

As a leading Internet Services firm founded in 1996 and headquartered in the Midwest, **Media Genesis, Inc.** services over 300 companies and nonprofit organizations nationwide and across the globe. In-house designers, programmers and analysts provide a wide range of services including web development, e-learning, search engine optimization, application development, intranet software, social networking media, and content management systems. The breadth of development expertise at Media Genesis is diverse and unparalleled.

media  
GENESIS

[WWW.MEDIAG.COM](http://WWW.MEDIAG.COM)

# Media Genesis

*Company Overview*



*Our fearless leaders  
Brad Frederick &  
Antoine Dubeauclard*

## Our Team

The Media Genesis team includes more than 60 employees as of 2010 with diverse degrees ranging from graphic/interactive design to programming, communications to engineering, nonprofit sector studies to business administration, political science to legal and education.

### **Brad Frederick - Founder, CEO**

With a background in Mechanical Engineering, Brad spent 12 years at EDS supporting GM and other international clients. Brad personally launched the first web presence for General Motors ([www.GM.com](http://www.GM.com)) and all divisional websites. Today, Mr. Frederick provides consulting on infrastructure and complex application development for clients worldwide. In 2001, Brad was selected to Crain's Detroit Business 40 under 40. Brad also serves on the boards of a number of nonprofit and for-profit organizations.

### **Antoine Dubeauclard - President**

Antoine started programming at age 7. By the late 1980s Mr. Dubeauclard was leading an international team of game developers, developing some of the earliest Internet games. Today, his role includes oversight of the creative department and studio. As an expert on Internet and application development strategy, Antoine sits on many advisory committees for Fortune 500 and academic institutions. He frequently speaks and writes on technology related issues.



*Media Genesis has been  
featured on a plethora of news  
mediums*

# Media Genesis

*Clients & Capabilities*

## Client Engagements

Media Genesis' clientele comes from referrals, minimal advertising, partnerships, joint ventures, and outbound calls. With its primary workforce in Metro Detroit, Media Genesis has flourished by creating timely web presences, multimedia and high-tech solutions for companies of all sizes, origins and purposes. The firm is vibrant in its ability to adapt to client needs. Media Genesis provides sound, innovative research and execution for complex design, programming, hosting, creation of corporate identity and more. With an expert partnership network comprised of local and national industry leaders, Media Genesis is capable of successfully carrying out projects of any size and scope.

## Media Genesis Capabilities

### **Project Management**

*Recommendation Docs*  
*Logic Flows*  
*Wireframes*  
*Content Template Creation*  
*Information Architecture*  
*Quality Control Testing*

### **Consulting**

*Branding Consultation*  
*Marketing Consultation*  
*Process Re-engineering*  
*Usability Studies*  
*Benchmarking Studies*  
*Traffic Report Analysis*  
*Online Research*

### **Design Studio**

*Motion Design (i.e. Flash/Flex)*  
*Action-Scripting*  
*3D Visualizations*  
*Print Design*  
*Layout*  
*Optimization*  
*Integration*

### **Asset Creation**

*3D Asset Development*  
*Photography*  
*Video Production*  
*Copy Writing & Editing*

### **Technical**

*Application Design*  
*Build & Configuration*  
*Data Scrubbing*  
*Systems Integration*  
*Server Side Programming*  
*Client Side Programming*

