Our Recent Work

Web, Mobile + Game Development

Braindunk LLC
2020 Humboldt Street
Santa Rosa, CA 95404
415.830.6551 voice
707.595.5883 fax
info@braindunk.com
www.braindunk.com

Responsive Web

Project
Berkeley Public Library
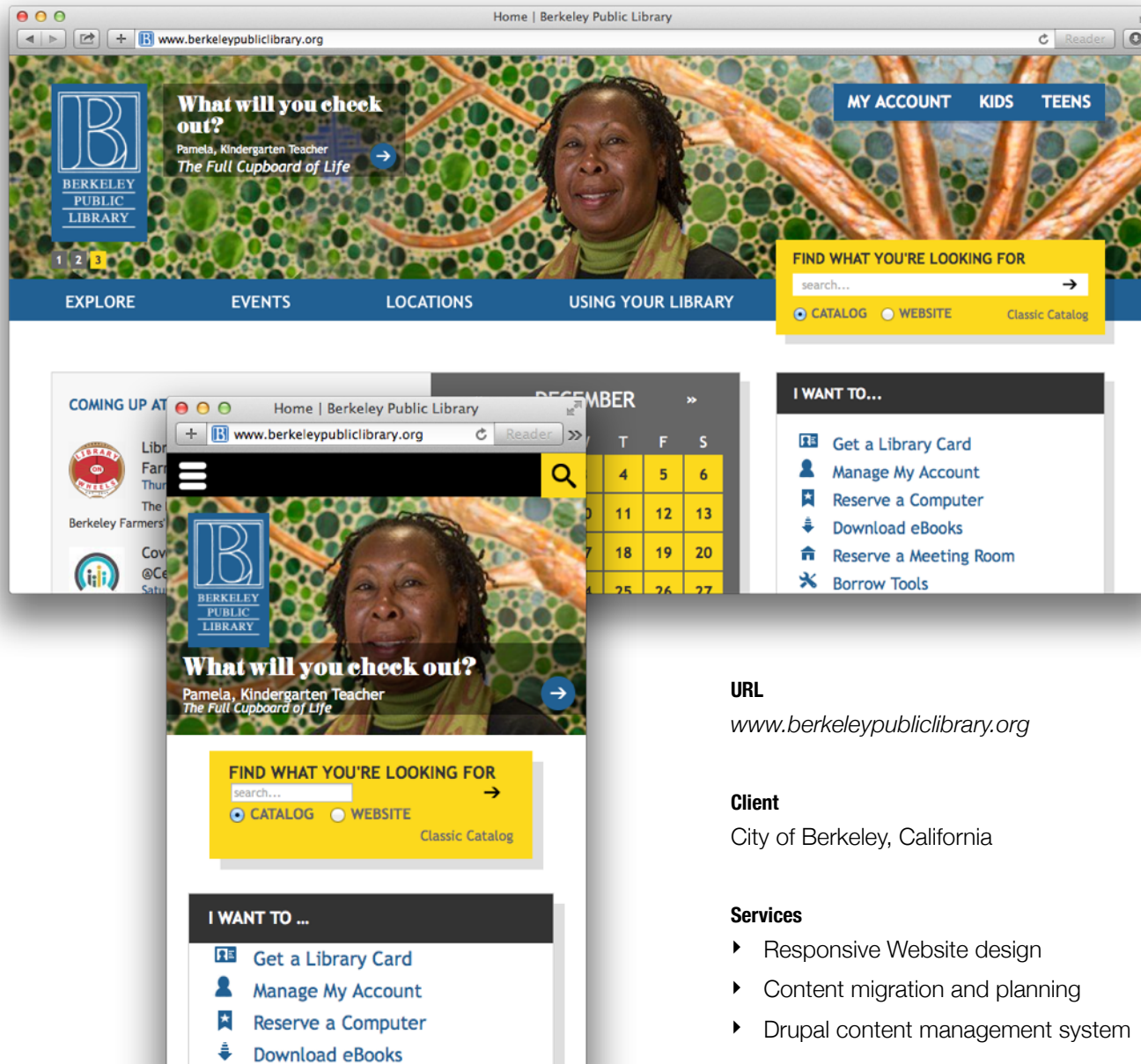responsive website, 2013

Description and Results
Our team – Art Director Sean Ouyang, Lead Ethan Wilde and Content Strategist Christine Murray – were part of the core development team for the City of Berkeley's new library website.

Sean worked closely with the Library staff to develop a unique site design for desktop and mobile browsers.

Christine worked with Library content creators to develop an editorial style guide and new voice for the site.

Ethan was the Project Lead with responsibility for meeting client needs, conducting interviews and testing with patrons, and ensuring a successful delivery to the Library.

The site is built in HTML5 and powered by a Drupal Content Management System.

URL
www.berkeleypubliclibrary.org

Client
City of Berkeley, California

Services
▸ Responsive Website design
▸ Content migration and planning
▸ Drupal content management system

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Web Site +
Mobile Application

Our Drupal work for the University of Utah's Natural History Museum of Utah includes a custom visitor experience mobile application.

Project

Website and *Trailhead to Utah* mobile app, 2011-2012

URL

nhmu.utah.edu

Client

Natural History Museum of Utah

Services

‣ Web design and development

‣ Drupal content management

‣ Website hosting

‣ Website maintenance

‣ "Trailhead to Utah" mobile map application design and development

‣ Kiosk design and development

‣ Copywriting and multimedia content development

Description and Results

In 2012, Braindunk team members developed the Natural History Museum of Utah's website to promote their new brand identity and invite visitors to come explore the Rio Tinto Center and its many offerings.

The visual language of the site draws on the Museum's identity and references aspects of the building design as well as Utah's distinctive physical landscape.

The site provides easy access to targeted information for educators and families, and includes a dedicated Newsdesk site for the press. An interactive calendar and prominent social networking tools invite visitor engagement and dialogue.

In addition to the Museum's website, Braindunk team members also developed *The Trailhead to Utah* system, which consists of touchscreen kiosks in the Museum, a mobile app for use in the Museum and a personalized dashboard on the Museum's website for post-visit exploration.

Desktop Web Portal

Project

Online Resource for K-12 Educators,
2008-2012

URL

historyexplorer.americanhistory.si.edu

Client

Smithsonian
National Museum of American History

Services

- Web design and development
- Online collections
- Online tools for K-12 teachers
- Web content management

Description and Results

Smithsonian's History Explorer is the
online portal for free, standards-based
K-12 resources including lesson plans,
interactives, videos, and artifacts from the
National Museum of American
History. Developed in partnership with
Verizon Foundation's Thinkfinity
Foundation, the content for the site was
developed with the guidance of a national
teacher advisory group.

Braindunk team members designed and
developed the original History Explorer
site in 2008, and in 2012 we launched an
updated version of the site.

Educators can search resources by topic,
grade level, historical era, curriculum
standard and resource type. Learning
activities feature objects selected from
the more than 3 million artifacts in the
Museum's collections. New search
features, RSS feeds, a mobile version of
the site, and integrated social networking
tools make it easy for teachers and
learners to gather and share resources,
on the History Explorer site, on the
Thinkfinity site or even on Facebook.

Integration with the Museum's existing
online collections and the Verizon
Foundation's Thinkfinity portal ensures
consistent information and seamless
administration across three different
websites.

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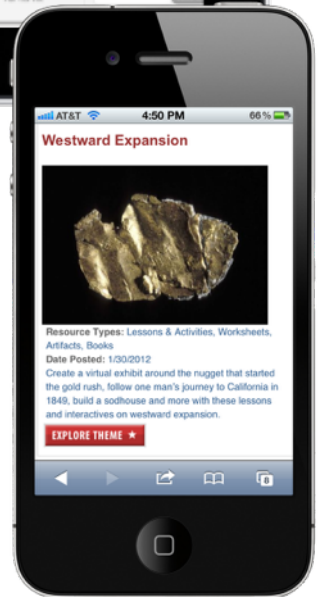
Mobile Application

Project
My Jordan River interactive map-based mobile Web application, 2014

URL
*www.myjordanriver.org*

Client
Jordan River Commission, Utah
U.S. EPA

Services
- Mobile Web application design and development
- Advanced jQuery and AJAX integration
- Drupal content management system

Description and Results
The Salt Lake City area has an extraordinary number of public spaces in nature, but one in particular – the Jordan River – had lost its charm with the local populace over the past fifty years. Pollution overcame the natural attraction flowing through the local communities and into the Great Salt Lake.

