

our work

Axia NetMedia Corporation
annual report
2006



The story of two cowboys, a dog and the Eiffel Tower.

Axia builds and operates ultra-high performance, limitless open-access-model networks. This is critical infrastructure that is indispensable for societies participating in today's knowledge economy revolution.

The company's communications challenge?

Axia's core business was not clearly understood by the investment community. Axia was perceived as a provincial, Alberta-based competitor of the likes of Bell and Telus.

Solution?

Demonstrate Axia's success and potential on the global stage as evidenced through the partnership with the Government of France. We positioned Axia as the unexpected choice. The imagery of horseback riding in the Rockies was contrasted against the Eiffel Tower in France. Famous historical icons from a centuries-old country rich in cultural history are shown partnering with an oil, gas and cattle new-world province.

Axia may have started in Calgary but they have landed business in a country that shares a common belief – that real broadband open access networks are the engine of the 21st century economy!

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