

**NEURALAB**  
MAKING.DIGITAL.EASY



Hello (offline) world! These pages will slide you through Neuralab team, structure, projects and products.

While we excel in all sorts of digital application productions, feel free to contact us if you are willing to venture further into unexplored areas.

Here are a couple of company standpoints:



**FOCUSED ON DESIGN  
& TECHNOLOGY**



**OFFICES IN ZAGREB  
AND NEW YORK**



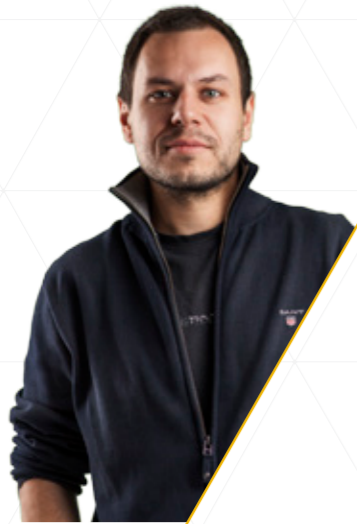
**FULL SERVICE DIGITAL  
AGENCY SINCE 2007**



**COMPLETE ONLINE  
PRODUCT DEVELOPMENT**

# NEURALAB TEAM





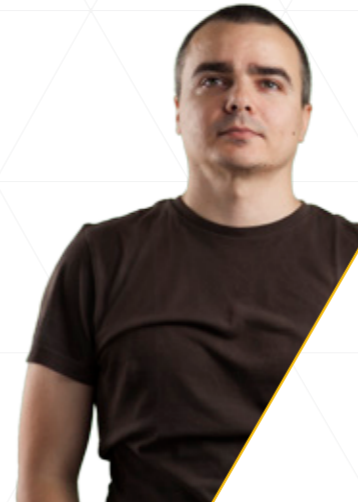
## Krešimir Končić

Director / Product development

Krešimir is CEO of Neuralab. Rectors Award winner in 2006. Diversity is his middle name, but he fully enjoys designing and building online products.

**Education:** Faculty of Mechanical engineering and naval architecture (Zagreb), EGPR Laussane, BAE Systems DeWo Manchester, Formation Workshop Helsinki & Milano, Algebra ASP.NET development certificate, Google Analytics certified

**Involvement:** Business & project management, IT Architecture, Product development



## Bruno Zagorščak

Motion pictures production

Bruno Zagorščak is head of motion pictures department. With a background in journalism he also excels in written word. Guilty as charged for more than 400 Transmeet TV videos and a documentary about street art 'Heaven Spot' featured on 2011 ZagrebDox.

**Education:** Faculty of Journalism, Google Analytics certified, MQ manager certified, MMC & Supervision web-journalism

**Involvement:** Video / Animations / Live streaming production, Post-Production



## Emanuele Lizzi

Lead designer

Our Italian connection. Emanuele is a lead designer in the team and he's responsible for overall look and feel of all products that come out of our lab. As with all Italians, he enjoys cooking and good design!

**Education:** 'Scuola Italiana Design' u Padovi, Google Analytics certified, Co-founder of Motel Vodvill integrated studio. English, Italian and Croatian language

**Involvement:** Interactive design (Web / Mobile), Branding, Consulting, Wireframing and prototyping



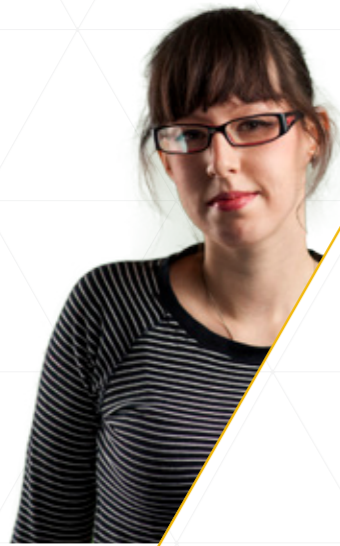
## Ivan Brkić

Interactive design & Art direction

Ivan is our art director, interactive designer and sound producer. He can single-handedly produce all aspects of an online product, with excellence.

