



The Internet Has
Its Own Language.

We Speak It.

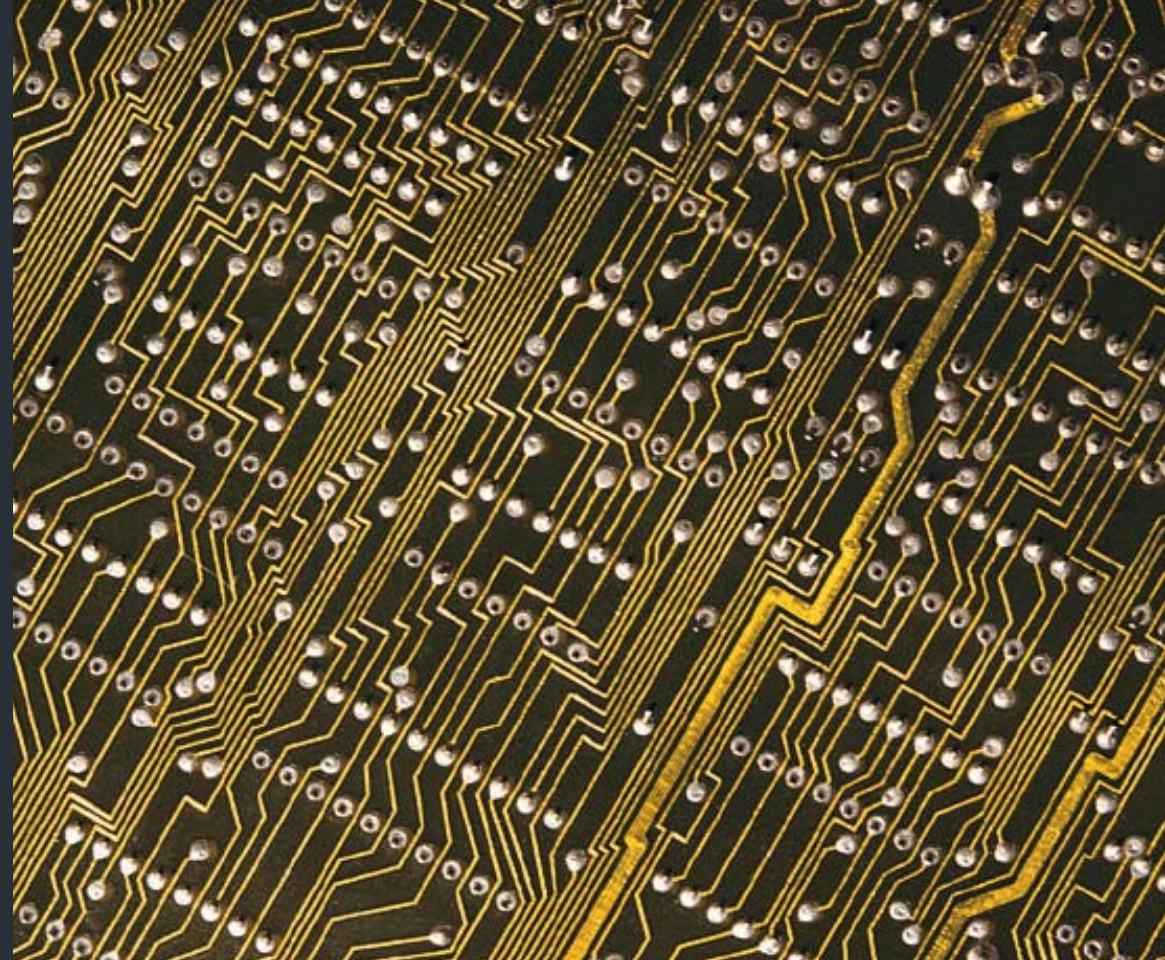
HamiltonBorchman Design Group, Inc.

www.hamiltonberchman.com

Do You Speak Internet?

- » Do you know the difference between *Java* and *Javascript*?
- » Why do you need an *SSL certificate* for e-commerce?
- » What is the distinction between *pixels* and *ems*?
- » What does a *domain name server* do?
- » Where is your web site on a *SERP*?

All of these questions have something in common. Their answers are a part of the underlying language of the Internet. This is the language of those who design, develop, and maintain interactive media that is a part of everyday life on the web. It is a world of specialists, technologists, and professionals engaged in the art of making technology work for all of us.





There Is No Escaping The Internet.

Anyone considering interacting with you, your company, your product, or your service is going to look you up on the Internet at some point. Their interactions with your Internet presence will have an impact on them. For many people it will be their first impression of you.