The U.S. EPA funded a vast environmental restoration project for the Jordan River, including a community engagement component. Braindunk team members worked on this EPA-funded project to build a mobile website that integrates community history, local site-specific stories, and resources along the Jordan River Parkway system with mapping tools to create a site where visitors and citizens can find information and locations for hundreds of stories and resources along the River. This online resource is one of the first of its kind for a public environmental restoration project. Learn more in the EPA coverage of this project at *http://blog.epa.gov/ej/2014/06/jordan-river/*.

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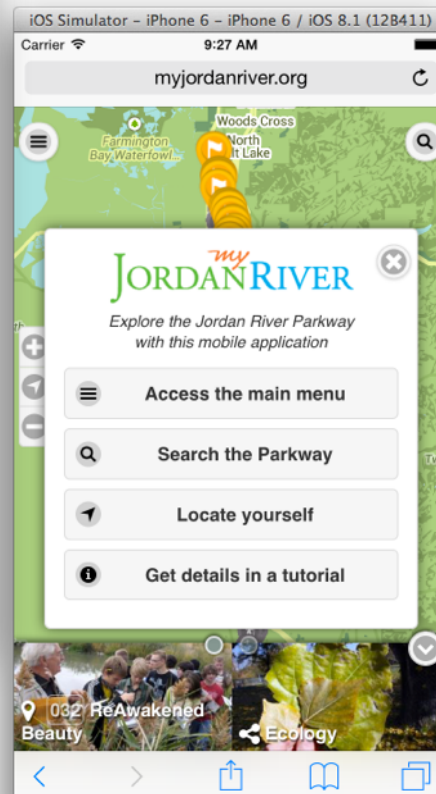
User Needs Assessment +
Site Evaluation
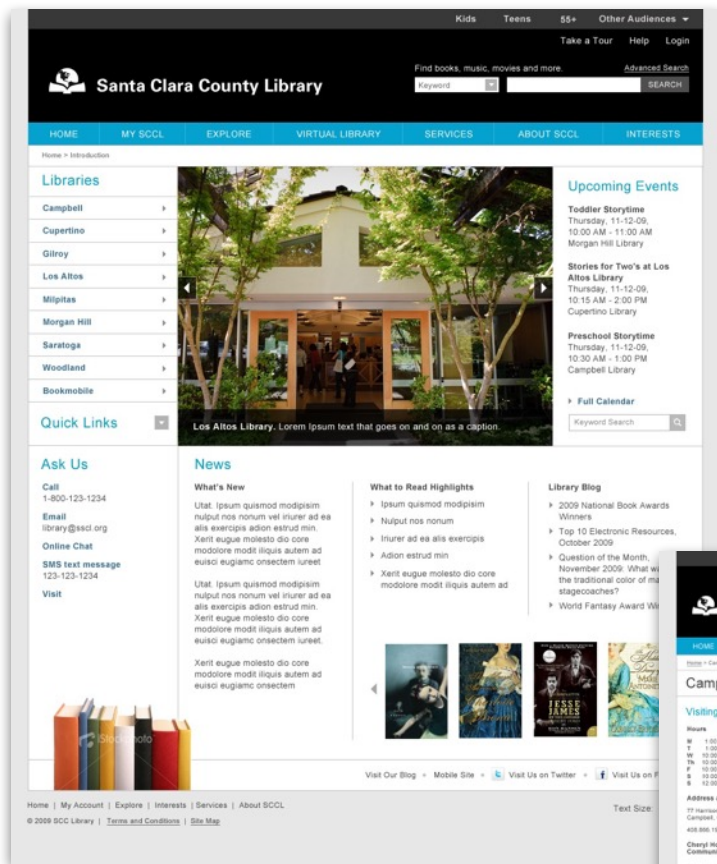
Project

Santa Clara County Library website evaluation, recommendations and site design, 2009.

URL

www.sccl.org

Client

Santa Clara County Library, California

Services

‣ In-depth discovery research, site evaluation and recommendations

‣ New site design reference

Description and Results

The Santa Clara County Library worked closely with Project Lead Ethan Wilde starting in 2009 to evaluate their existing website and their patrons' needs.

Ethan conducted patron interviews at all library branches, reviewed the entire existing site and developed recommendations for the new SCCL site.

The detailed recommendations are available for review at the online project portal set up for the Illinois Legal Aid Online team. Access information is available on page 1 of this document.

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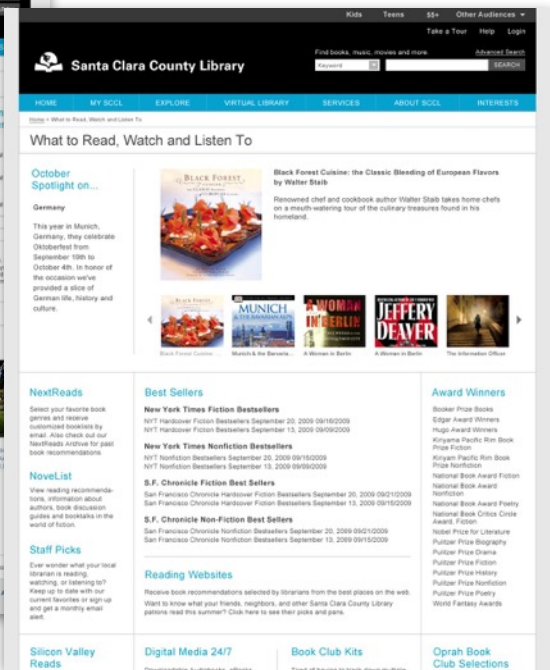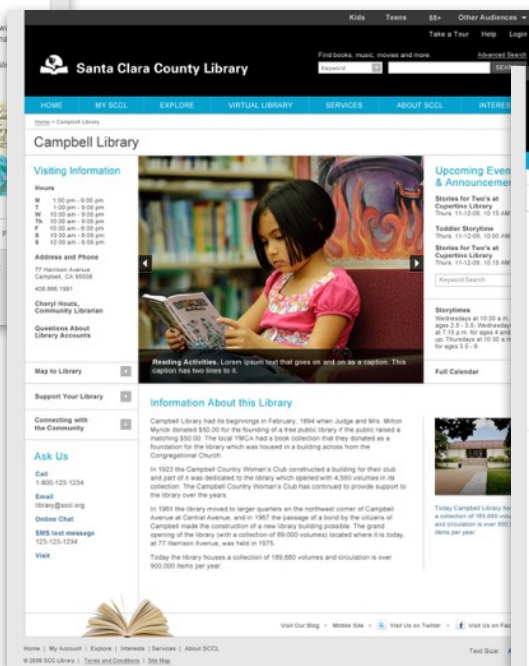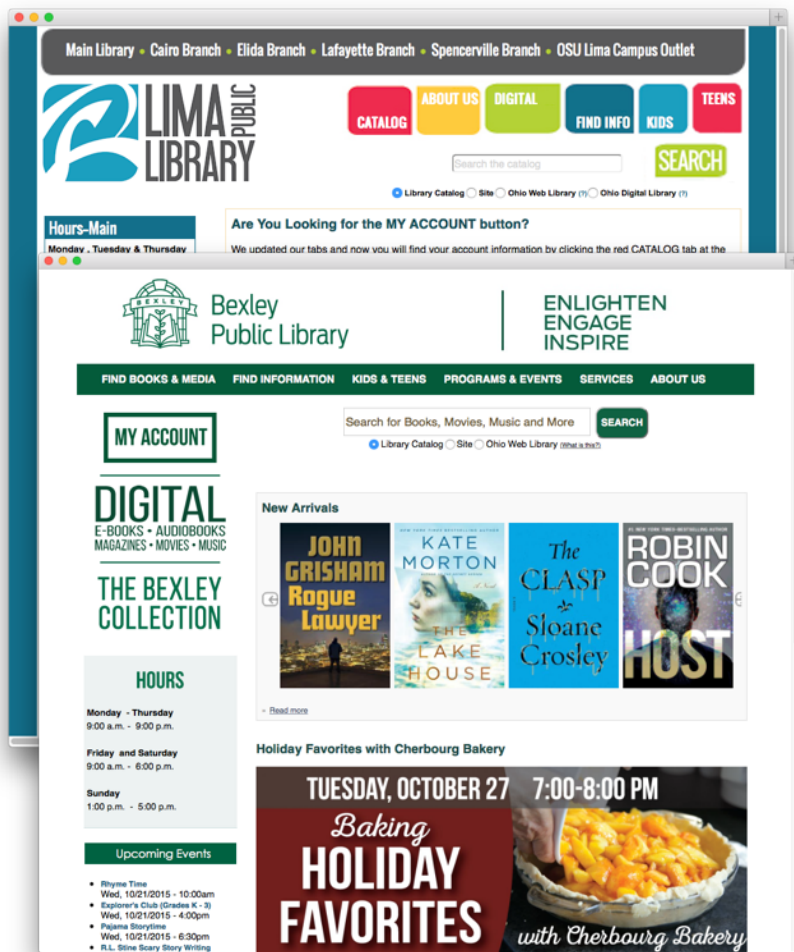
Responsive Web

