

MYRIO



MYRIO™

Leveraging your Lines.

GIRVIN worked with the corporate leadership team of a telephonic technology group to create a new name for a business enterprise focused on internet provision of television. Their opening technology was related to telephony networks but that evolved as the market

shifted to new localized service networks and television online. The Myrio naming strategy is based on the Greek word for 10,000 – the formative concept for myriad, “an indefinitely great number,” which tactically spoke to audiences and penetration of the market.