**Education:** Software engineer from FER, Zagreb, Google Analytics & Adobe certified, Wantad School Zagreb – Art direction program

**Involvement:** Interactive design, Wordpress development, Frontend architecture, Audio / Photo / Video production



## Marina Mijatović

Design, Illustrations & Typography

Sci-Fi, Zombies and cats have a special place in Marina's heart. On the "pro" side, Marina enjoys typography and overall design challenges. She's a total "foodie" and yeah, you guessed it right... she has a Pinterest & Instagram account :)

**Education:** Master's degree in Architecture / Design, UMAS Workshops, KSD Workshops, Think space conference & Poster festival (to name a few)

**Involvement:** Interactive design (Web / Mobile), Branding, Consulting, Wireframing and prototyping



## Berislav Grgičak

Backend & Frontend development

Linux kernel runs through Berislav's DNA. He excels at algorithms with a special knack for Biometrics and Game development

**Education:** Software Engineer from FOI, Varaždin, Google Analytics certified, English, German and Croatian language

**Involvement:** PHP / ASP.NET / Python / Wordpress Development, System, database & IT architecture



## Stavros Kainich

Frontend & Backend development

Our Greek connection! Fiddles with robots, creates mobile applications just for the sake of it and drives his 125bhp Yamaha R6 in the rain.

**Education:** Software Engineer from FER and University Of Piraeus, English, Greek and Croatian language

**Involvement:** iOS / PHP / ASP.NET / Wordpress development, IT Architecture, databases and algorithms



## Svjetlana Fučić

Account & Ops manager

Svjetlana manages projects, numbers and figures inside Neuralab team. She's an Account handler with a thing for calligraphy and piano playing. Like that is not enough, she's a pro at boardgaming!

**Education:** Master's degree in business IT, Google Analytics & AdWords certified, MQ manager certified, English, Italian and Croatian languages

**Involvement:** Account management, Content creation, Project management

## A LOOK BEHIND

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**11.700**

Facebook likes



**1.680**

Twitter followers



**1.024**

Youtube subscribers



**12.560**

Captured photos

CLIENTS  
&  
AWARDS

PHILIPS

TED

*P&G*

PETROL

WILEY

RWWE



## JOURNEY FROM CLIENT TO PARTNER

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We've been lucky enough to work with people and teams who are not afraid to discover new things and make a difference.

People and teams who are purpose driven. Each in their own little creative cosmos.



63 / SMBs

12 / startups

17 / festivals

9 / agencies

13 / NGOs

24Sata D.o.o.  
Abrakadabra Integrirane Komunikacije D.o.o.  
Akademija Dramske Umjetnosti Sveucilišta U Zagrebu  
Algebra D.o.o.  
Alma Mater Europaea – Evropski Center, Maribor  
Altus Informacijske Tehnologije  
Ambrela Komunikacije  
Archisquad  
Artim Produkcija D.o.o.  
Atlantic Trade D.o.o.  
Borovac & Bence D.o.o.  
Bunch D.o.o.  
Carpe Diem D.o.o.  
Dallas D.o.o.  
Davidia Int D.o.o.  
De Facto  
Djecji Vrtic Krijesnice  
Dobar Plan D.o.o.  
Duplicato Media D.o.o. (Cinestar Tv Kanali)

Ecooperativa D.o.o.  
Elemental Band  
Europak  
Evropski Parlament, Ured Za Informiranje U Republici Hrvatskoj  
Frumentum D.o.o.  
Genesis Mobile D.o.o.  
Grey Worldwide Zagreb D.o.o.  
Halpet D.o.o.  
Havc Hrvatski Audiovizualni Centar  
Hbo Adria D.o.o.  
Hsm Informatika  
Id Kongres D.o.o.  
Intenda Net D.o.o.  
Interactive1 D.o.o.  
Iveta D.o.o.  
Jedan Šest D.o.o.  
John Wiley & Sons, Inc.  
King Ict D.o.o.  
Kofein D.o.o.  
Konzum D.d.

Kudos Studio D.o.o.  
Leonardo Media D.o.o.  
Ljekarne Pavlič  
Loewy Design Inc.  
Maris Interijeri D.o.o.  
Marketing Alfa I Omega D.o.o.  
Marketing Odjel D.o.o.  
Menart D.o.o.  
Minotehnika D.o.o.  
Motava Corporation  
Mpg D.o.o.  
Myfaceontv S.a.  
Nlo Studio  
Noster Axis D.o.o.  
Odvjetničko Društvo Leko I Partneri D.o.o.  
Ogopogo D.o.o.  
Opet Njih Dvije D.o.o.  
Ping Pong Dvosmjerne Komunikacije D.o.o.  
Playbox Grupa Doo  
Plesni Centar Puls  
Pliva Hrvatska D.o.o.

