

The Background

Monteverdi Creative principal **David Green** has over 25 years of experience managing and delivering large and small development projects, including website producing, creative and technical writing, theme parks, film, television and animation support, software development, information architecture, project management, public relations, photography and sound design.

David founded the company in 2001, and it quickly established a clientele that includes:

- Concrete Pictures
- Dedic Group
- DIRECTV
- Linsco/Private Ledger
- PHH Mortgage
- PUSH.net
- ShoConcepts
- SMART Design
- TEA
- Technicolor
- Thinkwell
- Technifex
- Viewfarm
- Visual Terrain
- Walt Disney Internet Group

While contracted to those clients, Monteverdi Creative has worked on projects for ATI/AMD, Coca Cola, Comcast, Disney Family Foundation, Hewlett Packard, IAAPA, Microsoft, Protocall, Roland Corporation, TiVo, Virgin Resorts, and others.

Prior to forming Monteverdi Creative, David's past experience includes:

- 14 years with the Walt Disney Company, working on projects such as Walt Disney Internet Group broadband media player, the Disney TeleVentures/Americast interactive TV project, and the Walt Disney Feature Animation Management Enhancement (FAME) database.
- Three years as an Imagineer on Disney's EPCOT Center, Tokyo Disneyland, Disneyland California Fantasyland Rehab and Houston WEDWay People Mover.
- Outside Disney, David also worked on MicroCADAM software (for a division of IBM), DIRECTV user interface, Linn Electronics musical instruments and equipment, and feature reporting for the Los Angeles Reader.

David's software, "The Space Stack: History of U.S. Manned Spaceflight," was distributed by Heizer Software for over five years. His four amateur astronomy database logs have been distributed to thousands of astronomers in the U.S., Great Britain, South Africa, India and Australia, and have been reviewed favorably in Sky & Telescope magazine.

David also served on the board of Amnesty International Local #495, providing public relations services for the non-profit human rights organization's Santa Clarita Valley office.



Self-portrait, 2007



Monteverdi Creative Inc.

Creative Solutions for Media and Themed Projects

Monteverdi Creative provides creative solutions for themed entertainment, Internet, TV, radio, music, and software & hardware development.

Client Story 1: Monteverdi provided a leading satellite TV provider with services from information architecture, and writing nomenclature, user guides and technical specs, to managing a design style guide, creating nearly 20 patentable UI features, and product photography.

Client Story 2: Monteverdi managed teams of writers, software engineers, visual designers and artists for a boutique Internet design firm, delivering design solutions for media and Internet companies. Additionally, we provided sound design and copy writing services directly.

Client Story 3: Monteverdi has written show scripts and user experience narratives for world-class themed entertainment companies.



www.monteverdcreative.com

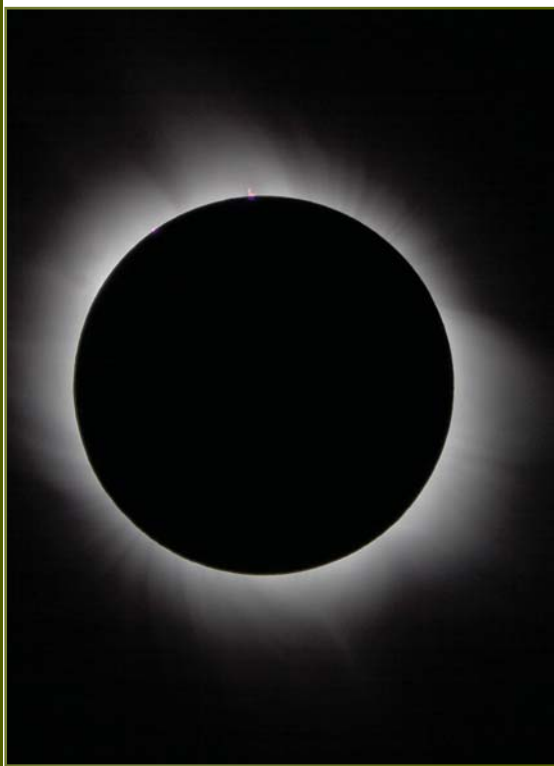
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Cinque Terra, Italy, 2006

Our Services



Total solar eclipse, Tobruk, Libya, 2006

Eclipsing the Competition

The things on this page are what we do most, but Monteverdi Creative also has experience and expertise in sound design, public relations, marketing, astronomy, radio, electronics, gourmet cooking and SCUBA diving.

Writing

Q: *What do you write?*

A: Everything.

Well, almost. David has published poetry, scripts and 800-page user manuals. In 2007, Theme Perks Press published "Building a Better Mouse," about the engineering of Disney's EPCOT, co-written with Steve Alcorn. In 2001, Kensington Publishing released "Confessions of an Estrogen Evangelist," co-written with Joyce A. Kakkis, M.D.

David wrote the TEA's Thea awards scripts from 2005 through 2008, and was lead writer for the 2006 IAAPA Kick-off Event. He wrote and produced on-air TV promos and featurettes for Disney TeleVentures in 1999-2000.

David has received awards for both creative and technical writing. With a background in journalism, he *loves* deadlines.

User Interface Architecture

David has developed user interface for Disney, DIRECTV, AMD and others. He has been named as lead or co-inventor on over 20 U.S. patent applications.

Starting with his own Space Stack, a history of the U.S. manned space-flight program that he created independently and distributed through Heizer Software, David learned to design software where things make sense and users can figure things out without documentation.

Greatly inspired by Apple, David appreciates that sometimes less is more, and sometimes more is more. With a background in software programming going all the way back to Z80 assembler, David also knows that good architecture requires at least a cursory understanding of coding.

Producing & Managing

With experience in both traditional media and Internet producing, David has managed teams including both captive staff and consultants, located all over the U.S. His projects' profit margins have exceeded projections by as much as 300%!

As Technical Producer for the Walt Disney Internet Group's Broadband Movie project, David coordinated between technical and creative teams, keeping an eye on both schedule and quality to create a product that was way ahead of its time. (So far, in fact, that it was never released!)

Later, as consulting producer for Concrete Pictures, David produced projects for clients such as Comcast, Tivo, Air-ShowBUZZ, Protocall, and others.



The Monteverdi Story

Settled during the Renaissance, the Mediterranean island of Monteverdi was home to an odd mix of immigrant Welsh and Jamaican artists.

Proximity to Italy and years of beneficent Bavarian dominion influenced the Monteverdians, who were known throughout Europe for their unique combination of technical prowess, artistic accomplishment and well-managed society.

The island is said to have vanished during the total solar eclipse of 1715.

Mon•te•ver•di Cre•a•tive

(noun)

A media services consulting firm specializing in providing technical and creative services for large projects.

Is It All Just David?

Yes and no. Years of multi-industry experience with leading companies give Monteverdi access to a deep pool of creative and technical talent — a network of independent consultants that can morph to handle projects of varying scale and scope.

Photography?

Shooting professionally since the early 1980s, David's music, architectural and concert photographs have been published in various magazines and on the web. His fashion photography has appeared in *Relate* and *Imperfekshun* magazines.