

James B. Jones

Writer, Editor, and Narrative Designer
Web Portfolio Sample

Omnidyne-M

(Real-Life Comparison: Apple – cold, slick, clean, stylish, fashionable)

Before the Firefall event, Hadrian Ashworth had worked as a high-level executive for Kisuton Industries. During this time he had not only worked closely with Shigeru Ichizoku but in many ways had become his pupil and the favorite for one day becoming the company's successor. An Englishman by birth, during the Firefall, Ashworth fled greater Japan to Australia where he would become a citizen and found the most powerful corporation in human history.

As a humanitarian by heart and a capitalist by trade, Ashworth quickly attempted to tackle the energy crisis of the Nine-Year Winter by creating Ashworth Electric, which sprang into action buying and retrofitting obsolete power plants to run off Australian coal reserves. In doing so, Australia ended up as one of the few, select nations that did not suffer from a long energy crisis.

When Ichizoku discovered and licensed the process of using crystite as an energy source, Ashworth immediately jumped on the opportunity. He not only bought a license for the process but also hired Kisuton's chief science officer to oversee his crystite division. As a result, Ashworth Electric was able to further perfect and maximize the energy output of crystite and maintain itself as a powerhouse in the South Pacific, buying out and merging with many other crystite based electric companies and eventually renaming itself Omnidyne Corporation.

Ashworth spent billions to undercut and buy up government crystite power contracts across the globe. Initially, this painted Omnidyne as an evil, money hungry corporation (much like Kisuton). This however, rarely stopped nations from contracts with Omnidyne, even bitter rivals like the EU and UFSR were enticed to both use Omnidyne. The facts were, Omnidyne was the cheapest, most efficient and practical solution.

Second, although Omnidyne started with a hands-off approach to the mining and accruing of crystite ore, instead buying ore directly from the governments it was contracted with. Slowly, Omnidyne worked its way into the buying and selling of crystite between nations, and eventually found its way into small mining operations.

Third, and most importantly, Omnidyne invested billions on searching the cosmos for more crystite. Ashworth believed that if crystite came out of the sky, then there was bound to be more of it up there. If Omnidyne could find it, perhaps it could mine it. And if the laws of supply and demand held any truth, perhaps the rise in supply would make the demand a little less desperate.

It has become a hotly debatable event as many nations would continue to argue that Omnidyne was merely a war profiteer and a greedy corporation. Yet in the summer of 2211 Hadrian Ashworth and the Omnidyne Corporation discovered an immense deposit of crystite in outer space.

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Astrek Associations

(Real Life Comparison: think of a company like Jeep – rugged, rural, reliable)

Founded in the latter half of the 22nd Century (January 30th, 2184) by Henry Ashwell and Nikolai Trekinski, two former leads at rival manufacturer Omnidyne, Astrek Associations is renowned for their work in cutting-edge battlefield technology. The stable of Astrek Associations products ranges from urban assault vehicles and troop transports to personal firearms, body armor, and advanced battleframe technology.

In recent years, however, Astrek has begun to explore the civilian consumer market – releasing modified, consumer-friendly variants of some of their military tech. For years, the staple of the Astrek Associations consumer division was the “Gaucho”, a four-person all-terrain vehicle. However, while Astrek has seen great success with their consumer division, it’s the fruitful military contracts which continue to serve as the backbone of the Astrek business model.

To the consumer, Astrek is seen as a warm, friendly, consumer-focused company that feels blessed to see their products in your home. However, while the Astrek Associations brand has saturated the consumer market, almost nothing about the corporate hierarchy is known outside the walls of Astrek itself.

Despite their public-facing image, extraordinarily little is known about the Astrek Associations corporate hierarchy. While Astrek has a board of directors, they never convene in person and, often times, aren’t even made aware of the identities of their fellow board members. Each member of the board communicates remotely, using aliases assigned to them by the CEO – whose identity is also unknown to all members of the board, with the exception being the Chairman of the Board. Such secrecy is designed to protect the members of Astrek Associations’ board in the event that knowledge of their highly illegal, ethically bankrupt weapons research was ever made public.

Over the years Astrek has been accused of testing their newest weaponry on live subjects, including animals and in some cases human testing. Astrek has also been accused of corporate espionage on several occasions, though the accusations have never been able to stick (**Writer Note:** They totally have, and they totally do).

To help mask their secrecy, Astrek Associations advertisements feature the stand-in character of “Mr. Hinton,” the “President” of Astrek Associations who appears frequently in their advertising – often played by a different actor in each ad.

Astrek’s corporate philosophy and business model echo their consumer facing creed: Subsisto Procul Nusquam.