Poljak & Partneri D.o.o.  
Premisa D.o.o.  
Prince Aviation  
Priredba D.o.o.  
Proarh Tri D.o.o.  
Procter & Gamble International Operations Sa  
Profil International D.o.o.  
Pullulo Zona D.o.o.  
Raul D.o.o.  
Rwe Energija D.o.o.  
S Tempera D.o.o.  
Safe Buy In China Ltd.  
Sinestet.com  
Sirup Club  
Smm D.o.o.  
Studio 92 D.o.o.  
Stup.hr Udruga  
Sveučilište U Zagrebu Studentski Centar  
Synlab Hrvatska - Poliklinika  
Tedx Split  
Termo-Interijeri D.o.o. Za Projektiranje

Terra Neo D.o.o.  
Trnava D.o.o.  
Udruga Iks  
Udruga Kontraakcija  
Udruga Osa  
Udruga Praktikum - Centar Za Djecu I Mlade  
Udruga Umijece Življenja Hrvatska  
Udruga Ures  
Ulupuh Udruga  
Urgs  
Valamar Hoteli I Ljetovališta D.o.o.  
Vipnet D.o.o.  
Virtus Dizajn  
Wiener Osiguranje Vienna Insurance Group  
D.d. Za Osiguranje  
Youngnetwork Meritor Media D.o.o.  
Žica D.o.o.  
Ziher.hr (Udruga Ziher)  
Zoe D.o.o.

## AWARDS

There are couple of “Oscars” we picked up along our online journey. Some of them are listed here. All of them are golden to us.



Weekend Media festival 2013 - SoMo borac  
first place for corporate blog

# AWWWARDS®

Awwwards honorable mention  
Mahuna & Mahuna

hrvatsko  
dizajnersko  
društvo

Terraneo online DVD ... HDD -  
Official Croatian design selection



Android MusicMap ...  
Vip Mobile Contest 2010 Top 10



ZagrebDox feature -  
“Heaven Spot” documentary



Antenat online DVD ...  
PageCrush / Moluv design award 2009

## VIDI

Less.Than.a.Minute microsite ... VIDI  
Web Top 10 (2010 - Music & Fashion)

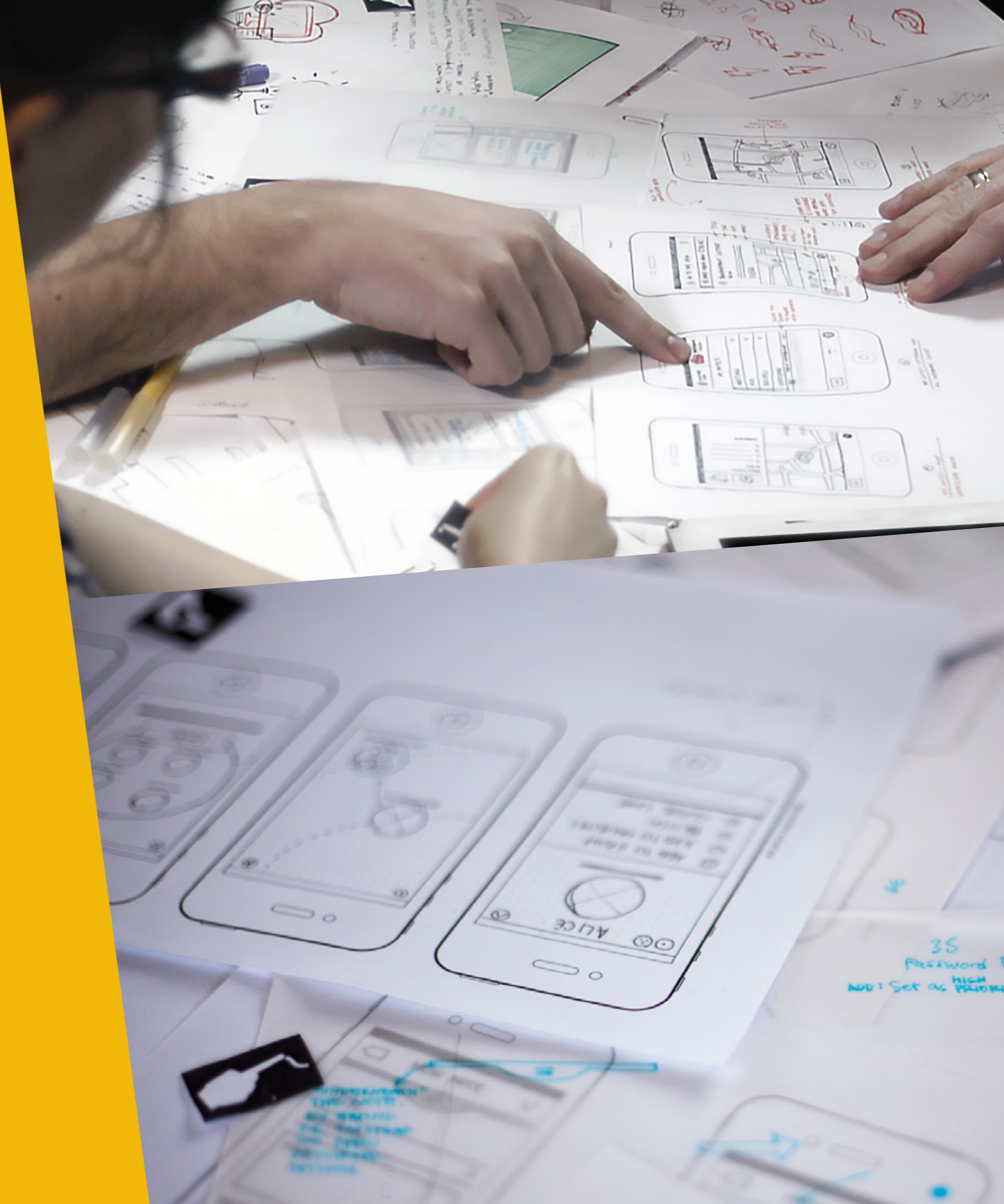
Transmeet.Tv ... VIDI Web Top 10  
(2009 - Music & Fashion)

