

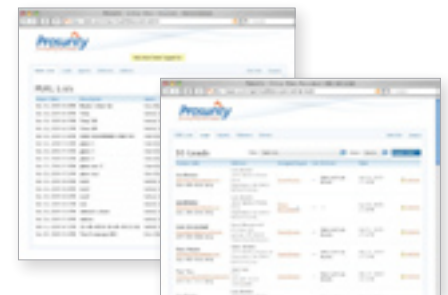
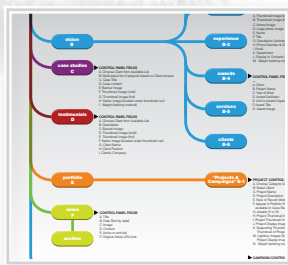
eye on Web Development

Eye Integrated Communications' creative edge comes from our in-depth understanding of Internet technologies.

Founded in 1996, we've always been on the forefront of Web technology development. At a time when most Web development companies were providing only static "brochure" sites, we were providing Web 2.0-style content management systems to our customers.

At Eye Integrated, we don't just create websites, we create solutions for very specific challenges facing our customers. Our expertise and experience allows us to deploy comprehensive content-driven websites quickly and easily, with intuitive back-end user interfaces that help our clients seamlessly update their sites from anywhere in the world.

There are three facets to any meaningful online presence. All three must be created with knowledge of the client's goals and the brand mission in mind. They are Architecture, Interface Design, and Content Management.



Architecture

Before any coding or design begins, Eye Integrated's skilled team draws up an in-depth portrait of the website. More than just a flowchart, this initial site plan is an examination of what viewers will want to experience on the website, and how the site can best be designed to deliver that experience.

Interface Design

The second aspect of a successful website is interface design...the "look and feel" of the site. This isn't just about the style of the site, it's about designing a seamless and helpful user interface, one that ensures the design of the site helps, not hinders, the branding mission.

Content Management

Content management systems built by Eye Integrated are powerful but easy-to-use tools, which give our clients the option of updating and changing their website instantly from anywhere in the world.

The following is just a sample of our best Web Development work. To see more, visit the Portfolio section of our website, www.eyedidit.com.



OrsusMgmt.com

The Orsus Management website needed to communicate to three different audiences: residential renters, commercial renters, and property owners. The site we created for Orsus targeted all of their clients by featuring audience-specific capabilities, driven by a content management system that allows Orsus to manage all of its properties through a seamless and feature-rich interface.



FreddyRocks.com

Freddy & Friends—a publishing and licensing partnership—wanted a website that would promote the sales of their product line, as well as address the needs of their retailers. Eye Integrated developed a site that addressed both concerns: for shoppers, we created a playful site with a robust shopping cart, and for retailers, we created management tools and a media catalog to support advertising and promotional efforts.



BrandCentral.AtPatheon.com

One of the most important steps of any branding initiative—for example, the extensive rebranding effort Eye has directed for Patheon—is the creation of a style guide to help manage proper usage. Eye Integrated has developed a patent-pending online style guide system called Brand Central, which can be integrated into any existing client server system. Dynamically and organically designed, Brand Central can grow and evolve over time in ways that static style guide manuals can't.



Equipment.AtPatheon.com

Another aspect of our Patheon rebranding was the creation of an online equipment list database. Before this database, every Patheon facility around the globe had a static equipment list that was never integrated with the others. Patheon's sales force wasn't able to efficiently market the full range of Patheon's services, and the company couldn't take advantage of their truly global network. But we created Equipment.AtPatheon.com—a dynamic web interface that salespeople can access anywhere in the world, at any time—that has enabled cooperation between Patheon facilities and is helping to increase sales.

To find out more about these and other Eye Integrated projects, visit www.eyedidit.com/portfolio

To discuss what Eye can do for your business, contact Gray Hines at 252 353 0722.