

**DIGITAL STORYTELLING** - uses an e-lexicon to strengthen the rigor and architectural wordplay needed for your business to survive and succeed in the brave new digital world of the future, where information, as currency, is filtered through a new development phase. Now, you can really understand, write and protect your company's identity. In a product driven, service oriented economy, understanding the packaging of information is crucial to survival.

**"A new language and a new set of principles are required to suit the new economy." - Financial Times**

Digital Storytelling was created to specifically bridge the serious content-technology gap faced by individuals and businesses in the 3rd Millennium. With this new paradigm, it seeks to define the broad term "Information Technology, and to demystify a speeding market whose doors appear to be closing to all those who are not already part of the inside "dot.com" track; i.e. programmers and software designers.

**While you don't need to learn the constantly changing languages that programmers or software designers must learn, you do need to understand how ideas are manifested in a web culture. The more fluent you become in using data language skills, the more articulate you will be in the new event media markets where words crystallize into instant digital bits.**

Whether you are writing music, a poem, a legal brief or a business plan, a manuscript, advertising copy, or even trading on line, now you can use this conceptualization tool for shaping ideas in the e-market to markedly:

- ▲ Augment your ability to envision your text in this "new format" which will be clearly used to exploit every market imaginable.
- ▲ Increase your skill to quickly gain control over any ancillary products that will inevitably branch out of your original product.
- ▲ Expand your personal marketability

## WHAT WE DO FOR YOU

Company design for the information age is about building an identity that can be traced/streamlined through all of your product materials. To make your deal in the market-place, your company content needs to be reduced to a data-base because transmission of information moves from data-base to data-base.

Ascent Architecture can enhance and increase your e-business because we deal in the currency of these new language concepts. The greatest strength of our service is that the material can be adapted for any person or business, and for all local and global markets. Our curriculum has been designed to ensure that you and your employees will learn a new form of processing information:

- ▲ **The Language of Diversity** - How messages are encoded in every day language and what language tools are needed to communicate well in our culturally diverse society. You'll learn how data bases speak to each other.
- ▲ **Digital Storytelling: The Biggest Marketing Tool Around** - Coca Cola used this savvy, on-line skill—and so can you, to market anything. Mastering this basic foundation skill drives your message hierarchy to make you a leader in the e-commerce marketplace. You and your company must be in control of your Global image.
- ▲ **Narrative Techniques for Lawyers** - How a good contract, legal brief and all legal correspondence, requires major storytelling techniques. Learn these techniques from the pros who have used them to win.
- ▲ **The Personal Authentic Narrative** - How to handle this treacherous "up-close and personal" language window into your life. This is the hottest buzz phrase around. Competition is fierce in this age of the "new media", where increasingly, there is no ghost writer

**"I loved her work immediately and can think of a dozen ways to apply the narrative musical concepts because they are visual, sensual and sub-textual...I was struck by the evocative quality of Ms. Hill's work and the sense of a new viewpoint"**

**Iris Fanger, Boston Herald**



## WHO WE ARE

Innovative progenitors of a revolutionary and critically acclaimed global network

**Ascent Architecture®**

3rd Millennium Productions

- ▲ Created, through **Ascent 2000** division, the organizing resource and interfacing platform in the design of a digital storytelling template for your business in the e-commerce marketplace.
- ▲ Designed, through **Ascent 2000** division, software packages that place content in a quick and easily translatable idiom that plots the passage of information to protect the content provider.
- ▲ Provided, through the **Building A Digital Universe** publishing division, a step by step, "how to" book and process to enable any corporation to educate, integrate, and manage productivity in a bricks-and-mortar, as well as a virtual, land-scape. Demonstrated, using e-business narrative tools, how to translate company information into raw data, how to build customized databases, and create a personalized library on paper before posting data on-line.
- ▲ Designed, through the **Star-Child Multimedia** division, an interfacing module of a network based on an entertainment platform.
- ▲ Organized and Produced, through the **Public Speaking & Production** division, leadership panels which focus on "Leadership in Today's Fast-Paced World" by building language skills for the new economy.
- ▲ Conducted, through the **Marketing & Teaching Seminars** division, mini-training sessions, targeted for libraries and small business owners that equip users with narrative on-line tools.

## Mardi-Ellen Hill ZEITGEIST



Mardi-Ellen Hill is a ground-breaker in the world of business synergy and integration. She has won international acclaim in multiple fields.

In 2002, she was the recipient of an award from the American Society of Composers and Publishers (ASCAP) for her work as a pioneer in the world of music invention and application in multiple markets.

In 2000, as a professor at LIU, Ms. Hill was selected to represent the University in Washington C.C., at the definitive educational/literacy conference on "Intellectual Property and Distance Learning", sponsored by the PEW Charitable Trust. She also developed/executive produced a Leadership Symposium where she introduced Kenneth K. Fisher, Brooklyn Representative to the New York City Council, as the keynote speaker.

In 1995, Banque Nationale de Paris tapped her technical talents as business analyst by sending her to review and oversee their systems dissemination at the International Monetary Fund Conference in Washington, D.C.

During the 90's Ms. Hill received numerous other grants and awards as composer/writer, including two awards from the National Endowment for the Arts, the Annette Kade Fulbright Grant, Works in Process at the Guggenheim Series, She received several international commissions, including being the first woman commissioned by the Group Musiques de Vivantes in Lyon France, the French Consulate, the Canadian Consulate General and the Royal Bank of Canada. She has served as judge and panelist of several international competitions, and state and federal arts programs, including the Brooklyn Arts Council.

Ms. Hill has had front page stories and other articles written about her in *The Brooklyn Heights Press*, *The Music Connoisseur*, *Newsday*, *Artspeak*, and *The Boston Herald*, and she has been interviewed on National Television.

A graduate of Bard College, Ms. Hill's graduate work was completed at Longy School of Music. She taught at New York University, LIU, Marymount Manhattan College, and she has lectured at Bard College, Mount Holyoke College, State University at Stonybrook and other universities.

Currently, she is completing a book/game series as a business vehicle; and a legal thriller, "Star Child", about a child's DNA code musically encrypted in a city plan, as a new entertainment franchise model that presents an innovative platform for copyright in a wireless world.

## WHAT WE OFFER

We structure the curriculum to suit your preference and timeframe needs.

Please select the method of delivery that meets your organizational requirements

### Introductory Lectures/Demonstrations

*(from 1 hour to 4 hours in duration)*

### Seminars/Symposiums

*(from 6 hours to 12 hours in duration)*

### Workshops

*(from 12 hours to 30 hours in duration)*

Rates for events are available upon request and may vary depending on size of venue and number of participants.

### Corporate/Education Representative:

New York

Cydia Smith - 212.439.5253

[mardiellen2002@yahoo.com](mailto:mardiellen2002@yahoo.com)

### Entertainment Representative:

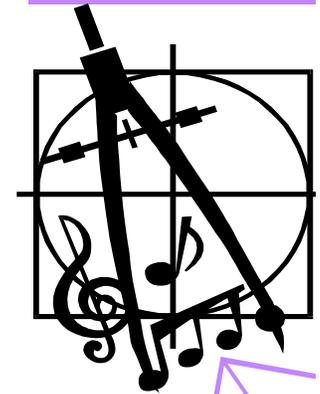
Creative Artists Agency

Beverly Hills

Erin Culley LaChapple - 310.288.4545



**Ascent Arch**  
3rd Millennium Productions



Orchestrating the Future of Business

All material is protected by copyright,  
No audio/visual recording or reproduction of materials  
without written consent

© MEH 2002 All Rights Reserved!