



Dynamic Images
interactive

corporate profile

Agency Summary

- DI is located just north of Pittsburgh in Cranberry Township, Pennsylvania.
- Founded in 1999.
- Provides a range of interactive communications services including:
 - Strategic Planning
 - Internet Application Development
 - User Interface Design
 - E-Commerce and E-Business Strategy and Development
 - Inter/Intra/Extranet Development
 - Web Site Audits
 - Usability Testing
 - Integrated Corporate Identity Suites
 - Integrated Collateral Materials
 - Ongoing Maintenance and Hosting for Client Sites
 - Backend tools to enable clients to maintain their sites in-house

Mission Statement

DI develops integrated visual communications and data management solutions that empower companies to realize quantifiable return on their investment through increased brand awareness and loyalty, improved sales cycles, and powerful information management systems. In every project, our goal is clear: help you identify your needs and then create a solution that not only meets them, but exceeds them in ways you might not have even considered.

Our Focus

DI is deeply committed to working from the context Form Follows Function. While there is no shortage of technical wizards or creative designers, it is rare to find a firm that combines art and science in the context of what works. The tendency on the Web has been to take the latest hot technology and wrap it in an interface that follows the latest popular look with little consideration for user needs. The problem with this practice is that it ends up driving users away. To realize return on your investment, you must deliver rewarding user experience through appropriate technologies and targeted interface design.

To achieve this DI thoroughly evaluates corporate goals and user's needs before committing to a specific technology or visual interface so that when final product is delivered, it serves the needs both our client and their market. The result: scalable solutions that meet and grow with your company's and market's current and evolving needs.

The Team

Experience, Experience, Experience

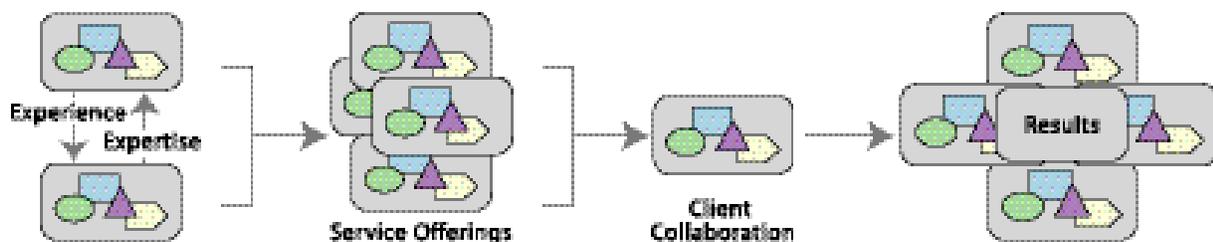
Les Crowley and Sandy Stokey bring more than 30 years combined technology, design, marketing and management experience to their client's projects. After collaborating on a number of projects and developing an interactive design unit for a large e-services firm, they decided to strike out on their own and form DynamicImages Interactive to provide highly effective digital solutions and integrated collateral materials.

Les has a unique insight into interactive communications having worked with a number of different technologies and markets, ranging from user experience to e-commerce and web application development in both B-to-C and B-to-B markets. His broad experience includes clients such as AOL and Alcoa. His educational background is in Information Technology and Management.

Sandy brings a unique depth of experience to our clients with her background in marketing and design across a range of markets including nonprofits, travel and tourism, high and deep technology, and retail in both the B-to-B and B-to-C arenas. Her client work includes Nike, the State of Arizona, and Xerox. Her educational background is in Graphic Design and Management.

Team DI is a group of highly talented and skilled professionals that come together to provide you with enhanced services such as custom illustration, flash, database web integration and cross enterprise integration. Most specialize in one or two areas such as Flash or Web design and then blend that in-depth knowledge with a sound overview of interactive communications as a whole. This enables DI to provide our clients with not only the the most skilled individuals for a specific application, but also the fresh eyes of other team members.

Combined we bring knowledge, creativity, and a depth of experience to our client's projects that is rarely seen in this industry and invariably produces on-target results.



A Strategic Approach

The team at DynamicImages Interactive represents one of the leading resources for innovative and sophisticated Web-based solutions. We have designed Web sites for companies of all sizes with a wide variety of needs. As a comprehensive digital solutions provider, we help clients bring the right combination of strategy, experience design, and technology to every aspect of their Web-based projects.

Branding: We help our clients realize online brands or extend their offline brands into the digital realm. How can the Web deliver on and enhance the promise of your brand? How can the offline brand experience of a company's products and services be interpreted in an online environment? Our Web design team is fully qualified to help your organization successfully address these challenging questions.

