

# Making the Intangible Tangible: Using Visual Storytelling to Explain Complex Software



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Marketing Director



Getting Dotty About Spots   
[truscribe.com/hamillroad](https://truscribe.com/hamillroad)

## THE CHALLENGE: COMPLEX SOFTWARE

Hamillroad doesn't offer a physical product. This meant they could only convey their products' inner workings and benefits through spoken and visual storytelling. They were looking for a service company who could take a complex software algorithm and not only communicate its features and benefits clearly, but also do so in a fun and engaging manner that stayed true to Hamillroad's brand.

## WHITEBOARD VIDEO SERIES BRINGS CLARITY

With the lack of a tangible product, Hamillroad's CEO was always drawing on a whiteboard to explain their various products, so Danielle knew that seeking out a whiteboard video company would help translate that into a video. While there were other companies that offered a similar service, Danielle found their style and quality to vary quite drastically. However, once they found TruScribe, "it was quite clear that they had a service offering which stood them apart from others in the market."

"TruScribe has become ingrained in the visual identity of Hamillroad Software"

## COLLABORATIVE SUCCESS

With our collaboration tools and wealth of experience, TruScribe produced a series of videos showcasing Hamillroad's products. We started with "Getting Dotty About Spots" which served as a quick introduction to their Digitally Modulated Screening (or DMS) technology. The videos were so well received that Danielle has incorporated some of the drawings as part of the overall branding on their website and printed materials.

"It's like having an extension of my team to call on and help," says Danielle. "People see the videos as informative, fun, and different; this is exactly how we want to come across."

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