VIDI Top100 2012 - first place -  
Studio Kairos

Moj  
Film  
FESTIVAL  
UMAG

My Film UMAG feature -  
“Art of peace” documentary

# PRODUCTS



From sketches to finished product, Neuralab produces pixels and codes in-house, without outsourcing. Keeping in mind the latest trends in technology and clients business goals, our integrated team of designers and engineers make sure that every part of online applications is perfectly executed.



### DESIGN

- Interactive design
- Web design
- Mobile app design
- Casual Game design
- Brand development
- Illustrations & Graphics
- Animations



### DEVELOPMENT

- Web sites & portals
- Mobile applications
- iOS iPhone iPad applications
- eCommerce & Web shops
- Online business applications
- Social media & marketing apps
- Casual game development
- Third party integrations and consulting



### CONTENT

- On demand video
- Live video streaming
- Search engine marketing
- Online campaigns
- Social media integration
- Content marketing

## TECHNOLOGY & COMPETENCIES

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Technology and Art runs through our system & DNA. We use the best tools to play around, maximizing its benefits and producing meaningful experiences.

Here's our little shortlist of what we currently produce in the company.

### CLIENT SIDE TECHNOLOGIES



HTML5 / CSS3 / JS



iOS iPhone iPad applications



Flash & AIR development



Adobe Creative Cloud certified

### SERVER SIDE (BACKEND) TECHNOLOGIES



PHP & MySQL, LAMP stack certified



Wordpress CMS



Genesis framework



Woocommerce



MailChimp API certified partner



Microsoft ASP.NET + MS SQL



DotNetNuke CMS

### CONTENT, DISTRIBUTION & HOSTING



YouTube partner for Live streaming



Google Analytics certified



Google Adwords certified



Amazon Web services cloud hosting



Microsoft Azure full service stack



OpenNebula / OpenStack deployments

# NEURALAB CYCLE: 6 STEPS TO LIVE PRODUCT



## NEURALAB CYCLE: BUILDING YOUR PRODUCT SEVERAL STEPS AT A TIME

### Step 1 **LAYOUT, CONCEPTS AND DIGITAL PRODUCT DETAILS**

After the general idea is thought through, our account and project manager meet with your team to go through all the glory details (technical, legal, commercial and design related). We generally have 2 meetings in initial phase. Integration of the app in overall digital landscape is conceptualized in this phase.

### Step 2 **DESIGN & COPYWRITING**

This is our creative step where designers and copywriters work together with you to produce visuals, copy and product's general flow.

This is a 2 to 6 week long process and it requires regular feedback, based on your project complexity.

### Step 3 **DEVELOPMENT**

After the second step is done our developers make sure that this app is properly programmed, our servers are up and running and all the engaged users have the best app experience. This process usually takes the same amount of time as design process.

2



## NEURALAB CYCLE: BUILDING YOUR PRODUCT SEVERAL STEPS AT A TIME

### Step 4 **TESTING / MONITORING**

This is where the real life management kicks in. From the moment the app goes live, we monitor its lifecycle through relevant tools in real time, such as: Google Analytics, Zendesk (for interaction feedback monitoring) and StatusCake (for servers monitoring). Also, our team is fully equipped with smartphones and tablets so we are able to resolve any issues 24/7.

### Step 5 **LEARN**

When the project is finished, we gather all the data, comments, feedbacks and interactions. We all learn from collected information. Based on it, we make conclusions and sail into new versions of the products.

### Step 6 **IMPROVE**

The final step in this cycle is also the first step in the next one. We always implement gained knowledge from previous projects into new ones.

