

Hyperborean Productions Inc.

Whitehorse

Started: 1993

Contact: Bob Nardi and Stephen Maltby

Hyperborean is an all media design and data systems firm that provides graphic design for interactive multimedia displays, print media and the Internet, and database systems for Oracle and Access applications. In addition to its two owners, Hyperborean has six employees.



Getting started: Hyperborean began as a division of a company that offered information and data management systems. It brought in the Yukon's first CD-ROM recorder which allowed for mass data storage. Interested in CD-ROM multimedia opportunities, Bob established a partnership with a Vancouver firm to develop the interactive "Klondike Gold" CD ROM. A low interest loan from the Cultural Industries

Development Fund helped build this new side of the business. More recently, the multimedia component of the business has been overshadowed by the growth in website and data systems development work.

Key to success: Hyperborean has been quick to adapt to the rapid changes in this industry. Hiring staff with up-to-date training has allowed the business to provide services equivalent to anywhere else in the country. Having designers, programmers and others working as a team ensures a consistent visual identity for the client. Support of local community initiatives helps Hyperborean build its profile and create client loyalty.

Lessons learned: Hyperborean invests time to develop detailed design documents which their clients sign up front and at key stages in the process as they have learned their clients tend to take time to collect all the required information, change their mind about the desired product or have a different understanding of what was agreed to.

Future of business: Hyperborean has entered the world of "e-commerce" through its Discover Yukon on-line store. The owners plan to aggressively market Hyperborean's graphic design for print media and Oracle database work. They also are pursuing touch screen projects in Alaska.