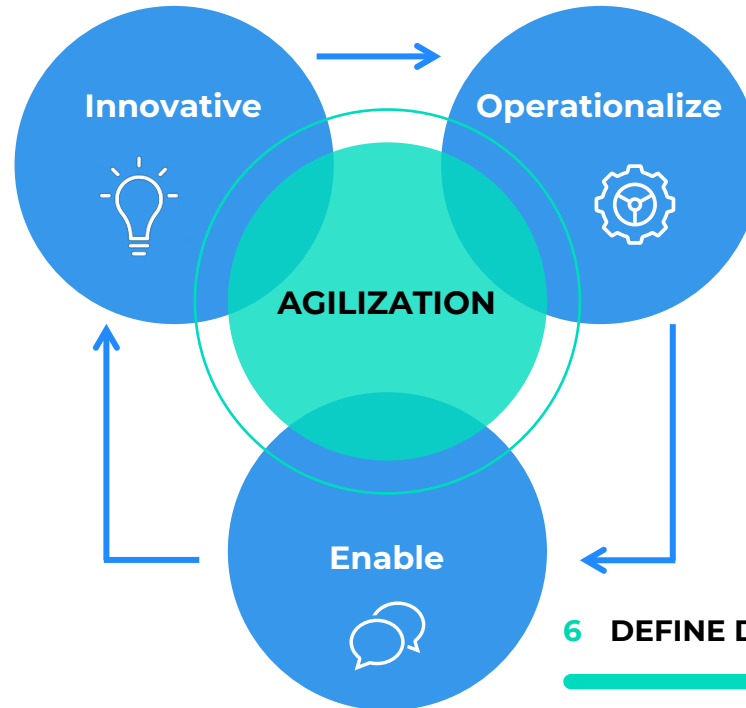
Set direction

2 DEVELOP BUSINESS MODELS

Generate ideas

3 DESIGN DIGITAL STRATEGY

Plan journey



4 SET UP TRANSFORMATION PROGRAM

Implement

5 DRIVE IMPLEMENTATION

Roll-out

6 DEFINE DIGITAL GOVERNANCE

7 CHANGE & COMMUNICATE

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CASE STUDIES



The New York Times

Virtual Reality Development

Designing a virtual reality experience demands a strategic understanding of the platforms required to power them, and we make this process enjoyable and efficient. Our capabilities and platform experience includes the following:



Core Mobile Development



Video



Product Roadmap



VR Interaction Design



Visual and Conceptual Design



Strategy & Execution Management



Advanced 3D Modeling and Design



Landing Page Web Development



Viacom: VH1 Digital

Digital Transformation

Digital transformation as a global phenomenon, the digital television and the rise of multichannel environment was the first phase of a longer transition period. Just as the industry adapted and broadcasters adjusted their strategies into having multiple channels and brands, the next changes were already emerging with the rise of social media and Internet integrating technology utilizing our services such as:



Digital Discovery



Product Roadmap Strategy



Product Development for Video On Demand



Web Rebrand Development



Custom Video Streaming Player Development



NCAA March Madness



iPhone App Development

In the era of on the go, sports and entertainment apps have to adapt to the trending era. We completed a transformation of the iPhone app for NCAA March Madness Live. We implemented interactive modules such as live streaming , bracket challenges, latest news/highlights, and more opportunities including sponsorship engagement capabilities within the app. To date, it is still one of the top downloaded sports app in the Apple store.



Wireframe Designs



Digital Strategy



Product Roadmap



Core Full Stack Development

THANK YOU



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