Project

State Librarian of Ohio and the Ohio Public Library Information Network upgrade of 30 community public library websites throughout the state of Ohio to support responsive design and enhanced Drupal functionality, 2014-2015.

URL

www.oplin.org

Client

Ohio Public Library Information Network, Office of the State Librarian, Ohio

Services

- Responsive theme template development for Drupal 7 CMS
- Implementation of new theme system for 30 public library sites
- Training and documentation to support further deployments of the theme by OPLIN staff to additional 45 library sites

"Braindunk has completed work on the website kits upgrades ahead of the schedule specified in their contract."

– Laura Solomon, OPLIN

Description and Results

The Ohio Public Library Information Network worked closely with Braindunk to develop a new responsive theme templating system for the 75 local public library websites that OPLIN manages in Ohio under the Office of the State Librarian. Braindunk created a flexible solution built on open-source technologies and was able to finish ahead of schedule, completing implementation and deployment of the new theme for the first 30 library sites:

bexleylibrary.org
browncountypubliclibrary.org
cardingtonlibrary.org
ccpl.lib.oh.us
centerburg.lib.oh.us
champaign.lib.oh.us
claymontlibrary.org
graftonpl.lib.oh.us
granvillelibrary.org
harrison.lib.oh.us
homer.lib.oh.us
jacksoncitylibrary.org
jrcpl.lib.oh.us
kirtland.lib.oh.us
limalibrary.com
marion.lib.oh.us
mercer.lib.oh.us
minerva.lib.oh.us
morgan.lib.oh.us
mupubliclibrary.org
orrville.lib.oh.us
pataskalalibrary.org
perrypubliclibrary.org
portagecounty.lib.oh.us
rodmanlibrary.com
shelbymm.lib.oh.us
troypubliclibrary.org
tusclibrary.org
vintoncountypublic.lib.oh.us
williamsco.lib.oh.us

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Game + Responsive Web

0 ANIMAL

Collect Letters to Spell Words!

9
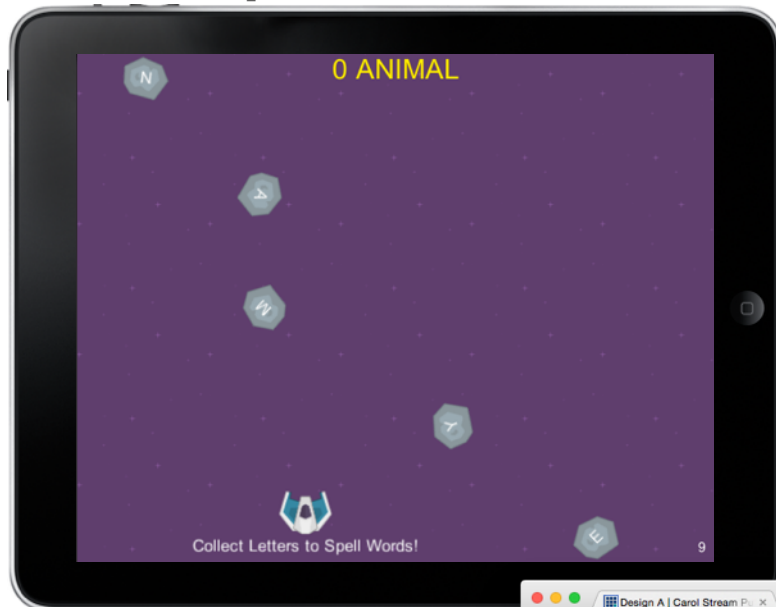
Project
New public Web site and children's spelling game.

URL
In progress
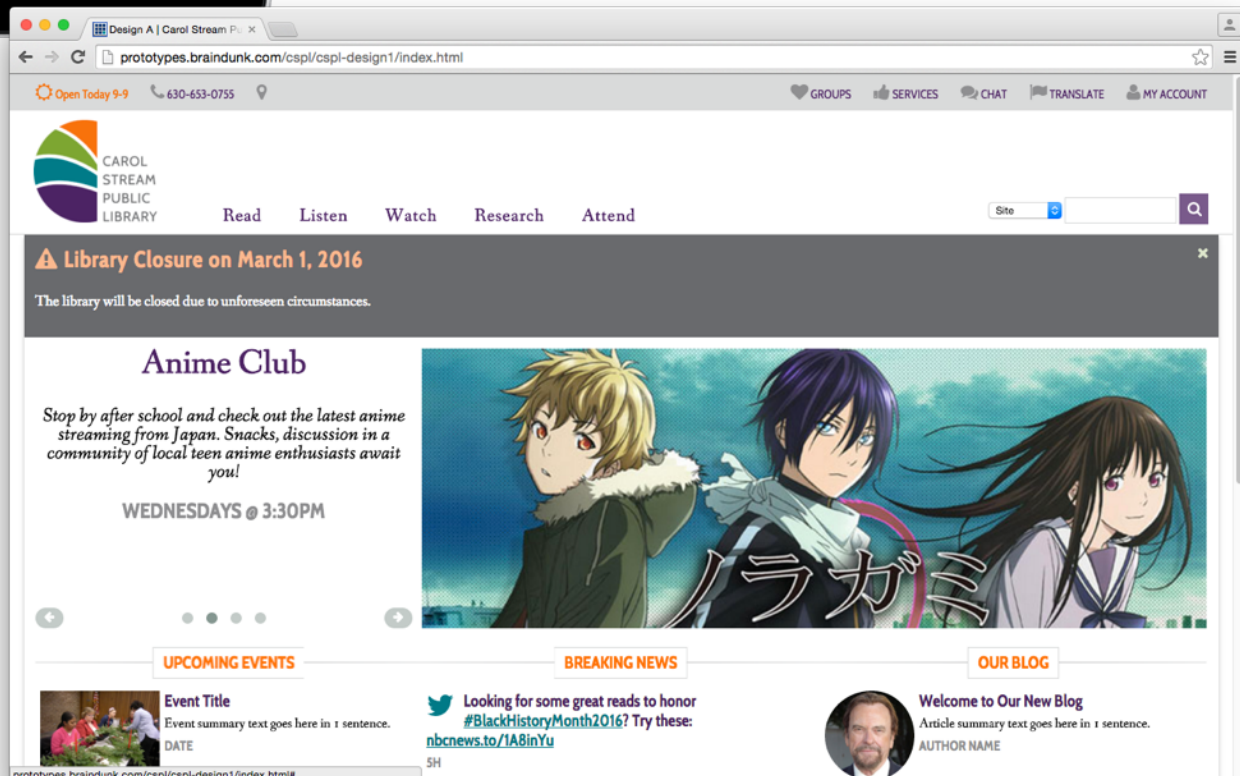
Client
Carol Stream Public Library
Carol Stream, IL

Services
- Responsive website
- Content migration and planning
- User needs assessment

- Interactive game for youth patrons teaching spelling for literacy

Description and Results
Braindunk is pleased to be working with the Carol Stream Public Library to bring a new mobile-first Web site and interactive learning game to the Library's patrons. The new interactive learning game will provide children enrolled in the Library's family literacy program with engaging game play that offers chances to learn word spelling and pronunciation. The game is built using the Unity development system, allowing the Library to publish to mobile and console platforms.