2





# CASE STUDIES



## VIPNET CROATIA

Set of icons + mobile portal

Vipnet was in need of an optimized and fully customized web site for smartphones.

This page is separated from the existing portal with CMS and has specially tailored content - responsiveness and design are customized for smartphones and tablets. In the design we used **custom made icons**.

The site was made entirely by HTML5 standards, using basic CSS3 animations and jQuery Mobile plugin. Images and icons are customized for high resolution displays and the site also utilizes user **geolocation** for finding the nearest Vipnet office.

<https://www.behance.net/gallery/8244559/Vipnet-Croatia-100-Icon-Set>



0,7 seconds of mobile loading time



Geolocation adaptive content



Retina ready images



## GAME OF THRONES HBO

Facebook application

Game Of Thrones application is a pure example of what **online world can give to physical world**. Users were able to “take” the real iron throne and experience how it was like to rule the seven kingdoms. But in a second, all of their online friends could also see this photograph in an impressive graphical way, share them, like them and support them in ruling”

### How the application worked:

1. Taking the throne - user sits on a real throne and our crew takes the picture
2. Going to digital realm - user embellishes and edits the picture inside the facebook application
3. King's reward - user with the most social likes becomes the champion and wins the reward.



266.000 users reached

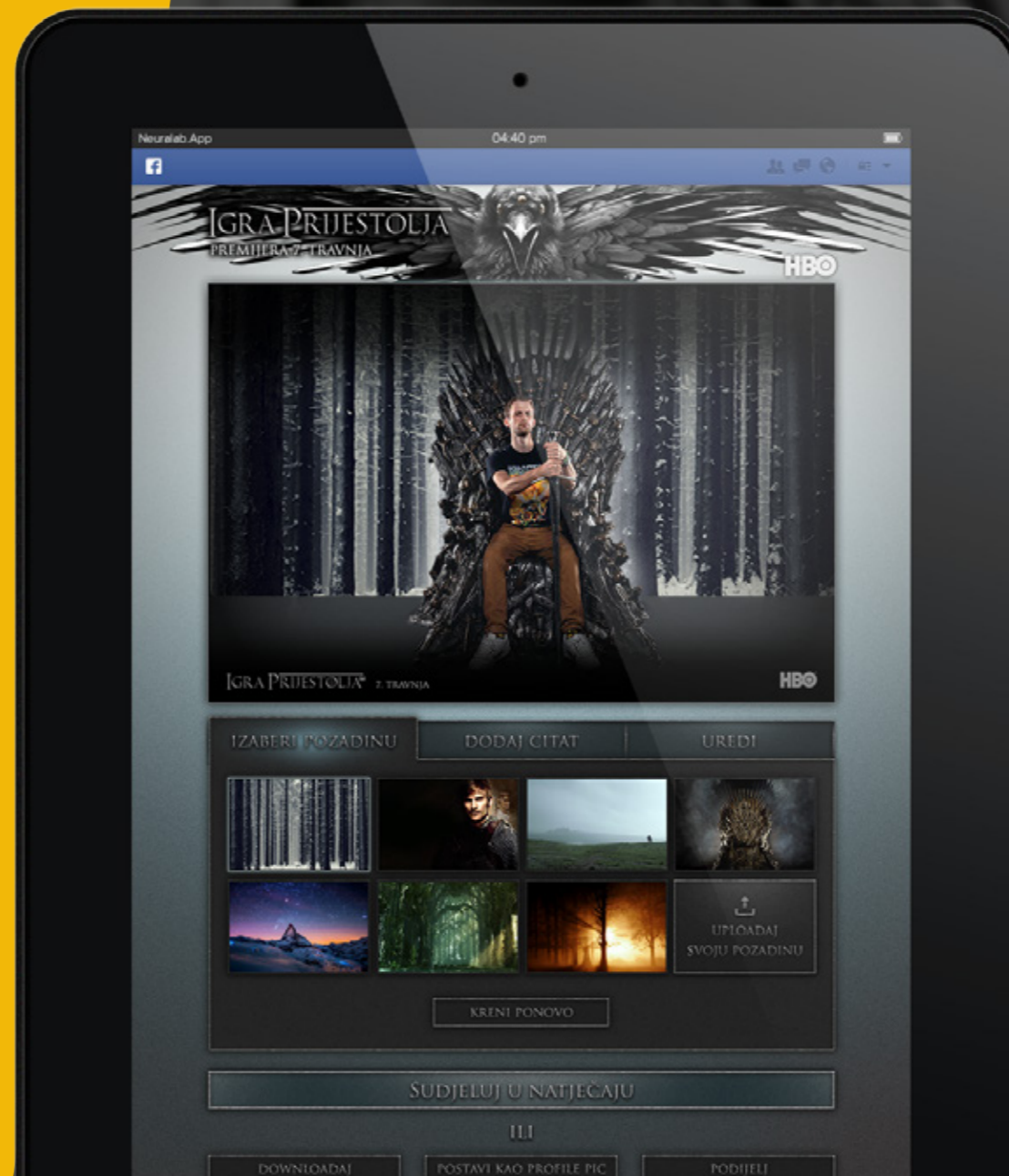


