



Software Solutions on Display in Itron's New Oakland Knowledge Center

Working closely with Itron Inc.'s marketing group, Anderson Mraz Design recently developed a knowledge center showcasing the company's software solutions. Itron, headquartered in Spokane, Washington, is a leading global solutions provider and knowledge source for collecting, analyzing, and applying electric, gas, and water usage data.

Functioning also as a boardroom, Itron's Oakland Knowledge Center serves to provide both prospective and current clients an overview of products and services – particularly their collection and analysis software offerings.

"This Knowledge Center is a tremendous asset to our company," said Randi Neilson, Itron's Vice President of Marketing. "What better way to showcase the value-added solutions that benefit both our customers and the industry? It was a wonderful, truly collaborative effort. The team at AMD is top-drawer."

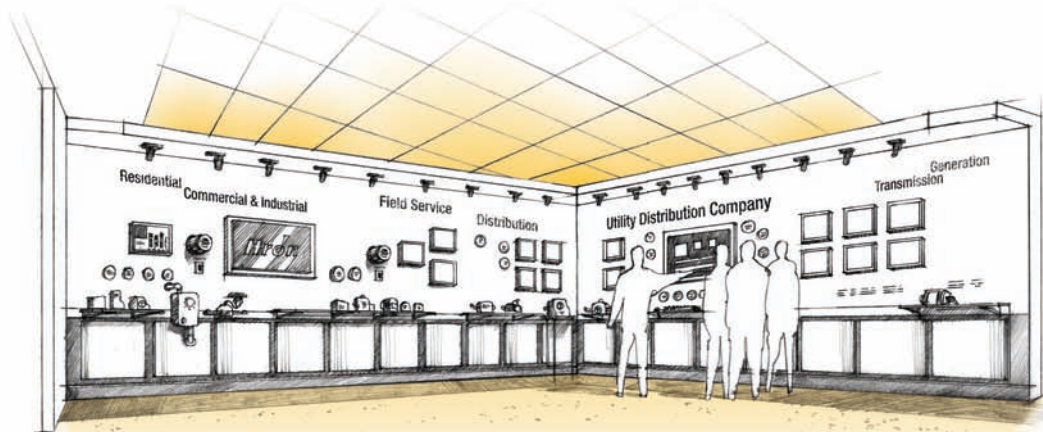
Two newly constructed walls were designated the primary display area. With a large pictorial mural serving as a backdrop, these walls feature software solutions for the entire energy supply chain. Actual working hardware, combined with functioning technologies displayed on monitors, provides real-time simulations of Itron's range of product and software offerings. Removable display shelves accommodate related equipment and the keyboards that drive the demonstrations.

"What Anderson Mraz Design did for Itron," continued Neilson, "was to transform our vision into a visual and functioning reality."

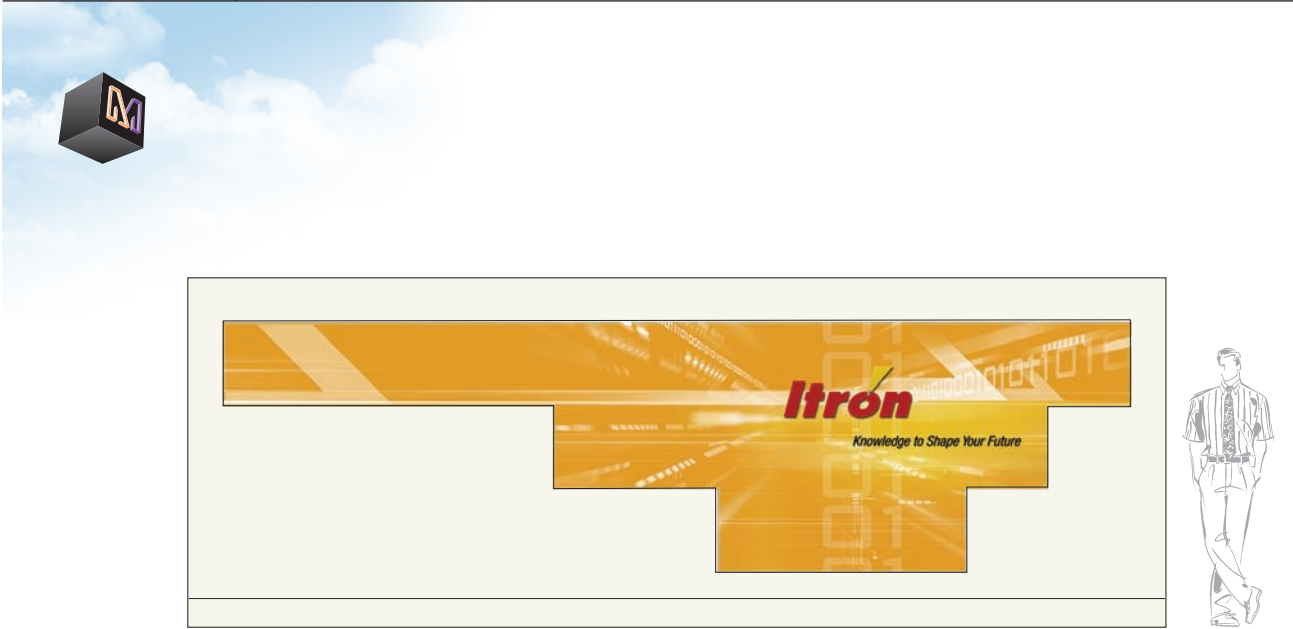
Scott Dixon, a software marketing specialist at Itron's Oakland office, weighed in: "Six months, five subcontractors, ten vendors, thirty-nine ERTs, four meters, eight LCDs, two plasmas, ten servers, two go-books, one fixed network, fifteen software products, one projector, sixty-two light bulbs, one touch panel, a commercial-grade A/V setup, and more than 2000 feet of cabling later, it's finally finished. And even better...it actually works."

AMD was responsible for determining space planning for the Knowledge Center and its interior finishes, as well as coordinating fabrication, installation, display lighting, and site signage.

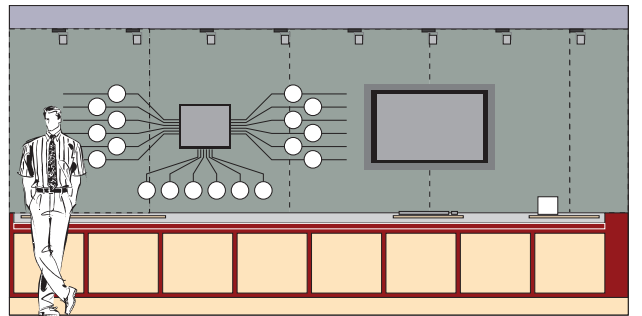
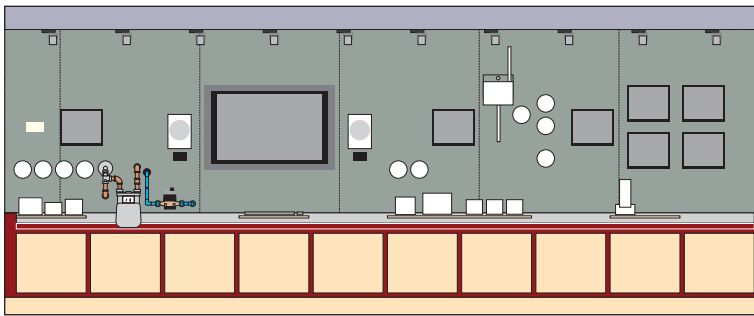
Founded in 1988, AMD is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



Concept Sketch



Reception Wall Mural / Signage Elevation



Display Wall Elevations