Open Today 9-9 630-653-0755

Site

⚠ Library Closure on March 1, 2016 ✕
The library will be closed due to unforeseen circumstances.

Resources for New Americans

The Library welcomes you to join us for regular speaking groups, access to print materials in your first language, and much more. Visit our New Americans page now!

Γειά 喂 สวัสดี
안녕하세요 olá hello
Oi! Olá! ciao hola
Hej Привіт
bonjour aloha guten tag
今日は goddag Chào ahn / Chào chi

UPCOMING EVENTS

Design A | Carol Stream Pu ×

prototypes.braindunk.com/cspl/cspl-design1/index.html

Open Today 9-9 630-653-0755

♥ GROUPS   👍 SERVICES   💬 CHAT   🏳 TRANSLATE   👤 MY ACCOUNT

CAROL STREAM PUBLIC LIBRARY

Read   Listen   Watch   Research   Attend

Site

⚠ **Library Closure on March 1, 2016**   ✕
The library will be closed due to unforeseen circumstances.

Anime Club

Stop by after school and check out the latest anime streaming from Japan. Snacks, discussion in a community of local teen anime enthusiasts await you!

WEDNESDAYS @ 3:30PM

ノラガミ

UPCOMING EVENTS
Event Title
Event summary text goes here in 1 sentence.
DATE

BREAKING NEWS
Looking for some great reads to honor #BlackHistoryMonth2016? Try these: nbcnews.to/1A8inYu
5H

OUR BLOG
Welcome to Our New Blog
Article summary text goes here in 1 sentence.
AUTHOR NAME

prototypes.braindunk.com/cspl/cspl-design1/index.html#

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Responsive Web

References

BirdNote (2014)
www.birdnote.org
Sallie Bodie, Executive Director
P.O. Box 99456, Seattle, WA 98139
206-283-1254
sallieb@birdnote.org

Jordan River Commission (2013)
www.myjordanriver.org
Laura Hanson, AICP, Executive Director
P.O. Box 91095, Salt Lake City, UT 84109-1095
801-536-4158
lahanson@utah.gov

Kitsap Regional Library (2015)
www.krl.org
Sharon Grant, Collection and Technical
Services Manager
1301 Sylvan Way, Bremerton, WA 98310
360-475-9036
sgrant@krl.org

Ohio Public Library Information Network (2015)
www.oplin.org
Stephen Hedges, Director
2323 W. Fifth Ave, Ste. 130, Columbus OH 43204
614-728-5252
stephen@oplin.ohio.gov

Project
Kitsap Regional Library site, 2015.

URL
www.krl.org

Client
Kitsap Regional Library,
Kitsap Peninsula, Washington

Services
- Responsive website design
- Content migration and planning
- Drupal content management system
- User needs assessment

Description and Results
Braindunk is proud to have recently launched a new responsive Drupal-powered site for the nine-branch Kitsap Regional Library in Washington state.

braindunk
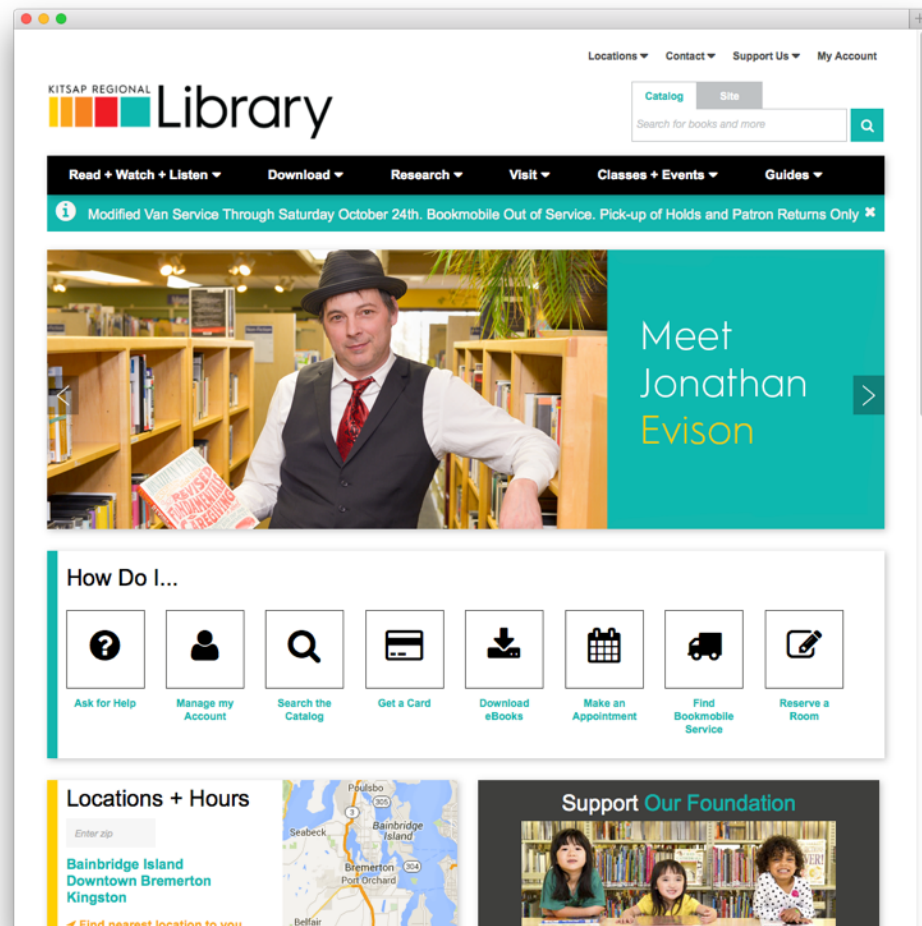
MEDIATROPE

Online and off, Mediatrope builds interactive environments
with **creativity** and great engineering.

You dream… We deliver…

We're known for our creativity and engineering. Our products invite the end user to feel, play, and see for herself how something works. The result is a sense of wonderment and the desire to learn more, to visit in person, or to purchase.

We've had many long-term clients, probably because we care so much about quality. We're fast and reliable. We give you our full attention — one of our founders acts as the lead on every project. We want our customers to be happy.

Our clients are leaders in business, education, and the arts. They include Hewlett-Packard, Clicquot, the National Museum of American History, City College of San Francisco, the Fine Arts Museums of San Francisco, and IDEO — the world's leading product design firm.

Mediatrope was founded in 1996 by Tania Schwartz and Ethan Wilde, a leading authority on Internet programming tools. Our name means "media guided by environment," or "bringing light." We're based in San Francisco.

SERVICES

We help our clients **figure out** where they
want to go and **the best way** to get there.

Our clients get noticed…

We're a full-service Web design firm. We can do everything for you, from figuring out strategy to managing the project to launching and maintaining the site. We can help you sell, communicate, educate, or inspire.

Or tap us as interactive design specialists. We will create a solution that fits your needs and goals. We're experts at solving unusual design challenges. We've created traveling exhibits, CD-ROMs, and interactive videos that use the human body as an input device.

Or come to us for production services. Our production department is one of the best in the business. We're fast, and we do it right. So your audience will have a great interactive experience.

Our services include:

Interactive Development	Content Management
Exhibit Design	E-commerce Strategy
Video and Motion Graphics	Email Marketing
Web Development	Site Hosting and Maintenance

We build great **interactive** experiences
that realize your business **objectives**.

Beauty... Utility... Delight...

Whatever your needs, we can offer a solution that works. Whether it's a particular medium or a particular type of interactive experience. We have expertise in all types of interactive design and a variety of mediums. We can offer you seasoned guidance in all areas of e-commerce, marketing, education, and entertainment. Let us surprise you.

E-commerce. We believe your investment should be proportional to your revenue. Because it's hard to make money online if you're spending a fortune on your Web site.

Web. We design truly interactive experiences. We aim to delight and surprise. Our Web sites invite an audience to feel, play, and see for themselves how something works.

