

Gee + Chung Design

Gee + Chung Design
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Gee+Chung Design is an award-winning multidisciplinary branding firm which has developed an international reputation for designing innovative, intelligent branding strategies that help companies succeed. Led by Partners and Creative Directors Earl Gee and Fani Chung, the firm specializes in discovering what is truly unique about a company to create effective brand differentiation that clearly sets clients apart. Gee + Chung Design's powerful concept-driven solutions evoke a compelling narrative that establishes and reinforces a brand's unique voice to make a memorable connection with the audience. The firm's expertise in print, environmental and web design enables them to produce comprehensive and cohesive branding programs for enlightened companies across all media. While Gee + Chung Design has received many prestigious awards for their designs, the most rewarding aspect of their work is the consistent creation of long-term client relationships and lasting client value which enables businesses to grow and exceed their expectations.

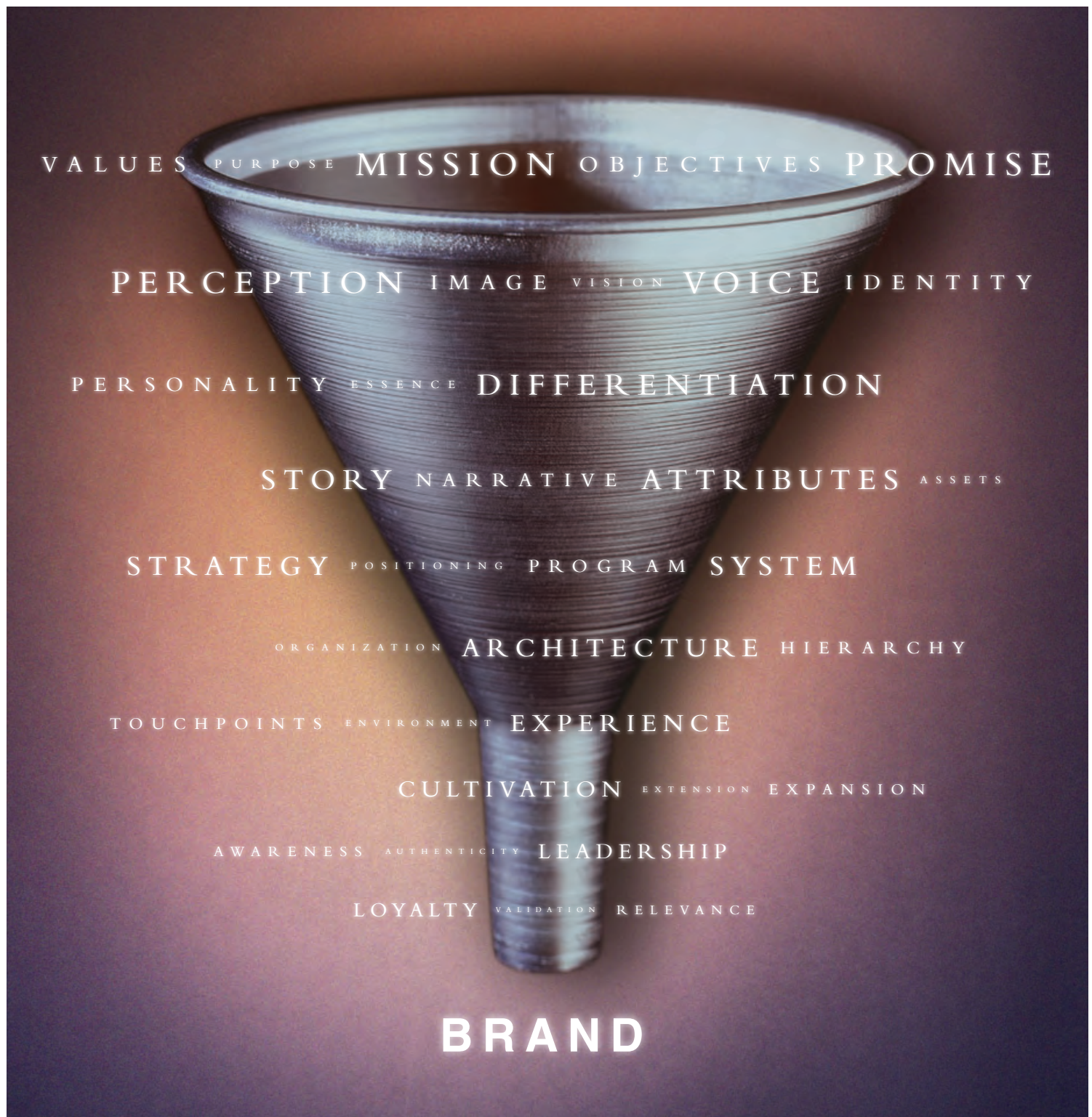
Capabilities: Branding, Identity, Collateral, Annual Reports, Books, Packaging, Exhibits, Environmental Graphics, Websites