Information Architecture: Our team includes experienced information architects who are fully qualified to strategize Web-based projects at both the conceptual and tactical level. The skills we apply to this process range from designing navigation models and categorizing content, to creating documentation and defining architectural elements at the site, screen, and page level. Our success in creating effective information architecture results from an emphasis on user-oriented design processes, a commitment to client collaboration, and the experience gained through hundreds of Web-related projects.

User Experience: Our emphasis on user experience centers on engineering usefulness, usability, and desirability into our solutions. By understanding how people use technology, and linking that knowledge to our clients' capabilities, we offer value-added experience design that incorporates market considerations, integration of online and offline customer behavior, and other critical factors. The Web sites that result from these efforts help our clients transform individual user experiences into long-term customer relationships.

System Integration: The Web design team at DynamicImages Interactive is fully qualified to address the full range of Web-related activities, including legacy system, back-end, and middleware integration. In addition to "public" Web areas, we are prepared to address the Web in the context of multiple platforms, including CRM, inventory, and content management systems.

Services

- Web Strategy
- Brand Extension and Integration
- Content Strategy
- Information Architecture
- Interface and Interaction Design
- Streaming and Web-Enabled Video
- Corporate Identity Design
- Platform Integration
- System Re-Architecture
- Legacy, Third-Party, and Back-End System Integration
- User Experience Design
- User Intelligence
- Content Management
- Usability Analysis

Web Technologies

- Microsoft Active Server Pages
- Java Server Pages
- PHP Scripting Language
- Microsoft Visual Basic
- Microsoft Access
- Microsoft SQL
- Microsoft Internet Information Server
- Apache Server
- Macromedia Flash
- Macromedia ActionScript

Platforms:

- Microsoft Windows 2000, 2003 and XP Professional
- Apple OSX UNIX

Web Application Solutions

Information is power – If it can be shared and utilized.

Many companies acknowledge that their databases are filled with priceless information about customers, employees and vendors that they can't effectively access and apply to streamline and enhance business. In addition, many companies are not even collecting and utilizing information. Both situations can put a company at a serious competitive disadvantage. The ability to appropriately disseminate and use information can be the difference between a struggling company and one that is moving forward and exceeding its expectations.

Applications that can streamline process and improve ROI:

Web Site Security

Customized client, employee, and vendor access to secure areas of a Web site.

E-Commerce

Selling and buying of products and services.

Personalization

Delivering dynamic, targeted information to enhance user experience.

Information Repository

Dissemination of information in real time.

Content Management

Remote content management systems.

Benefits

- Upper-Tier Security
- Lower operational costs
- Create compelling e-commerce applications
- Improve customer service and knowledge about customers
- Create information repository that is accessible and useful
- Streamline order fulfillment process
- Re-purposing existing corporate assets

Nimble data management can have a powerful effect on enhancing your company's bottom line and DI can help show you how. Contact us to discuss capabilities specific to your needs.

Why We're Different

- Value. With our background and experience, we are able to provide client's with the same, if not better; level of service and expertise provided by the big-name shops. With our business model, we can do it at a significantly lower price.
- We take a no-nonsense, strategic approach to designing and developing our client's projects and deliver highly functional and effective solutions through our extensive Web, usability, and IT experience.
- Unlike large agencies or development houses, DI's flat organizational structure brings every team member closer to the client making it easier to do business with us.
- Through our step-by-step methodology, we help clients clearly define their goals and expectations to ensure that we deliver the very best solution.
- Our technology-neutral philosophy ensures that you get best-of-breed solutions.
- There are no surprises with our fixed time/price approach. Every project is done right the first time and is completed on schedule and within budget.

Our Commitment

- Complete projects on time and on budget
- Develop reliable, long-term working partnership with our clients
- Provide accurate cost estimates and stick to them
- Provide honest, ongoing communication
- Only bill you for work requested
- Keep you involved as a project develops
- Deliver work that performs as promised

Our Quality Assurance

Thousands of companies throw money away on the web with sites that do not work for their users. We strategically deliver and implement web solutions work for both you and your market.

- Every Web solution is tested for usability.
- Every Web solution is cross platform tested as needed.
- Every Web solution is cross-browser tested as needed.
- Every Web solution is legacy tested (one version back Netscape / MSIE).
- Every Web solution is tested for structural integrity.
- Every Web solution is tested for speed.

Process

DI follows what through years of experience we have discovered to be best practices in Web design and application development. Our foundation is a comprehensive model with measurable milestones and action items. This model is customized to each project and we add and remove steps as appropriate.