CD-ROM. A Web site isn't always the right solution. Our consumer and promotional CD-ROMs are engaging and award-winning.

Interactive Environments. Our expertise extends to interactive displays in a variety of settings. We can apply our experience in corporate briefing centers, trade shows, museum exhibits, and retail stores.

Content Management. Sitebots® Content Manager is our Web-based tool for updating, adding, and deleting content on dynamic Web sites. You don't need to know any HTML to use Sitebots. Anyone in your organization with a Web browser can instantly update the text, images, and interactive content on your site. Sitebots also supports extensive email communication and e-commerce functions. Visit *www.sitebots.net* to learn

We're **experts** in interactive strategy, usability,
interactive **design**, production, and engineering.

We help you dream… wisely.

Strategy. What is your dream? We analyze your goals, constraints, and audience. We develop a unique interactive strategy that works for you. We perform competitive analysis, prototyping, and focus group testing. We develop user profiles so your strategy will suit your audience. We can help you define your brand, positioning, and identity.

Usability. Good design isn't just about how something looks. It's also about how well it works. It's about interactivity, motion, and time. We always do usability testing, whether formal or informal. Our process demands it, and the result is a product that works for you and your audience.

Design. We are experts in interactive and visual design. We believe that form follows function, and that design should be appropriate to the medium. Good design helps people accomplish what they want to do.

Production. Our production services are top-notch. We're really fast, and we know all the right tricks. We're also masters at graphic production, with our own production tools and content manager, Sitebots®, working to streamline the production process.

Engineering. We have the engineering expertise to create almost anything you can imagine. We're fiends for unusual design challenges. We've used everything from spinning wheels to the human body as input devices for interactive exhibits. And we partner with technology leaders like Adobe, Macromedia, Interwoven, Lotus, Microsoft, and Apple.

Our customers **trust us** because they trust our process.

Our **process** delivers.

We love what we do…

Our process is the key to our success. It keeps us on schedule. It ensures that our work is always of the highest quality. Good communication with you is built in. We allow for plenty of testing and feedback along the way. We execute quickly and fix problems while they're still small. We've worked very hard to develop an outstanding process. Why? Because we want you to be as delighted with the journey as the destination.

discovery → creative → production → deployment

Discovery. In the first phase of our process, we develop a conceptual design and strategy. We do research, analysis, and planning. We define the problem, goal, and solution.

Creative. In the second phase, we create the interactive and visual design. We work iteratively through prototypes and conduct focus groups to test our design concept. We always do usability testing to make sure the design works and is easy to use.

Production. Our production methods and standards ensure that your project will load and run well on a variety of platforms. Our testing exceeds customer requirements.

Deployment. We don't leave you at the launch. The site or interactive environment we create for you will be easy to update and maintain. We offer full documentation and training for all of our work. We also offer hosting services exclusively for our clients.

"The traveling exhibit **eloquently** delivers
the **powerful** voice of youth."

Interactive Environment

Visually engaging panels accompany the interactive media stations. Visitors use touch screen displays to explore multi-media presentations and leave feedback using an onscreen keyboard. Staff can easily manage the content of the media stations using a web-based interface. The modular and flexible exhibit can be displayed at a variety of sites world-wide.

Media stations were developed using Adobe Flash technology for presentation, paired with the open source content management system, Drupal®. The benefits of an open source solution, including affordability and many options for customization, complemented AYV's goals.
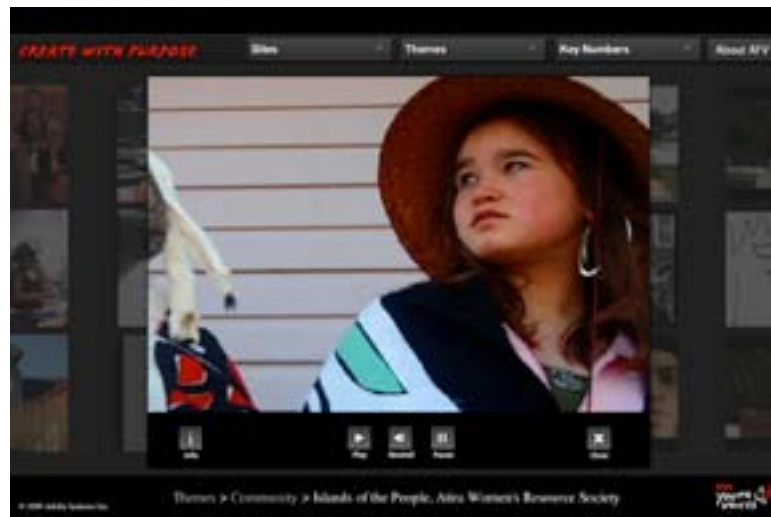
To showcase the multimedia work and personal stories of program participants with audiences throughout the world, AYV needed an exhibit that is durable, easy to pack and ship and simple for non-technical staff to maintain.

Adobe Youth Voices

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

PORTFOLIO

Web Site
www.aiasf.org/sfgp2000/

Small Firms Great Projects has enjoyed exponentially larger readership due to its online form. Because this web site also provides links to the main AIA site, featured firms can easily be recognized and rewarded by Small Firms Great Projects admirers.

The virtual version of Small Firms Great Projects actually reads like the print version. Firm information and photographs scroll across the screen, simulating the experience of browsing through the book.

When AIA decided to post their yearly Small Firms Great Projects print publication on the Web for the first time, they knew they could count on Mediatrope's design and usability expertise.

American Institute of Architects

The San Francisco Chapter of the American Institute of Architects believes that small practices are the backbone of the architecture profession. The Small Firms Great Projects exhibition provides a venue for smaller architecture firms to showcase their best work. The diversity of work represented is outstanding and demonstrates the strength of Bay Area Architecture.

"The chapter's site is **fabulous** - I just wanted to say everyone is **very pleased** with the site."

Full-featured and visually engaging, the AIA SF site has received high marks from the local chapter membership and staff - evidenced by an increasing migration of services and functions to the site. Already AIA SF has saved thousands of dollars annually by distributing its monthly event calendar on the web and via email.

Mediatrope developed a complete client-maintained Web site with full back-end integration to allow the chapter's staff, committee members and firms to bring their many information resources together under one URL.

The American Institute of Architects' San Francisco Chapter represents some of the most technologically- advanced architectural professionals in the world. Bay Area architects expect cutting-edge functioinality and design in their local chapter site.

American Institute of Architects

AIA San Francisco is committed to improving the quality of life in the Bay Area by promoting architecture and design. They further this goal through community involvement, education, advocacy, public outreach, member service, and professional excellence.

"You guys are great — **Ya hooooooooo!** feedback from users give the site a **thumbs-up** all around."

Web Site
www.aia98.org

The AIA98 Convention site set the standard for all conventions to follow - many of the site's features, including the Virtual Exhibition, have been propagated by later host chapters in their own local convention sites. With it's on-the-show-floor kiosks, web-connected CD-ROM and email out-reach, over 60,000 professionals made use of the site during the convention.

Representing the San Francisco Bay Area chapters of the American Institute of Architects in their role as hosts of the 1998 National Convention, this web site appeals to both architects and the public-at-large.

To appeal to this wide audience, the site uses local Bay Area residents from all walks of life as guides. The site visitor selects a "guide" for their visit from a cast of people who present the core content of the site along with their own unique perspectives on architecture.

American Institute of Architects

The AIA represents the architectural profession and can provide the resources and the tools to help-meet professional challenges. The Institute has been advancing the value of architects and architecture for more than 135 years through AIA member resources and as the collective voice of the profession.

"I hope you are as **excited** about the outcome of the
Virtual Exhibition as much as we are — **great** work!"

JULIA BECKER – AIA98 COORDINATOR

Interactive Environment

Utilizing database-driven delivery of product data, the exhibit links virtual exhibitors to multiple CSI categories, which allows visitors to easily search and find any desired products or services. This feature, developed for this project exclusively by Mediatrope, has been picked up by every subsequent AIA convention site.

With numerous dedicated installations on the show floor, this site provided show attendees and web visitors with access to information about hundreds of product and service vendors.