Clients: Apple, Adobe Systems, Applied Materials, Chronicle Books, Federal Reserve Bank, IBM, Lucasfilm, Oracle, Sony, Sun Microsystems, Symantec, Stanford University

Awards: Graphis, Communication Arts, I.D., Print, American Institute of Graphic Arts, Art Directors Club, Type Directors Club, Society of Typographic Arts, Society of Publication Designers, Society for Environmental Graphic Design

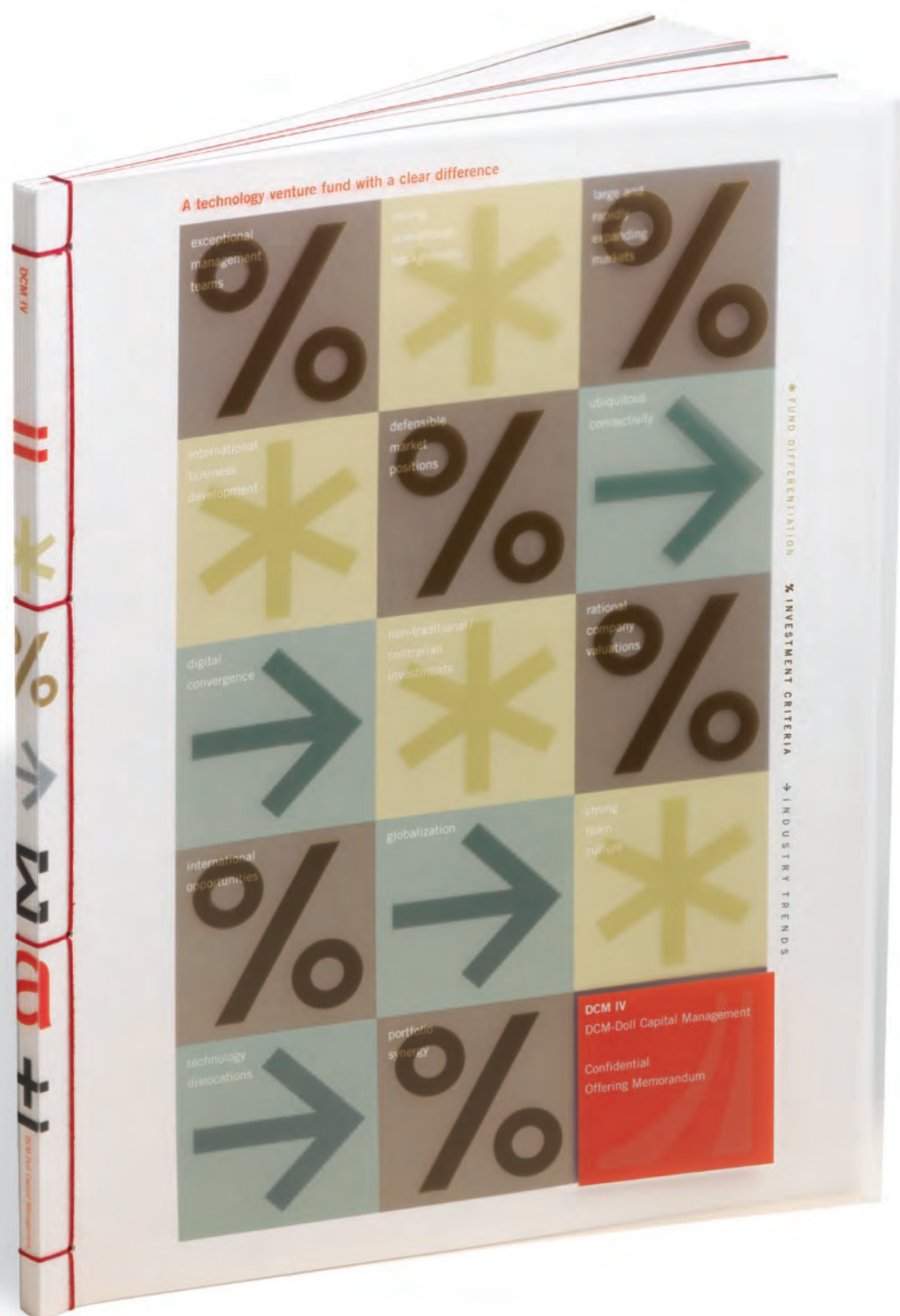
Collections: United States Library of Congress, Smithsonian Institution, AIGA Archives, Art Center College of Design Archives, San Francisco Museum of Modern Art