### **Other Specialties**

*Maintenance*  
*Search Engine Marketing*  
*Social Media*

# Media Genesis

News Highlights & Recognition

## ■ TRAINING

## ▲ LAUNCH

## ◆ AWARD

## ● PRODUCT

- 1996 Company Launched
- 1996 Chevy/GE
- 1997 University Training, Purdue, UofM, MSU, Northwestern
- ▲ 1997 E-Learning
- ▲ 1998 Corvette Launch, Monte Carlo, Buick Signia,
- ◆ 1998 Won Caddy Award
- 1999 Dickinson Wright, Legal Extranet Solutions
- 1999 Created Custom E-Commerce Software
- ▲ 1999 Republic Bank Web Site
- 2000 N'Sync, Nintendo, Kellogg's
- ▲ 2000 Launch Travelsite
- ◆ 2001 Voted Best Web Developer
- 2001 Pioneering SCORM Web Courses, GM
- 2003 9,200 sq ft Building in Madison Heights
- 2003 DaimlerChrysler Training
- ◆ 2004 Auburn Hills Chairman (Brad)
- ▲ 2004 Launch SEO Company
- ◆ 2005 Troy Chamber Chair (Brad)
- 2005 MG Video / Audio Studio
- ▲ ■ 2006 10 DVD Library for Kia
- 2006 Toyota Technical Animations
- 2007 Blue Cross Blue Shield
- 2007 Chrysler Dodge and Jeep Product Preview
- 2007 34,500 sq ft HQ in Troy
- ▲ 2007 Dodge Avenger
- ◆ 2007 Mega High Tech Grant
- ▲ 2007 Entertainment
- ▲ 2007 Hanson's
- 2007 Happy Feet CD for WalMart
- 2008 Jeep
- 2008 Mazda Product Training Sales / Fixed Ops
- ▲ 2008 Detroit Regional Chamber
- 2008 Online Banking for Michigan First
- 2008 Ford Advantage University Training Web Courses
- ◆ 2008 Voted Michigan Economic Bright Spots
- ▲ 2008 Ford, DSO, Modernistics
- 2008 Russian, Dutch, French, Spanish etc. E-Learning
- ▲ 2009 Amerigon
- ▲ 2009 Foreclosure Detroit
- ▲ 2009 Detroit Housing Commission Website
- ▲ 2009 DSO Blog
- ▲ 2009 One D Website & Scorecard
- ▲ 2009 UNESCO Power of Peace Network
- 2009 UAW
- ◆ 2009 2009 Midwest Collaboration Award
- 2010 Supply Chain Management System
- ▲ 2010 Stevens Van Lines
- 2010 Ford SYNC Web Courses for ALL Ford Employees
- ▲ 2010 Focus Hope
- ▲ 2010 Rock Companies

## 1996-2010

Since its founding in 1996, Media Genesis has maintained a diverse clientele body, developed exciting new software and web-based products, moved to a new 34,500 sq ft headquarters, and won some high profile awards along the way. The list above showcases some of the accomplishments the company has had over its first 14 years of operation.

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# Media Genesis

*News Highlights & Recognition*

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## Board Affiliations & Organizations

*Auburn Hills Chamber*

*Troy Chamber*

*Specs Howard School of Broadcast Arts Advisory Board Panel*

*Wayne State University's Center for the Study of Citizenship Executive Board member*

*University of Michigan: Residential College Advisory Committee*

*Detroit Regional Chamber: Technology Advisory Panel*

*Museum of New Art*

*InternetTROY*

*HMS Manufacturing*

## Contact Information:

**Phone: 248-687-7888**

**Fax: 248-687-7889**

**www.mediaG.com**

**inquiry@mediaG.com**

## Recognition

*Crain's Detroit Business: Leading Web Firm, 40 Under 40 Executive Award*

*Corp! Magazine: Michigan Economic Bright Spots Award*

*The Big Idea Magazine: Best Web Developer*

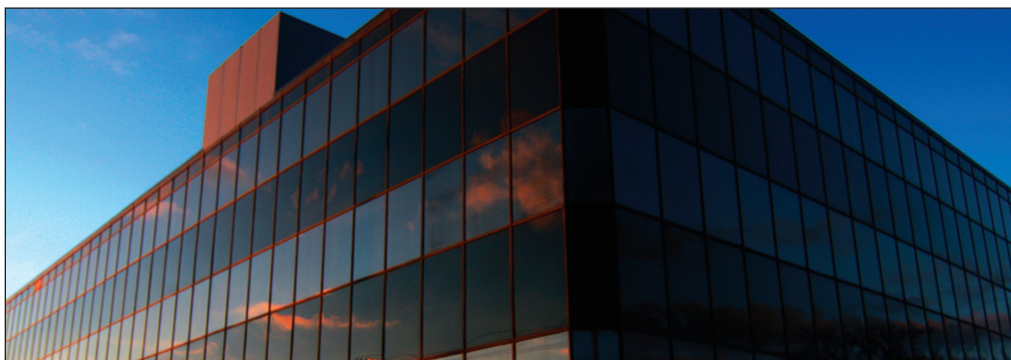
*Great Lakes IT Report*

*Metromode.com*

*Channel 7 News*

*Troy Chamber*

*2009 Midwest Collaboration Award*















*The Media Genesis office is headquartered in a 34,500 sq ft building located in Troy, Michigan*

# Media Genesis

Clientele

## Representative Clients

For More Information Visit [www.MediaG.com](http://www.MediaG.com)

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P: 248.687.7888

E: [Inquiry@MediaG.com](mailto:Inquiry@MediaG.com)