

# Live at the Scene

With a new communications campaign Schott aims to strengthen its image as a market-oriented and innovative company.

► Following the image campaign that centered on corporate values, a new communications campaign shows what Schott actually does and where. The tireless efforts of Schott employees to find optimized solutions for their customers as well as their unflagging commitment, passion and ambition to be better – all this is the focal point of the new communications campaign.

The message is clear and simple: with our cutting-edge technological know-how and our innovative ideas, we help our customers succeed – around the world, around the clock.

Presented in the style of a documentary, the campaign reports what is currently happening at Schott. The motto is around the world, around the clock – whether in Europe, in the United States, in South America or in Asia; in a variety of situations and always featuring Schott staff. The campaign offers a glimpse of everyday life at the company and presents interesting achievements at all levels.

Dynamic and attention-grabbing photographs underline the live character of the campaign.

The new image campaign concentrates on certain core businesses and particularly promising markets, for example, white goods, pharmaceutical packaging, information technologies, automotive, solar energy, biochips, bioactive glass and advanced coatings.

Whether advertising, events, trade fairs, the Internet or public relations – all communication activities around the world will be harmonized in order to convey a single message: the image of a market-oriented, innovative high-tech company.

The advertisements will appear in selected international trade and technical publications beginning in November 2002 – in other words, in those journals read by our customers and their customers. ◀





The new image brochure highlights Schott's wide spectrum of activities – around the world, around the clock.

around the world, around the clock

SCHOTT / BIOCHIP TECHNOLOGIES / DURYEA / PENNSYLVANIA / USA 8:07 PM

Phenol takes it happy. Schott's entry into Biochip has taken off at a record pace. New research labs were built in record time and coated glass substrates for DNA chips were developed with equal speed. Hardly surprising.

**In biochip technology it's all about being fast. But that's still not fast enough for Schott.** In pharmaceutical research the development of top speed is highly valued. In fact the next big breakthrough is just around the corner: biochip technology platforms. We're working hard to follow. Right. Further!

High-tech solutions and special materials:  
[www.us.schott.com/cto](http://www.us.schott.com/cto)

**SCHOTT**  
 glass made of ideas

around the world, around the clock

SCHOTT LITHOTEC / JENA / GERMANY 11:27 AM

The technical demands of the semiconductor industry are increasing all the time – in particular in response to the International Technology Roadmap for Semiconductors (ITRS) regulations. And that makes keeping pace a real challenge. But Herbert Köster isn't worried.

**Calcium fluoride is a major factor in the semiconductor industry, and Schott is the major source of calcium fluoride.** These ultra-pure crystals are indispensable for 90 and 157 nm lithography, and that's increasing the performance of semiconductor components. The only thing troubling our hard-working specialist is that now it's that much more important to get it right now – and this was supposed to be his summer week. There's no mistake for dealing with this. Summer.

High-tech solutions and special materials:  
[www.de.schott.com/cto](http://www.de.schott.com/cto)

**SCHOTT**  
 glass made of ideas

SCHOTT CORPORATION / YONKERS / NEW YORK / USA 4:17 PM

Dr. Andrew Baschick, President and CEO of Schott Corporation, is right in his element. He takes every opportunity to tell people what Schott is up to. Today's topic may be major appliances, pharmaceutical packaging or automotive technologies. Roger Martens is listening intently and has learned a lot.

**Technologies of the future are already here at Schott.** And soon that will be true for solar energy, bioactive glass, biochips and advanced coating. So now Roger from Rochester knows the long and the short of it. The only remaining question – how much longer can he keep holding that package?

High-tech solutions and special materials:  
[www.us.schott.com/cto](http://www.us.schott.com/cto)

**SCHOTT**  
 glass made of ideas