Education: Earl Gee: BFA with Distinction, Art Center College of Design; Fani Chung: MFA, Yale University

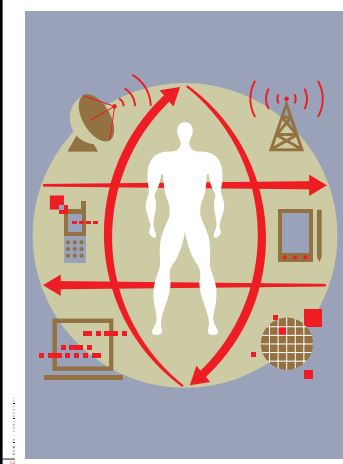


DCM IV Offering Memorandum

DCM is a leading Silicon Valley venture capital firm with significant technology investments in Asia and throughout the world. We branded their Offering Memorandum with a transparent plastic cover to highlight the clear difference their fund offers investors, using familiar financial symbols to identify key sections within the book.



The traditional Japanese binding combined with modern materials represents the firm's careful due diligence in evaluating new technology investments. The book's impressive size and substantial presentation successfully conveyed DCM's confidence in their fund's performance, helping the fund sell out with committed investors faster than any previous fund.



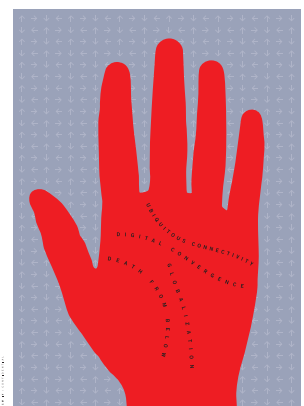
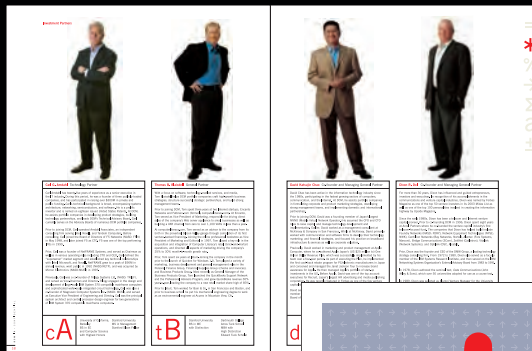
EXECUTIVE SUMMARY

A Big Picture View

DCM IV, L.P., a Delaware limited partnership (the "Fund"), has been formed to generate capital gains from venture capital investments in early-stage communications, software, and semiconductor companies. The Fund is seeking capital commitments of \$50 million.

