xG: Beyond 360 degrees

Founded by Paolo Monesi*, xG is one of the first international creative factories, an innovative, creative and productive multimedia group, with offices in Milan and London.

It implements any supporting media, even the most extended forms, for a multi-sensory communication and advertising content for any (x) Generation (G): radio and TV; the press and billboards; events and promotions; smartphone, 3G and 4G, tablet, online and social media...

*xG draws potential from every type of media and every method of communication to animate, to involve, to explain, to convince, to sell products and services.

*Best known as a writer/radio host and advertisement actor, for years an executive producer, director, web pioneer and cross-media specialist.
xG implements campaigns in print, on the radio and TV, video productions, websites and Web TV, video communities and web applications 2.0, viral videos, campaign banners, mini-sites, competitions and online games etc. This is made possible by 16 talented internal employees, hundreds of trustworthy external collaborators and a highly-equipped internal production framework which consists of:

**A creative boutique** which can work directly with the client or together with the client’s businesses (advertising agencies, PR, promotions and events agencies).

**Four video production houses** to shoot, generate (in 2D or 3D) and mount video making use of every technology, from film to HD, to suit any budget.

Since 1984 **Central Groucho** has produced prestigious commercials alongside international directors
http://crm.xgpub.com/centralgroucho/

**Ice Breaker** is a collective of young film-makers who are concerned with viral video, interactive video, non-conventional video, web-com and branded content, with particular emphasis on shooting economical digital productions.
http://crm.xgpub.com/centralgroucho/icebreaker

**Trip** has always produced low-budget billboards, commercials (with or without graphics), tlpi and advertorials and short films for businesses.
http://www.trip.it

**3DHDArt** is the department which specialises in 3D and stereoscopy or auto-stereoscopy (without eyewear) for advertising, training, events and presentations. The site offers a panorama updated with sector news.
http://www.3dhd.it
xG includes:

MULTIMEDIA GROUP a post-production centre with 5 video suites, 3 audio studios and a music studio, allows for production of any kind: transcoding between different formats, editing and compositing, 3D graphics and special effects.

RADIO ADV is a radio agency which designs radio campaigns and delivers advice on the best employment of local and national radio.

TRIP FM is an audio production house and AUDIOBRAND, a sound design studio which has produced thousands of radio commercials, multilingual television audio and sound logos for clients and media agents throughout the world.

CLIP DIGITAL STUDIOS is a music factory which has signed some of the most famous, jingles, songs and music for advertising and publishing.

TRIPTOWN is a web and mobile agency, established in 1995, which specialises in Web TV, live event streaming and content distribution, website development and web solutions 2.0 (viral seeding, buzzing, community development), web campaigns (from banners to advergames), e-learning, apps and software for iPhone, iPad, all smartphones and tablets, digital strategies and tools for online and mobile presence for companies and products.

VISIBILITALIA is a digital PR agency which concentrates on internet visibility thanks to the internal server farm for the immediate publication of any content in cloud, colocation, hosting and streaming as well as on web reputation, search engine optimisation (SEO), development of contacts and conversion rates, augmented reality, e-commerce, exhibition services, etc.

TRIP DISC is an authoring studio which since 1998 designs, programs, produces and duplicates DVDs and since 2004 also Blu-ray, USB pens, interactive games and compilations.

TRIP EVENTS is an event management firm which can design and implement events and/or provide stand-alone creative, audiovisual and cross-media services.

TRIP GRAPHICS is a graphics studio for solutions on paper; from logos to brochures, event invitations, advertising pages, illustrations, catalogues; and web solutions, from innovative GUI (Graphical User Interface) with increased site usability for websites and applications to online branding: in video, animations,

TRIP PHOTO is a modelling studio for photos or shots, including green back for persons, packshot and small objects, including at 360 degrees.
xG Publishing is also a publishing house that with internal journalists designs, paginates, prints and distributes, physically or via e-mail, online, or on smartphones and tablets; it offers a complete service, branded content and publishing formats, video courses, in-house publications and newsletters.
SERVICES

VIDEO
- TV commercials
- Billboards
- Advertorials
- Short films for organisations
- Short films for industry
- Short promotional films
- Video Interviews
- Training videos
- Interactive video courses
- Airline shots
- Event videos (including those with mobile direction, delivered at the end of the event with DVD-R created instantly on location)
- Animated shorts
- Catalogue videos
- Strong sales videos
- Product videos
- Internet videos
- 3D stereoscopic video for events
- Mood film
- Support training videos in stereoscopy 3DHD (to be seen with or without eyewear)
- 3D logos
- Sensational video with 3D HD graphics with spectacular rendering; developed even from the paper planning stage
- 2D and 3D cartoons
- DVD and Blu-ray, including hybrid modes with web links to download updates and extra content