1.839 real life stand-in-line throne takers



Every user pulled average 200 users to the app via Social share

# GAME OF THRONES



## PETROL

Facebook game

Petrol wanted to have a full digital social media experience with their users. So we turned to **video games!** The goal of the app was to help the drivers reach their homes through the snowy blizzard. And of course, you need to be fast and precise to fill their tanks with gas.

Every time you hit a reservoir, depending on the vehicles speed and distance, you get points. If you manage to hit Q-max vehicles, you will get some bonus points!

But, beware of the scary snowmen, if you hit them, your score drops for a few points. :)

Game was a massive social hit with some players playing for **more than 500 times!**



Average brand interaction of 9 minutes per play



Game was played hundreds of times for each average player



Game was developed with pure Facebook and HTML5 controls. Playable on every device



## CINESTAR

Responsive website

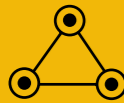
Our mission was to **reinvent**, redesign and, at the end, develop the whole new web experience for Cinestar TV channels.

Design was custom made with light icons and big pictures... showing movie trailers in full new light. Built on top of a WordPress platform, site is an **adaptive and responsive** application covering more than 95% available screen sizes on the planet.

<http://www.cinestartvchannels.hr/>



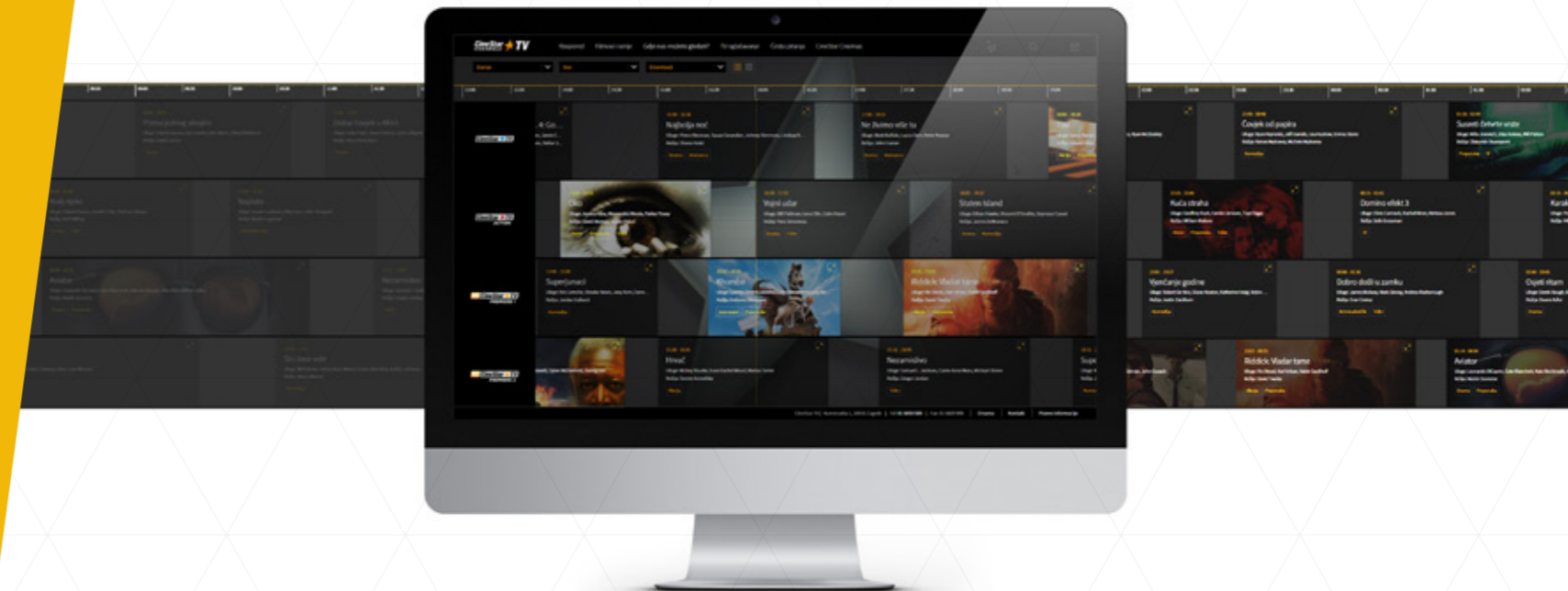
Custom email campaigns push 200.000 movie newsletters every month from this platform