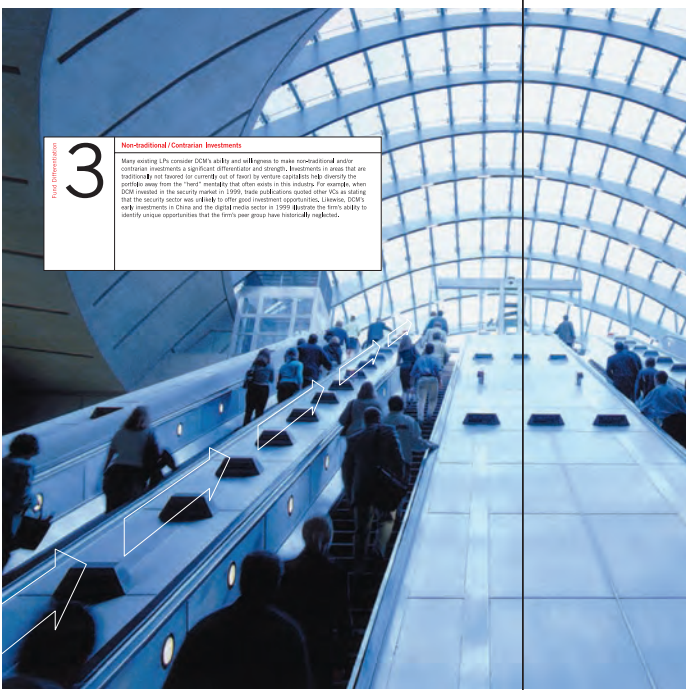
The Fund will be managed and advised by general partner, DCM Investment Management IV, L.P., a Delaware limited liability company ("General Partner"). General Partner is an experienced venture capitalist and investment manager who has raised and managed investments in private companies for over 15 years. The Fund is managed by DCM IV, L.P., a Delaware limited liability company, which is managed by General Partner. The Fund is managed by DCM IV, L.P., a Delaware limited liability company, which is managed by General Partner. The Fund is managed by DCM IV, L.P., a Delaware limited liability company, which is managed by General Partner.

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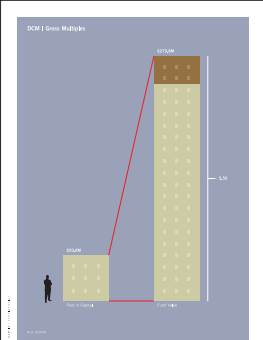
INDUSTRY TRENDS

Despite the market downturn, innovation remains strong. Venture capital spending on information technology ("IT") is expected to grow 10% in 2001, according to the 2001 Venture Capital Almanac. The market is expected to be a key driver of growth in the IT sector.



3 **Non-traditional/Contrarian Investments**

Many investing LPs consider DCM's ability and willingness to make non-traditional and contrarian investments a significant differentiator and strength. Investments in areas that are traditionally not favored for venture capital investments have diversified the portfolio away from the "hot" sectors that other VCs are investing in. For example, when DCM invested in the security market in 1999, trade publications quoted other VCs as stating that the security sector was unlikely to offer good investment opportunities. Likewise, DCM's early investments in China and the digital media sector in 1999 illustrate the firm's ability to identify unique opportunities that the firm's peer group has historically overlooked.



DCM I has the most significant performance record in the venture capital industry. The fund has achieved a basis multiple of 1.5x, which is a testament to the fund's investment strategy and the quality of its investments.