Mediatrope was commissioned by the Bay Area chapters of the American Institute of Architects to create an interactive product showcase web site for the 1998 National AIA Convention in San Francisco.

American Institute of Architects

AIA architects don't just design four walls and a roof—they create total environments, both interior and exterior, that are pleasing and functional for the people who work and do business within them.
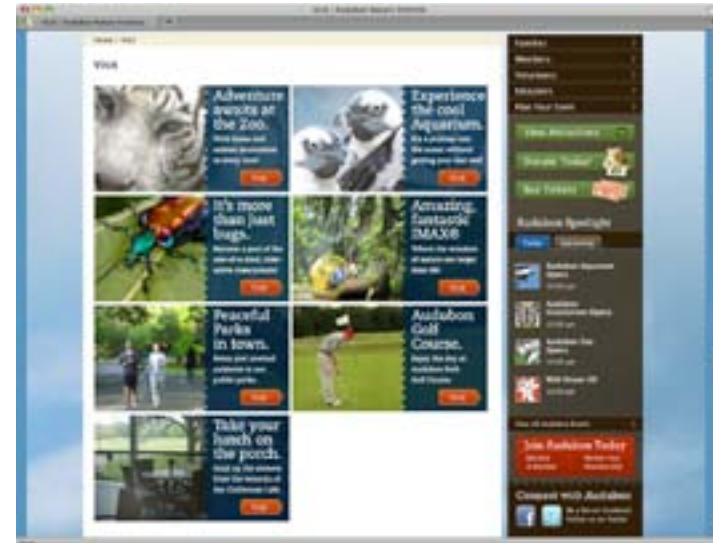
Burdened by a confusing site design and an inflexible and costly content management system, Audubon turned to Mediatrope for help.

Mediatrope designed a new visitor-centered site architecture. We created a customized open-source solution by integrating Drupal® content management, CiviCRM® constituent relationship management and UberCart®, an e-commerce package.

The seamless integration of robust open-source tools results in a highly functional Web site without a high recurring cost. The new site offers visitors a rich online experience with many opportunities to learn and get involved with the Institute. The back-end solution makes it easy for staff to update and expand the site.

Audubon Nature Institute

Audubon Nature Institute is a not-for-profit member organization with a collection of world-class family attractions dedicated to "Celebrating the Wonders of Nature." The Institute operates nine facilities and parks, most located along the historic Mississippi Riverfront in New Orleans, Louisiana.

PORTFOLIO

"[Winning the Webby Award] is **great news** for our site... everyone here is very pleased."

MIKE WEBB - DEPUTY DIRECTOR OF COMMUNICATIONS

As a think tank and legal policy center, the Brennan Center for Justice needed to provide easy access to thousands of legal documents in an intuitive structure, enabling them to fulfill their mission of educating the public about national issues.

The new site is organized according to the legal and public policy issues that BCJ addresses. New intuitive navigation and powerful search tools enable users to quickly and easily find resources on specific issues.

Each page includes a list of articles, press releases, case briefings, and presentations related to the subject in the main window. The site also includes email marketing tools and a sophisticated back end database structure. Non-technical Brennan Center staff manage all aspects of the site using the Sitebots Content and Communication Manager.

Web Site
Email marketing
Contract management
Web content management
Web hosting

www.brennancenter.org

THE WEBBY AWARDS

The Brennan Center for Justice

The Brennan Center for Justice at New York University School of Law is part think tank, part public interest law firm, and part advocacy group. Created as a monument to Justice William J. Brennan, the law institute focuses on issues ranging from voting rights to redistricting reform, from access to the courts to presidential power in the fight against terrorism.

PORTFOLIO

Web Site
www.nisus.sfusd.k12.ca.us/
schwww/sch456

Bryant Elementary wanted a web site with all of the vitality and innovation of their technology-focused school, one of a dozen Pacific Bell Education First Demonstration Schools.

This inner-city institution hoped to bring the bright colors of its murals and the sophistication of its technological capabilities to the school's web presence. Mediatrope met the challenge with fun graphics, bright colors, and lots of friendly animation.

In a comprehensive effort to bring the students and faculty into the web site, Mediatrope conducted a full day of training with the teachers to help them assemble images and text for their own classroom pages, which display class projects, photos, and school news.

Bryant Elementary School   San Francisco Unified School District

Bryant Elementary School, located in the heart of the Mission District in San Francisco, is a local technology magnet school. Part of the San Francisco Unified School District, Bryant has become the model for other schools in their efforts to move their voice and outreach online.

Web Site
californiafoward.org

California Forward worked with Mediatrope at its inception to define and develop their online presence. They were looking for an online outreach strategy that connected with the large population of California and its many different constituencies.

For California Forward's core Web site, Mediatrope created a fully bilingual site for constituents with all levels of government knowledge. Current policy is presented in easy-to-understand explanations coupled with downloadable charts and graphs. The site's visuals and pull-quotes highlight varied perspectives on government's responsiveness to residents' needs.

Thanks to the online presence of California Forward, residents of California have instant access to a wide range of information about the improvement of state government. Thanks to the accessible and extensive information contained in the site, Californians can evaluate the challenges facing the state and ways state government can do better to meet these challenges. Citizens are engaged from the comfort of their own homes.

California Forward

The mission of California Forward is to transform our state government through citizen-driven solutions to provide better representation, smarter budgeting and fiscal management, and high quality public services so all Californians have the opportunity to be safe, healthy and prosperous in the global economy.

"You've been a real partner. You **understood our needs**, shared our vision, and **delivered great work** on tight deadlines."

JULIA PAIGE – EXECUTIVE PRODUCER

First Lady Maria Shriver has transformed this annual non-partisan event into the leading women's conference in the nation. Influential speakers such as his Holiness the Dalai Lama, Oprah Winfrey and Sandra Day O'Connor attract attendees from across the nation.

The Web site needed to match the event's high profile, convey the spirit of the speakers, and give online visitors access to rich content. The redesigned site includes live webcasts, podcasts, video clips and photo galleries.

The site amplifies the Conference's core message of community involvement, functioning as an ongoing source of inspiration. Conference participants share their experiences by submitting stories, and Maria Shriver connects with audiences through her blog. The Conference's non-technical staff maintains the site with our Sitebots content management tool kit.

California Governor and First Lady's Conference on Women

The California Governor & First Lady's Conference on Women empowers women to be Architects of Change in their homes, their communities and across the state. The Conference began 20 years ago as a government initiative. Under First Lady Maria Shriver's leadership, the Conference has more than quadrupled in size, with this year's attendance exceeding 13,000.

Web Site
www.caredistricting.org

The new California Redistricting site was an important clearinghouse for resources during the 2008 election, when Proposition 11 offered a new approach to the redistricting process. The site's nonpartisan orientation and useful media resources enabled news outlets throughout the state to offer a clear understanding of the existing redistricting process. The November 2008 victory of Proposition 11 will bring a new redistricting process to the state.

Mediatrope worked closely with the Institute for Governmental Studies at UC Berkeley to present their redistricting data with a clear explanation of the challenges and problems with California's existing redistricting process. We developed custom maps that illustrate the illogical division of districts and a "Find Your District" tool to allow reporters and citizens to learn about their own districts.

Do you understand how political redistricting works? It is a process that greatly influences legislation but many citizens know little about it. The goal of the California Redistricting Web site is to serve as a handbook, explaining the "what, how, and why" on redistricting in the state.

California Redistricting

"California Redistricting" is a special project of California Forward, an organization committed to improving the quality of life for all Californians by creating more responsive, representative and cost-effective government. California Forward pursues a range of complementary reforms in the areas of healthcare, education, the environment and economic growth, among others, with the goal of producing better governance.

"The Otto Club web site is the **winner** of the Public Relations Society of America's 1998 **Compass Award**."