Core CMS manages three localized sites



Specialized movie and TV-schedule databases are synced with web-platform



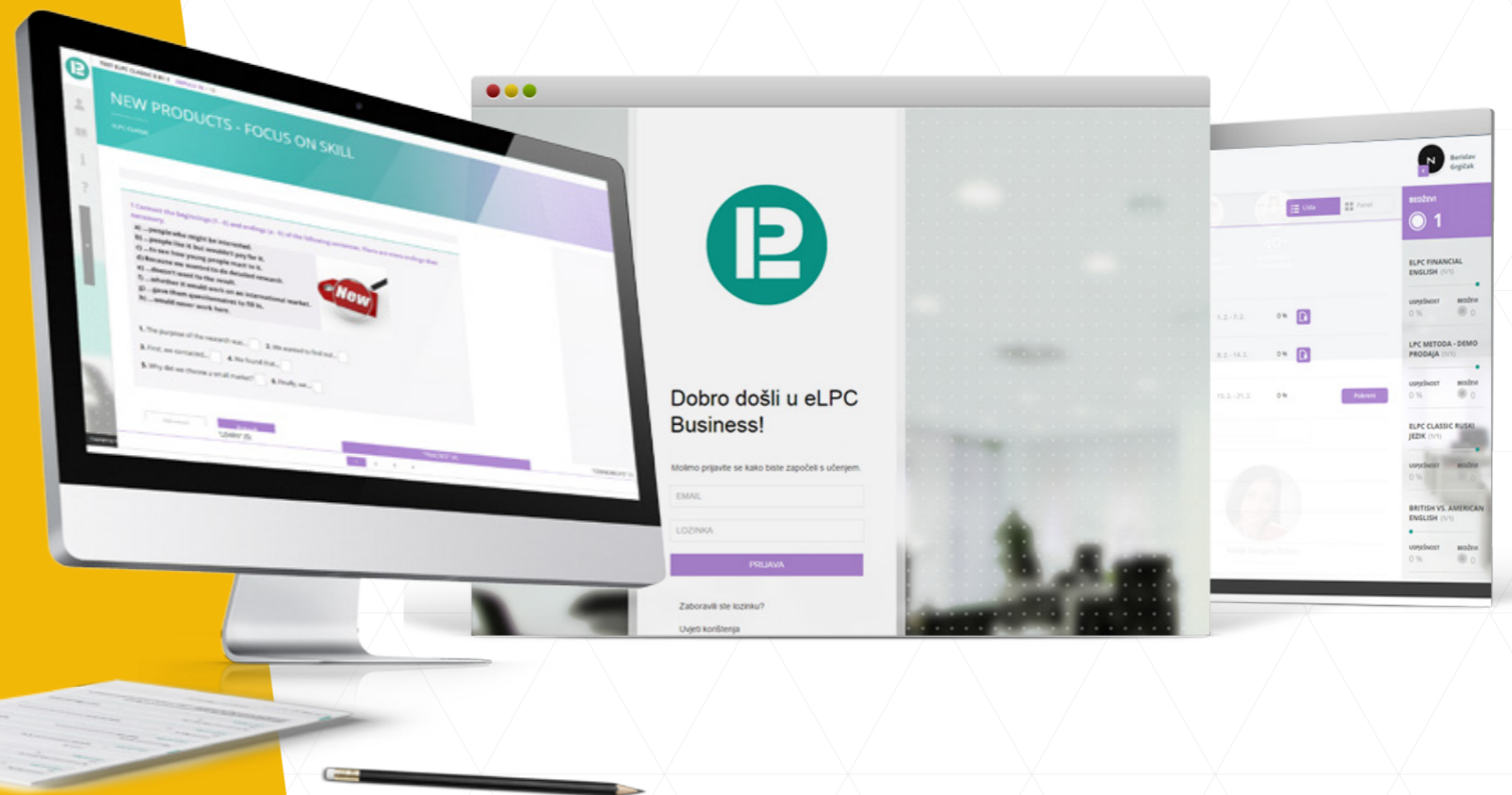
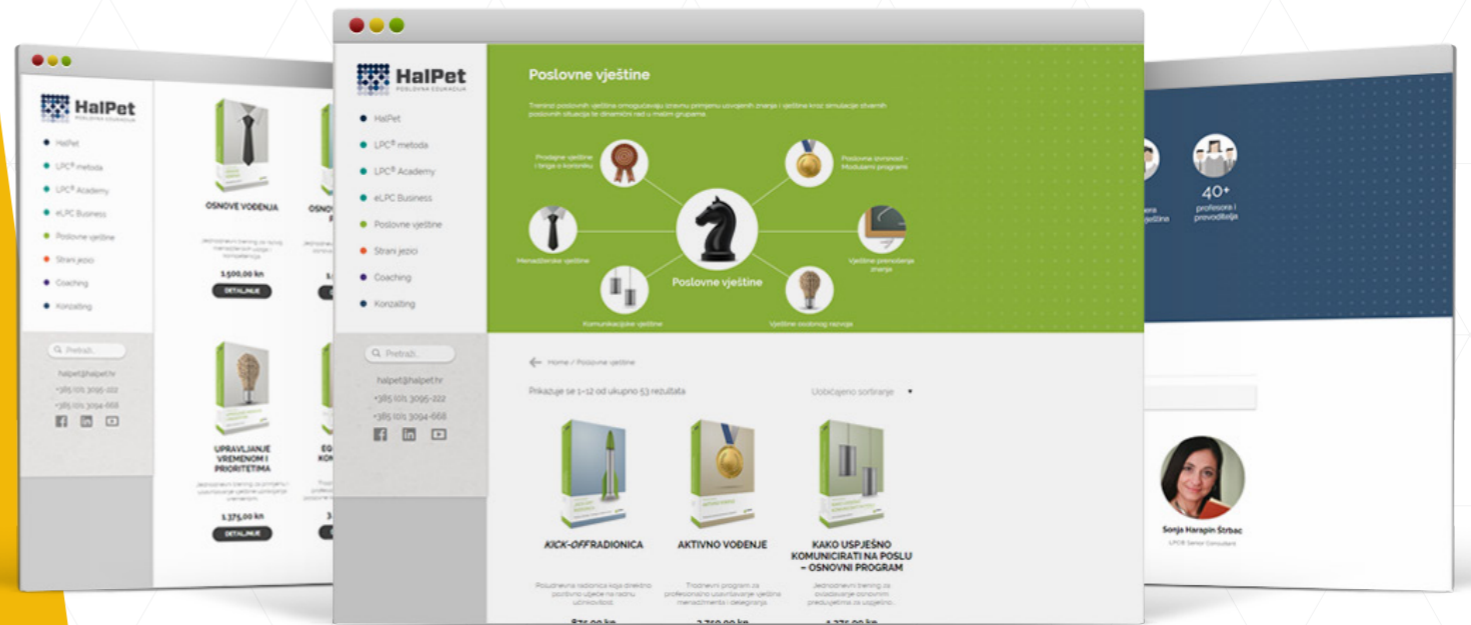
## HALPET

