



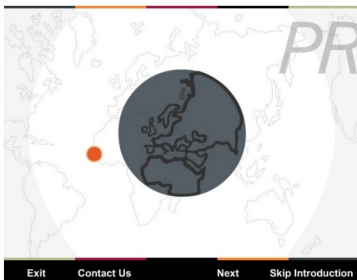
SERCO INTRODUCTION

Serco is an international provider of management, business and consulting services to governments and industry, with 35,000 employees in 36 countries on seven continents, an annual turnover of nearly 2 billion pounds and a track record stretching back 73 years. About 90% of Serco's business comes from the public sector.

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Due to Serco's extensive international experience of working in secure environments, where any compromise could endanger life or threaten national security, we are able to apply best practice from all over the world and are confident in our ability to apply this experience to the UK Civil Resilience market.



Company: SERCO Government Consultancy & ODPM

Project Name: Civil Resilience & Security

Project Duties: Creating a digital infomercial for internal company distribution worldwide

Project Details: SERCO enlisted the help of PRInteractive Media to produce a CD-ROM programme that helped to inform staff of developments within the UK's defence unit. Civil Resilience and Security detailed how the armed forces, police and fire services would respond in cases of emergencies due to warfare. Videos demonstrated chemical attack responses and voiceover annotations accompanied all the main text sections. Future developments of the tool included a secure sign-in section and direct links to the ODPM website. The project was later developed in two other languages for international distribution.