PUBLIC RELATIONS SOCIETY OF AMERICA

Web Site
www.ottoclub.org
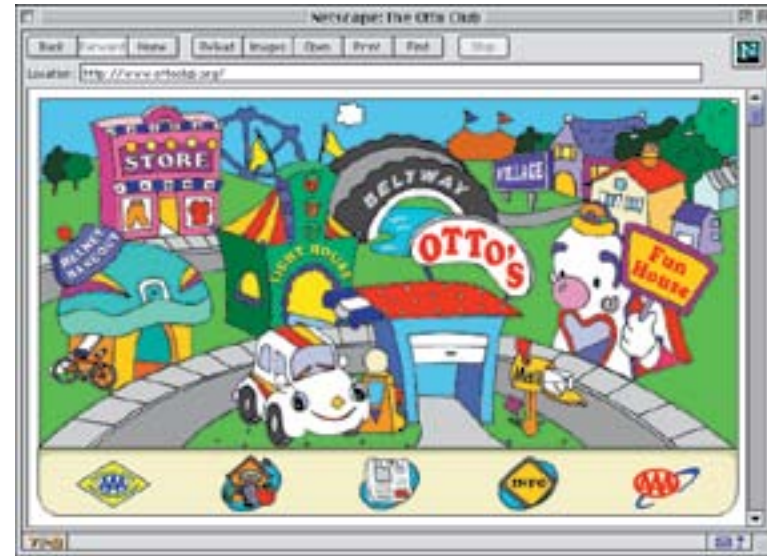
The California State Automobile Association's Traffic Safety Department had been teaching children the rules of the road for over 50 years when they came to Mediatrope looking for a web site to spread the word.

Mediatrope created the Otto Club for CSAA as a traffic safety education site for children, ages 5-12. Our concept was based on the creation of a character-destination-message nexus. Each character focuses on a cluster of safety messages, like playing safely.

The cast of characters developed by Mediatrope have become popular favorites in schools and homes throughout the Western United States. With winning results, our work has been expanded into a CD-ROM distributed by National AAA in along with a statewide roll-out of Otto-based children's play centers in CSAA's new car care centers.

California State Automobile Association

With over 3.8 million members in Northern California, Nevada, and Utah, CSAA is the second largest AAA Club. The club was founded on sound principles, attracted good people, and offered important benefits which have grown to include Emergency Road Service, Insurance Services, Travel Services, Financial Services, Automotive Services, Education, and more.

"Your **creative vision and dedication** helped us create a new organizational identity and Web presence under fierce deadlines."

KAREN BAKER – EXECUTIVE DIRECTOR

PORTFOLIO

The California Service Corps came to Mediatrope seeking a new Web identity to match their core message: that volunteering is not only worthwhile, but also cool, fun and fulfilling. They needed an appealing,

We developed a sophisticated interface for the new "Volunteer Matching Network", a statewide database that matches people with volunteer opportunities that reflect their interests. As a state agency, California Volunteers also has obligations to other agencies and

The "California Service Corps" has now become "California Volunteers," and they have a fresh look to match their dynamic new name. Multimedia and celebrity content helps attract new volunteers, and the volunteer matching tool helps them find opportunities. Sitebots enables agency staff to maintain the site easily, and they're now able to communicate proactively with their many audiences using the site's new e-mail marketing tools.

California Volunteers

California Volunteers administers AmeriCorps and other service and volunteer programs throughout the state. Through these programs and initiatives, Californians of all ages and abilities are provided with ongoing opportunities to volunteer, to become better prepared to respond to emergencies and disasters, and ultimately, to embrace a lifetime ethic of service.

"You have been very **generous** with your time and we **thank you** for your help."

Web Site
www.carnegiefoundation.org

Mediatrope extended the scope of the site's outreach by integrating the widely used Carnegie Classification of Institutions of Higher Education. The thorough and extensive integration of the many facets of the Foundation's voice has yielded significant growth in the site's audience and usage.

The new design organizes the site into a clear and comprehensible structure. Information is integrated across numerous initiatives, cross-referencing online publications, events, press releases, surveys, discussion forums, and education programs for teachers.

Many of the Foundation's publications are only accessible through the Web. An intuitive site that allows the Foundation's diverse audience to easily navigate through hundreds of publications was crucial to the organization's accessibility.

The Carnegie Foundation

The Carnegie Foundation for the Advancement of Teaching is a national research and policy organization providing information for teachers, researchers, and policymakers. Much of the research and online publications provide information on how best to succeed in the classroom, achieve lasting student learning, and assess the impact of teaching on students.

"The exhibit is the **realization** of Rivera's ideals within a **modern** context."

RICHARD RODRIGUES – CITY COLLEGE OF S.F.

Interactive Environment

"How do we share the experience of a Diego Rivera mural?" City College of San Francisco asked. They wanted to increase awareness of a treasure, one of the Rivera's most magnificent works — hidden away in a theater on City College's main campus.

Our answer, a bilingual travelling exhibit and Web site, has sparked worldwide interest. We conceived and created the interactive exhibit as a way to send the mural out into the community to foster dialogue, learning and scholarship.

Thousands of people have been exposed to the traveling exhibit at the de Young Museum of San Francisco, the San Mateo County Fair, and the City College library. The project has sparked the creation of an international advisory board. It has also helped City College liaison with other learning institutions, museums and cultural organizations.

City College of San Francisco Rivera Mural Project

City College of San Francisco (CCSF) offers courses in more than 50 academic programs and over 100 occupational disciplines. Its goal of "providing educational and cultural opportunities to a diverse and changing community" may seem as lofty as its Phelan Campus, but everyday, with 85,000 students spread across nine city-wide campuses, its success is very "down to earth".

"We are enjoying so much **exposure** and awareness thanks to the quality and **integrity** of the Mural's virtual counterpart."

ROBERT GABRINER – CITY COLLEGE OF S.F.

Since its launch in 1998, the site has helped the CCSF Rivera Project expand its audience as it strives to establish a permanent Rivera Study Center at the main campus of City College. Our work for CCSF has expanded to include a traveling interactive exhibit that educates users about the mural.

CCSF needed a web site to promote a hidden treasure: Diego Rivera's mural, *Pan American Unity*. CCSF and Mediatrope strategized about how to best use the Internet to reverse decades of obscurity.

Together we created a bilingual site that maximizes the mural's accessibility, educates visitors about the mural's imagery and themes, and generates commitment to the mural's conservation. Our Sitebots® Content Manager enables staff to maintain the site in two languages.

City College of San Francisco Rivera Mural Project

City College of San Francisco (CCSF) offers courses in more than 50 academic programs and over 100 occupational disciplines. Its goal of "providing educational and cultural opportunities to a diverse and changing community" may seem as lofty as its Phelan Campus, but everyday, with 85,000 students spread across nine city-wide campuses, its success is very "down to earth".
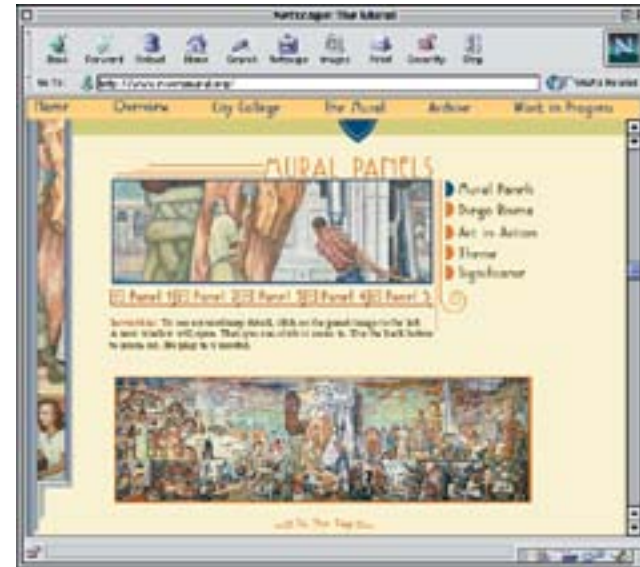
Non-technical staff at CCHS and Dewey Square manage site content in both English and Spanish using our Sitebots® Content and Communication manager. Sitebots also allows CCHS to build online mailing lists and send bulk e-news updates to supporters.

The English/Spanish Web site provides information on recent legislation, fact sheets and links to press coverage. The site features advocacy tools allowing visitors to email their representative, send a letter to the editor, sign up for a community forum, and join the mailing list.

Mediatrope partnered with the Dewey Square Group to create a bilingual voter education site on behalf of Citizens for Community Health and Sustainability. The site provides information on issues affecting residents of California's 11th Congressional District.

