



## **Sabalcore Computing, Inc., Formerly Tsunamic Technologies, Inc. Launches New Brand Identity and Website Developed by YorkBranding.**

*Sabalcore Computing, Inc.'s new brand identity reinforces their position as a leading provider of pay-as-you-go High Performance Computing services via the Internet and conveys their commitment to providing customers with a flexible, highly customizable resource for all their data intensive computing needs.*

**ORLANDO, FLORIDA, November 23, 2009** – [Sabalcore Computing, Inc.](#), formerly Tsunamic Technologies Inc., a leading provider of [On-Demand High Performance Computing](#) (HPC) services unveiled a new brand identity and website developed by internationally recognized [YorkBranding](#) this month.

Sabalcore's new brand represents a significant milestone in the company's nearly 10-year history and reinforces their position as a leading provider of pay-as-you-go cluster computing services via the Internet. It also underlines their commitment to superior customer service for clients in government, commercial industry and academic business sectors. The brand strategy, corporate identity and website were developed by Howard York and his firm YorkBranding, an internationally recognized brand and design firm.

"The new identity builds on the foundation of expertise we created over our almost 10-year history" said John Van Workum, Sabalcore President and Co-Founder. "We wanted to be better recognized for our experience, dedication to our customers, and quality of service. The tag line '*Where data becomes discovery*' conveys our company's commitment to our customers and the powerful High Performance Computing solutions we can provide over the Internet."

"We were very fortunate to work with Howard York's firm" said John Van Workum. "The re-branding was a significant undertaking for us and we wanted someone that had the right experience and more importantly, someone with whom we could establish a long-term working relationship. YorkBranding brought everything we needed." Howard York agreed that the brand launch was an important step forward in their business strategy and said "their new brand identity and website will help Sabalcore fulfill their ambitious vision for serving diverse markets and reaching new customers".

### **About Sabalcore Computing, Inc.**

Sabalcore Computing, Inc. (formerly Tsunamic Technologies, Inc.) is an Orlando-based business that provides On-Demand High Performance Computing services via the Internet for government, commercial industry and academic institutions. Sabalcore's business model allows pay-as-you-go access to high performance computing systems that can be used to meet peak requirements or as a complete computing solution. Founded in 2000, they offer companies a compelling alternative to the

upfront and ongoing costs of purchasing and maintaining a high performance computing system.  
[www.sabalcore.com](http://www.sabalcore.com)

### **About YorkBranding**

YorkBranding is a full-service brand and graphic design firm with head offices in Orlando, FL and affiliate offices in San Francisco and New York. Howard York, the Founder and award-winning Principal of YorkBranding has a career spanning over 40-years. Before starting his own design firm, Howard York was a Senior Executive at top-tier design firms in New York, Los Angeles and San Francisco. He has led innovative branding programs for hundreds of prestigious Fortune 500 brands including Exxon, Sanyo, TransUnion, McDonalds, Taco Bell and Household as well as working with early stage companies and startups. In addition, as a skilled design educator, he has served as Chairman of the award-winning Academy of Art University's graphic design department in San Francisco and currently lectures at Full Sail University in Orlando, Florida.  
[www.yorkbranding.com](http://www.yorkbranding.com)

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