Web shop, eLPC - learning system

HalPet is a leading center of business education in Croatia. Founded in 1997 in Zagreb, the distinctive approach, expertise and quality mode ensure their successful **digital collaboration** with more than 400 businesses and more than 30,000 users during the educational program.

Their success greatly contributes to the fact that the transfer of knowledge is processed using their own eLPC® online method for **accelerated online learning**. Everything is done online through their Learning Management System which we fully developed on Microsoft.NET stack.

<http://www.halpet.hr/>



Constant traffic increase by 43%



Complete webshop with several thousand product variations



Full Croatian payment gateway model with direct buying of virtual usable online products

## WIENER OSIGURANJE

Responsive website

Wiener osiguranje Vienna Insurance Group d.d. part of a large “family” of the Vienna Insurance Group, one of the **leading insurance groups** in Central and Eastern Europe.

Their website is a fully responsive website, covering various screen sizes and device capabilities. It is built on top of **Twitter’s Bootstrap framework** mounted on a Wordpress 3.5 installation. WP theme is custom built with every feature and plugin fused together to make the site speedier and more reliable.

<http://www.wiener.hr/>



Every third visitor of the site makes an inquiry (38%)



Yearly traffic increase by 40%



Supports devices screens up to 240 px

## MAIN CONTACTS

info@neuralab.net  
<http://www.neuralab.net>

### New York office

1350 Avenue of Americas, 2nd Floor, 10019 NY  
Main telephone: +1 646 583 0690  
Fax machine: +1 212 901 0607

### Zagreb office

Fojnička 6, 10 000 Zagreb  
Main telephone: +385 98 1717 628  
Telephone and Fax machine: +385 1 4633 016

### Career opportunities

Send your CV to: [lejob@neuralab.net](mailto:lejob@neuralab.net)

 <http://www.twitter.com/Neuralab>

 <http://www.facebook.com/Neuralab>

 <https://www.linkedin.com/company/neuralab>

 <https://www.behance.net/Neuralab>

THANK YOU FOR INTERACTING