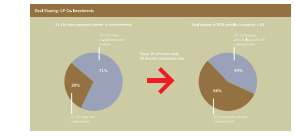
REFERENCES: SELECTED EXISTING DCM INVESTMENTS

Company Name	Investment Date	Investment Amount	Current Status
Company A	2000	\$10M	Active
Company B	2001	\$5M	Active
Company C	2002	\$15M	Active
Company D	2003	\$8M	Active
Company E	2004	\$12M	Active
Company F	2005	\$7M	Active
Company G	2006	\$9M	Active
Company H	2007	\$6M	Active
Company I	2008	\$11M	Active
Company J	2009	\$4M	Active



2 **International Business Development/Deal Sourcing**

DCM has strong international resources and assets and deal sourcing capabilities. The firm's extensive global network and deal sourcing capabilities have enabled it to identify and invest in high-quality opportunities in international markets. The firm's international focus is a key differentiator and strength, as it allows the firm to access a wider range of investment opportunities than most other venture capitalists.



Investment Size and Frequency
The Fund expects to make a significant number of investments over the next 12 months. The fund's investment strategy is focused on early-stage investments in high-growth sectors. The fund's investment strategy is focused on early-stage investments in high-growth sectors. The fund's investment strategy is focused on early-stage investments in high-growth sectors.





DCM's holiday events are important strategic opportunities for the venture capital firm to network and build relationships with venture partners and entrepreneurs within their industry.

DCM Project READ Invitation

To connect DCM's holiday party with their support of Project READ and adult literacy, we created a Christmas tree which transforms into a tree of knowledge using books as ornaments. The die-cut from the cover becomes a holiday ornament and bookmark as a year round keepsake of the event. The party drew twice as many guests as expected and functioned as a highly successful fundraiser for Project READ.

DCM Holiday Coasters

As a departure from the traditional company holiday card, we created a set of four holiday drink coasters. The front side uses the firm's initials to create playful holiday symbols; the back side expresses the company's core values of relationships, experience, performance and opportunity for use year round. A translucent sleeve houses the coasters as a set and lists the firm's entire team. The functional and reusable gift was a distinctive, unique and memorable holiday promotion for DCM.

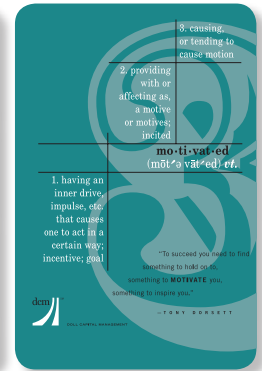
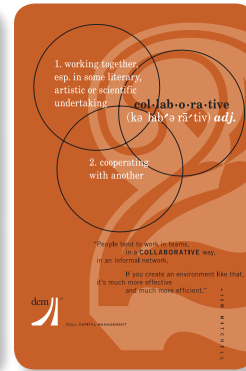
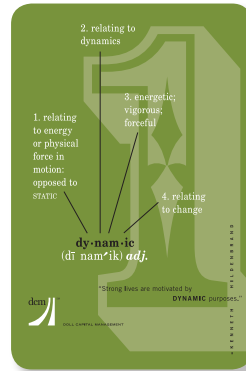