- » What does that experience say to someone?
- » Is your message clear and concise?
- » Are people able to easily find what they want and need?
- » Do people come back for more?
- » Do you know what strategies are working and which are not?

You can answer all of these questions if you know how to speak the language of the Internet.

We Speak Internet.

HamiltonBorchman Design Group, that is.

We are well versed in the language of the Internet. We are able to fluently translate this language by using metaphors and analogies people understand and relate to. Taking the time to do this, allows us to help people identify what will work for them and what pitfalls to avoid.

What 'best-practices' exist that may provide new opportunities for growth in exposure and revenue? We can help you use technology and design to your advantage resulting in a much greater return on investment.





We Add Value By...

- » Bringing our skills, experience, talent, and knowledge about the Internet to your creative challenges
- » Uncovering what your specific needs are, defining goals, and developing a plan to address them
- » Identifying the appropriate technology, resources, and people to bear on the project at hand
- » Creating solutions that meet and exceed your requirements and expectations

Our Core Competencies.

HamiltonBorchman provides expertise, knowledge, insight, and creativity in integrated Internet communications including:

- » Web Site Needs Analysis
- » Comprehensive, Custom Web Site Solutions
- » Custom Blog Solutions
- » Content Management Systems (CMS) for self-publishing and management of web site content
- » Email and E-Newsletter Campaign Design, Development, and Implementation
- » Information Architecture
- » Information Design





We are
HamiltonBerchman Design Group
and
We Speak Internet.

We help organizations increase their relevance
by designing and developing
custom web-based communications.

PROJECT

The Thacher School Web Site

We designed The Thacher School web site with the objective of serving many different types of visitors. The intersection of information design, information architecture, and graphic design bring to life this information rich web site.

The challenge was to allow all departments of the school to serve their distinct constituencies, and balance their needs:

- » Admissions—Prospective Students and Families
- » Development—Alumni, Past Parents, Friends of the School
- » Administration, Faculty, Students and Parents and the matrix of interactions between them

www.thacher.org



News Items

12.20.2007

QUARTERMILEFILMS Moves Into New Digs!



QUARTERMILEFILMS is excited to announce their move into a brand, spanking' new studio (please note new address below at the bottom of the page). This 3000 square foot facility was custom designed for our post-production needs. We invite any interested parties to stop by anytime for a tour. We are all soaking up the good energy of our new space and know that you will love it too!

02.01.2007

QUARTERMILEFILMS to Build New Studio



In Production

Payback

Payback features A-list celebrities thanking individuals who have played a meaningful role in their lives by giving them a customized ride. [See more info and comments here.](#)

Click on image to play video.



Showdown

Speed has joined forces with Microsoft in presenting a live-action mini-series based on Xbox 360's new video game. [See more info here.](#)

Click on image to play video.



PROJECT

QuarterMile Films Web Site

QuarterMile Films is a full-service, professional HD video post-production facility. Their challenge was to showcase the companies work, with online Flash video samples, and their studio's experience and background in a way that was a bit unconventional.

Additionally, we developed a private client area for projects in progress to be reviewed when a clients schedule allows.

www.quartermilefilms.com

PROJECT

Firmitas Web Site

Firmitas is a progressive contemporary architecture firm whose web site showcases their skill and range of work.

There are 5 different home pages at this web site. They are based on illustrations of their own work. The home pages are dynamically selected when you arrive. We also used Flash video of “fly-throughs” on some of their projects in the portfolio section.

www.firmitas-arch.com





1-800-607-2215
info@vivometrics.com
www.vivometrics.com

You are Invited
to an Update on
Non-Invasive
Monitoring



P. Alexander Derchak, Ph.D.
Principal Scientist and Vice President,
Clinical Development, VivoMetrics, Inc.

presents



One Year Into the Modern Era of Data Collection: Successes,
Improvements and What's Next

PROJECT

VivoMetrics E-mail Campaigns

VivoMetrics creates a non-invasive, ambulatory monitoring system that continuously collects, records and analyzes a broad range of cardiopulmonary information. They needed an email campaign solution that fit within their current branding. We developed four templates and use online metric collection tools that give great ROI information.

Their target audiences include:

- » Clinicians, researchers, and medical staff
- » First-responders and those that manage them
- » Athletes and sports physiologists
- » And a general all-purpose template for company news

www.vivometrics.com

If you feel we could **add value** to your web-based communications and would like to start a dialogue about the idea of working with **HamiltonBerchman**, we invite you to contact:

Bert Mahoney, Principal and Creative Director
bert@hamiltonberchman.com



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HamiltonBerchman Design Group, Inc.
Internet Strategy / Internet Communications
PO BOX 1015
Ojai, California 93024 USA
V 805 500 4872
www.hamiltonberchman.com