AUDIO
- Radio commercials
- Multilingual voiceovers
- Original music
- Jingles
- Promotional compilations personalised for events/anniversaries, etc.
- Automatic Call Distributors
- Call waiting
- Audio prompts for websites

WEB
- Websites for organisations using any technology and programming
- Product mini-sites
- SEO (Search Engine Optimisation)
- Article marketing
- Web 2.0: activity on popular social networking sites (Facebook, Twitter etc.), video (Youtube and similar), professional (Linkedin, Xing, Netlog), community development, creation and seeding of viral videos, blogs, buzzing, and much more
- Web reputation
- IPTV/Web TV: design and implementation of basic TV themes online or at business offices including installation and assistance
- Web radio
- Colocation
- Hosting
- Streaming
- On-demand content
- Content distribution
- DEM (Direct E-mail Marketing)
- Banners
- Video banners
- Advertorials
- Landing pages
- Online games
- Widgets
- Augmented reality applications
- RSS feeds
- Websites dedicated to generating QR Codes and tags

MOBILE
- Apps for iPhone, iPad,
- Smartphone software; iOS, Windows Mango & previous, Android, Rim, Blackberry
- Mobile edutainment: training games, agent competitions
- SMS and MMS campaigns
- Database interactivity using SMS
EVENTI
- Development of multimedia services (intranet accessible from smartphones or queried stores via SMS) for the management of networks and branches
- Digital signage with international partners
- Branded Radio: implemented as a true national radio, from planning and installation to on-site assistance, to even more attractive content (not just music but a variety of broadcasts which differ from the usual news “bulletins” and weather: any content which grabs the attention)
- Branded TV or corporate TV in the following modes: Sat.TV / IPTV / Web TV
- Design and implementation of TV themes online, or in business offices, including installation and assistance
- Field marketing/proximity solutions for events, exhibitions, and temporary shops, interactive windows, 3D video, bluetooth messaging, telematic totems, RFID solutions etc.

FOTOGRAFIA
- Photos for any usage

CREATIVITÁ
Design of complete campaigns:
- Press advertising
- Radio advertising
- TV advertising and telemarketing
- Websites for organisations and products
- Billboards
- Direct marketing
- SMS marketing
- Guerilla marketing
- Social marketing
- E-mail marketing
- Design, copywriting and art direction in general, including in collaboration with other suppliers for all communications:
  - Online
  - Offline
  - Above the line
  - Below the line
  - Of channels
  - Internal and external
  - For strength of sales
  - For CRM
- Content development and content advertising; development of special content (video courses, audio and video podcasts, competitions, fillers, mini-series, etc.)

GRAFICA
- Styling and restyling magazines
- Editing
- Packaging
- Sales kit for sale of advertising space
- Logos
- Mascots
- Illustrations
- Printed advertisements
- Brochures
- Catalogues
- Newsletters
- In-house publications
- Business literature in general (from business cards to brochures etc.)
- Direct marketing
- 2D and 3D animated graphics for training, sales, promotions, publishing, exhibitions, internal and external communication

SERVICES FOR SALES NETWORKS AND BRANCHES
- Sales kit and multimedia catalogues for salespersons and agents
MULTIMEDIA GROUP is a post-production audio-video centre structured and organised with quality broadcasting, from booking to delivery of release material and internet connection with a highly-trained server farm Account Producer who follows the client through each phase from the quote, to hospitality, until the final consignment.

Montatori, internal videographics and sound engineers, each with more than ten years experience, guarantee the highest quality in 4 audio studios and 5 editing and compositing video suites.

House specialities:

- Radio broadcasts, multilingual productions, TV commercials, short business films and short films for Internet and mobile devices.

- Maximum interoperability with the exterior and transcoding of materials in all formats.

- At the Post-Production stage of traditional SD or HD video for broadcasts, short films and TV transmissions, a 3DHD unit was added in 2009, dedicated to stereoscopy and video conversion from 2D to 3D stereoscopic. Different models of stereoscopic PCs, LCD and plasma TVs, stereoscopic projectors and 3D eyewear are available in the 3D show-room and also for hire for any event.

- Audio connectivity: Codec ISDN and IP, source connect and teleconferencing allow the production in realtime of any voice talent, linked to everyone, everywhere.

- Remote video management: with the CRM video software holder “Virtual Director”, clients can provide pointers on editing and modification of graphics for work in progress, from any device connected to the internet.

- The internal Server farm connected by a bandwidth of hundreds of Mbps with three different internet carriers allows the live transmission of video content and the rapid interchange of even sizeable material.

- Videographics: experience gained from supplying the main television networks is applied even to low-budget productions destined for online or BtoB communications, with striking results.

- English-speaking staff work daily on international productions, interfacing with multinationals and professionals from all over the world.