Discover

Meet with client, develop list of client and user objectives.

Audit related sites to ascertain strengths and weaknesses relative to client's goals.

Web site audit when appropriate.

Ascertain content and brand imperatives.

Develop creative and technical briefs.

Develop content architecture.

Design

Develop architectural prototype.

Architectural prototype use analysis.

Develop User Interface incorporating branding strategy.

Meet with client to review use analysis and present comps and prototypes.

Develop

Develop html templates.

Develop Web Applications.

Populate site with final content, art and any other rich media assets.

Test code.

Integrate content management tool.

Deliver

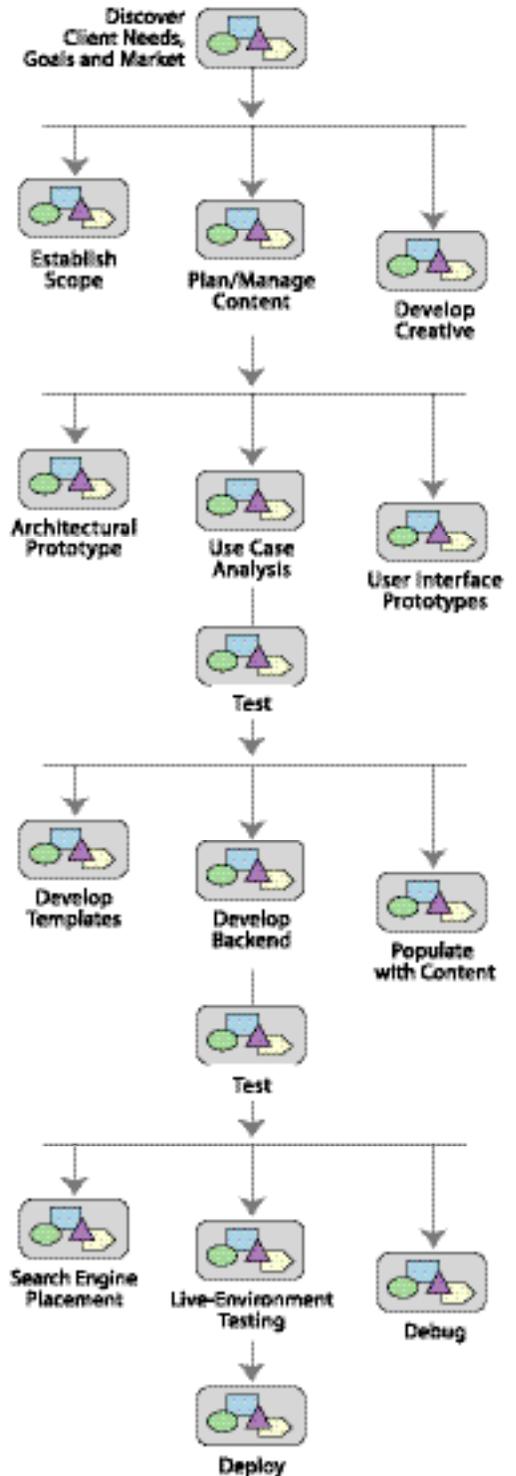
Meta tag development.

Test on server.

Debug as needed.

Register with search engines.

Product launch.



We Have Provided Solutions For:

Alcoa	LI Spinal Cord Injury Resource Center
America Online Inc.	MediaQuest Inc.
eJiva, Inc.	Net Health, Inc.
eVantage Inc.	Northshore Technology Partners
Fuellgraf Electric	Skyline Studios
Hallmark Tassone Inc.	SladeKutter
Highgate Ventures, Inc.	Summit Design
iGate Capital Corporation	Technology Management Associates
Imagion Inc.	Web Diner, Inc.
Ketchum	WiseWire

Partners and Affiliations

- Intel e-Business Solution Provider (eBSP) Program
- IBM PartnerWorld for Developers
- IBM Solution Developer Program
- Association of Internet Professionals
- Adobe Solutions Network
- International Webmaster's Association
- American Institute of Graphic Arts
- Microsoft Partner Program
- United Parcel Service Online Tools Developer Network
- United States Postal Service Online Tools Developer Program

Strategic Partnerships

DynamicImages also maintains strategic partnerships with companies and independent professionals that can enhance our client's Internet presence and marketing communications. With these alliances we are able to add expertise in Public Relations, Internet-based Conferencing, Video design and Production, Tradeshow Graphics and customized artwork.

Contact Information

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