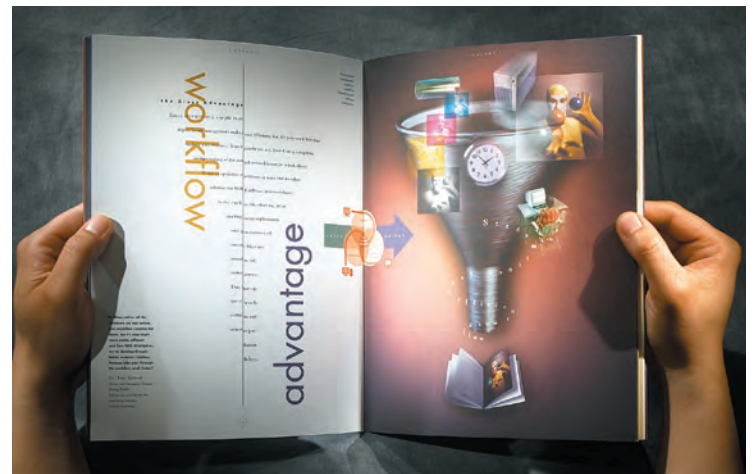


DCM Magic Card Invitation
A set of magic cards celebrates the Magic of the Season and announces the evening's magic show entertainment. Each card uses the magician's white gloves to spell out the firm's DCM initials while representing the Dynamic, Collaborative and Motivated attributes of the firm. A single card with all pertinent information about the party allows attendees to simply slip the card in their pocket or purse to attend the event.

DCM Passport Invitation

DCM's international scope is conveyed through our passport invitation, complete with passport stamps representing foods from distant lands, a world map of DCM's international companies and a useful list of international currencies and climates.





Xinet Workflow Solutions Brochure

Xinet is a developer of network server software for the printing industry. Our solution utilizes metaphors for time management, streamlined workflow and product versatility to convey key software attributes. Unusual print production techniques such as embossing, diecutting, a pull-tab and rotating wheel demonstrate Xinet's software in use in an engaging, interactive manner, enabling the brochure to function as a effective sales tool for one-on-one presentations and a memorable leave-behind for prospective customers.

We | make our CUSTOMERS | productive | and keep their COMPUTERS | safe | and | reliable. Anywhere. Anytime.

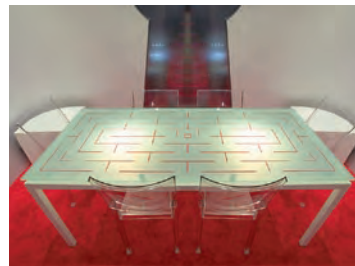


Symantec Corporate Brochure
 Symantec is the world's leading developer of utility software. After designing their entire packaging line, we were asked to create their product brochure. Our unusual oversize format highlights the innovative ideas behind the software Symantec develops, using the company's mission statement to frame the product features of Symantec's productivity, security and remote access software as understandable customer benefits. The mission statement creates a pull-down menu on each spread to clearly define product categories for the reader.



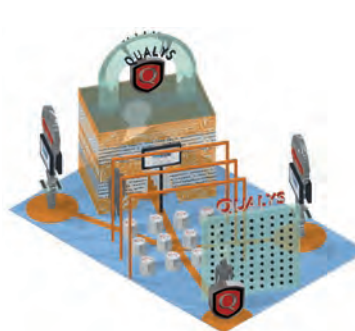
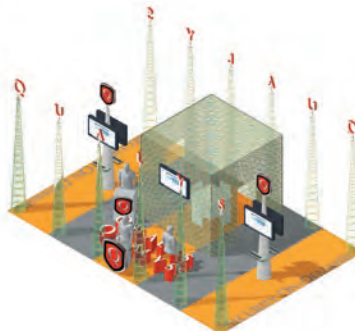
Qualys Tradeshow Exhibit

Qualys is the leading provider of on demand security audits to identify and protect against network vulnerabilities. At the RSA Conference, the world's largest information security technology showcase, bold security metaphors establish Qualys' "Security On Demand" theme. The reception target wall conveys the firm's focus on targeting vulnerabilities while inviting a clear view of the presentation. The giant padlock with rotating shield logo functions as a powerful symbol of information security and projects a strong presence across the hall. The keyhole entry-way opens to a calming all-white conference room for private meetings. Stools with clocks of 12 major international cities symbolize 24/7 global network security. The iconic booth was highly successful, becoming the anchor for nightly RSA Conference news coverage and generating valuable exposure for Qualys.



Qualys Tradeshow Exhibit Concepts

Three distinctly different conceptual approaches were presented to determine the most effective direction for the client.



Concept 1: Overlapping Rings of Security

Concept 2: Transparent Towers of Security

Concept 3: Symbolic Metaphors of Security