The Multimedia Group facilities are particularly appreciated by drivers thanks to their strategic position in the centre of Milan, yet situated just outside the Ecopass zone, with plenty of parking nearby. For those who prefer public transport, Piazza della Repubblica is just a few yards away from Central Station FS and 20 minutes from Linate Airport, and is serviced by Line 3 of the Metro, as well as by a number of bus and tram routes, and has two taxi ranks.
DEVELOPMENT of CONTENTS
Responsible since the 90's for design production and distribution of branded content and in particular:
- In-house publications
- Editorial supplements
- Newsletters
- Magazine and business communications
- Intranet content
- Video courses
- Instant media, film and personalised courses on DVD, Blu-ray or Web TV.

PUBLICATIONS
xG issues:
- In newsagents, Classic Voice: (10 years old and a leader in this field) + 6 other publications with CD or DVD containing music: early; classical; opera; jazz, for a cultured, well-to-do public with refined tastes.
- In bookstores, Early Classics, art books and interactive journeys.
- Online the following websites are published:
Case Studies

More than 25 years of activity.
Hundreds of success stories.
For businesses of any size, including your sector.
Come and visit us!
You will find many creative cues for the communication
and development of your business.

Sample Clients

A. Manzoni & C.
Accessories Bags &
Action Aid
Aruba
Aerdorica
Allianz
Antoniano Dei
Frati Minori
Artsana
Baci&Abbracci
Ballandi
Entertainment
Benetton
Benq
Bipiemme Gestioni
Bosch
Bottega Veneta
Branded Apparel
Bulova Swiss
Burger King
Cairo
Communications
Calenia Energia
Carpené Malvolti
Cerealvit
Citibank
International
Clan Celentanox
Co.Na.l.
Comune Di Massa
Marittima
Comune
Di Verbania
Comune Novi
Ligure
Condé Nast
Consorzio C3
Cosmetics
Cotonella
Dada Group
Diners Club
D-News
Edison
Egl Italia
Endemol
Espinit
Euphon
Euronfly
Euroricambi
Famosa
Fila
Finelco
Fitness First Italia
Friends & Partners
Golden Lady
Goodyear
Great Wall
Gruppo 24 Ore
Gruppo Edicart
Groupo Finelco
Hearst
Hipp
Homby
Hotelplan Italia
Ieo
Italdesign
- Giugiaro
Italsilva
Locat
Maersk Line
Magnet Marelli
Maiorana
Mantero Seta
Mediacom Italia
Metro
Microsoft
Mondadori
Pubblicità
Monsieur
Nec Computers
Novartis
Nove Nove
Pubblicità
Nu.Te.
Pai
PDL
Pfizer
Philips
Prenatal
Professione Casa
Radio 105
Radio 24
Radio Deejay
Radio Capital
Radio Cuore
Radio Kiss Kiss
Radio Monte
Carlo
RDS
Realchimica
Reed Business
Information
Revorg
Rexfin
Rockstar games
Rosanna & Ass.
Saint Louis
Sara Lee
Sony Bmg
Stage
Entertainment
Stefanel
Sugar Music
Take Two Interactive
The North Face
Twentieth Century
Fox
Ubi Pramerica
Universal Music
V2 Records
Virgin Active
Virgin Radio
Warner Village
Cinemas
Case Studies

Sample Agencies

Adverperformance
Areté
B2You
Baclan & Partners
Beelive
Besostri e Partners
Burson – Marsteller
Cabrini & Associati
Cayenne
Centro Adv
Cigarettes
Gunpowder
Claim adv
Credo
Digital Magix
E-comunicare
Eidos
Filco
Fluid
Gas
Communication
Go Up
Grey Healthcare
Grey Interactive
Hi!
Horace Kidman

Sample Publisher

Acacia Edizioni
Agepe
Arnoldo
Mondadori
Camuzzi Editoriale
Edisport
Edithink
Editoriale chips
Editoriale Domus
Editoriale Genesis
Editoriale Giorgio
Mondadori
Editrice Faenza
Editrice Universo
Edizioni Donegani
Edizioni il Gabbiano
Edizioni Lancio
Edizioni Master
Edizioni San Paolo
Edizioni Terra Santa
Fabbri Editori
Finedit
Gaia Editore
Gruner+Jahr
Gruner+Jahr
Hachette
Hera Edizioni
Hobby & Work
Holding 3 Editori
IDG
Il Riformista
La Rivista del
Colore
l’Unità
Leditore
Libero
Lupetti Editore
Mediaset
Motta Editore
Penserini Editore
Periodici San Paolo
Play Press
Spada Editore
Swan Group
TVN
Utet
Vallardi
Vallecchi Editore
Virgilio Degiovanni
Editore
Viva
VNU

sample clients (agencies)

sample clients (publishers)

xG Publishing srl Piazza della Repubblica, 6 - 20121 Milan, Italy - Phone +39 02 632 88206 - Fax +39 02 632 88229
10 Grimwood Rd, Twickenham, London, TW11BX, UK - Phone +44 20 7193 2255