Citizens for Community Health and Sustainability

Citizens for Community Health and Sustainability (CCHS) is a broad-based coalition of concerned residents, community groups, and environmental organizations whose mission is to make region of the 11th Congressional District a better place to live by raising awareness of issues, both locally and federally, that affect district residents' health and safety, lands, and economy.

"A **delightful** experience — reminiscent of Provence with its pleasant sounds and **bubbly** animation."

Web Site
www.vcpetanque.com

Virtual Petanque has been included in Macromedia's exclusive ShockRave web site thanks to Mediatrope's innovative use of Shockwave technology. Petanque Pierre has been a fun and fruitful project for producers and users alike.

Mediatrope created a virtual version of Petanque which launched just in time for Bastille Day when Clicquot sponsors real-life Petanque games in cities across the US.

In order to represent the culture associated with Clicquot's fine products, Mediatrope thought it sporting to bring French lawn-bowling online.

Clicquot, Inc.

Clicquot's portfolio spans the globe and includes wines for every occasion — from an apéritif à deux, to the grandest celebration, and from a reception through dessert. The house of Veuve Clicquot constantly searches for perfection in winemaking and has been rewarded by a devoted following of customers for hundreds of years.

"**Sparkling** products deserve equally **brilliant** multi-media presentation."

Scharffenberger Cellars chose Mediatrope to design and develop this product announcement CD-ROM to launch their new Pacific Echo label of sparkling wines.

The goal of this presentation was to impress all users, both consumers and journalists, by matching the wine's elegance with a sophisticated presentation.

With comprehensive fact sheets, press releases, video interviews, and a fully interactive game, the Pacific Echo CD is more than a show piece. As Matthew Egan of Clicquot explains, "Everyone from wine media to distributors, as well as consumers has been thrilled with the opportunity to use the CD-ROM. What began as a digital press kit has become an engaging selling tool."

Clicquot, Inc.

From France's Champagne region to the Marlborough region of New Zealand, to the Pacific Northwest, Clicquot, Inc. has traveled the globe to bring you the finest wines made today. Scharffenberger Cellars of California presents Pacific Echo as another facet of the Clicquot, Inc. showcase of finesse, sophistication and elegance.

"The new site is **fresh**, current, and allows us
to offer visitors **something new** each visit."

KORINNE MUNSON – CLICQUOT, INC.

PORTFOLIO

Web Site
www.clicquotinc.com

The elegant look and content draw
the consumer in and promote a life-
style of luxury. Visitors can learn to
make Pêche à la Provençal, a tradi-
tional French fruit dessert that pairs
fabulously with champagne, or play
a virtual game of Pétanque, French
lawn bowling.

Mediatrope uncorked a sparkling
blend of functionality and style.
A client area powered by our
Sitebots® Content Manager allows
Clicquot staff to make changes
quickly and easily, retailers can
access customizable co-branded
ads and reviews.

Clicquot wanted a Web site
that would promote its luxury
champagnes and wines to retailers
and consumers. Clicquot's products
change with fashion and the harvest,
so they need to be able to update
the site constantly.

Clicquot, Inc.

The founder of the historic Champagne House of Veuve Clicquot, the dynamic Madame Clicquot
had as her motto: "Only one quality... the finest." That same principle is the foundation upon which
Clicquot, Inc. has built its international portfolio of ultra-premium wines and spirits.
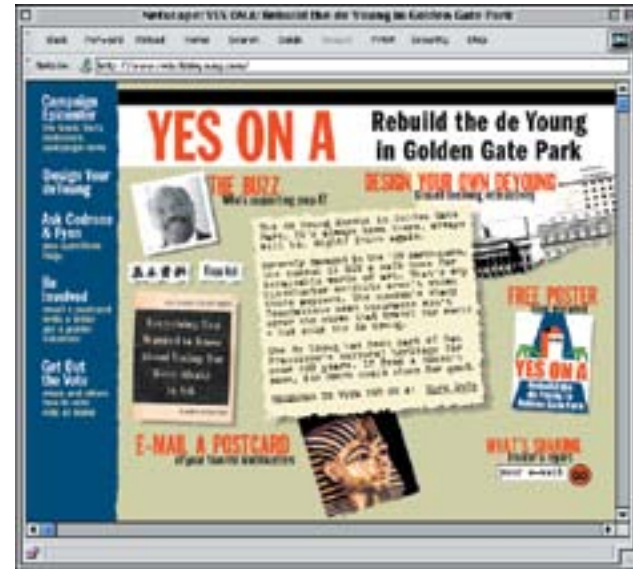
"With solid design and quality **substance**, this site sets the **benchmark**."

SAN FRANCISCO CHRONICLE

Web Site
www.rebuilddeyoung.com

The site employs a number of interactive techniques to emphasize the structural damage of the museum, provide campaign information, and make it easy for voters to get involved with the campaign. A key feature is the Shockwave game that simulates the museum's collapse in the wake of an earthquake and then invites users to design a new museum.

Aimed at young, technologically savvy voters, the site demonstrates a compelling and entertaining strategy for educating and involving the electorate.

When San Francisco's oldest art museum needed voter support for a bond measure for renovation funding, Mediatrope was happy to go to work on the campaign web site.

Committee to Rebuild the de Young Museum

This dedicated volunteer organization believes in community interactivity. Working in junction with Whitehurst Campaigns, their plain priority is public awareness and involvement.

The Computer History Museum is home to the world's largest collection of computer-related artifacts. But much of the collection is in storage while the museum develops a new generation of exhibits. The museum turned to Mediatrope to develop an online exhibit that would provide access to the collection to a wider audience.

The Virtual Visible Storage exhibit spans the history of computing from ancient times to super computing and reflects the extraordinary evolution in technology from gears and vacuum tubes to recent generation semiconductors. Our timeline design allows visitors to explore eras and themes in computer history and to browse hundreds of individual artifacts.

The Virtual Visible Storage exhibit offers a great introduction to computer history and gives online visitors a glimpse of the extraordinary artifacts in the museum's collection.

Web Site
www.computerhistory.org/
VirtualVisibleStorage

Award Winner

web awards

2004 Standard of Excellence
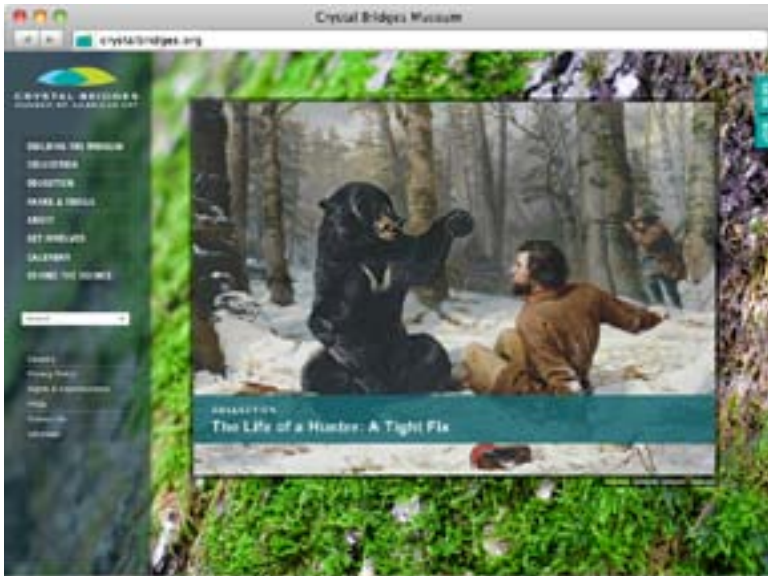
Computer History Museum

The Computer History Museum tells the amazing story of the computing revolution through landmark artifacts from a 1925 IBM Punch Card sorter to a 1996 Palm Pilot. The Museum's mission is to preserve and present for posterity the artifacts and stories of the Information Age.

Web Site
http://crystalbridges.org

To showcase the multimedia work and personal stories of program participants with audiences throughout the world, AYV needed an exhibit that is durable, easy to pack and ship and simple for non-technical staff to maintain.

Media stations were developed using Adobe Flash technology for presentation, paired with the open source content management system, Drupal®. The benefits of an open source solution, including affordability and many options for customization, complemented AYV's goals.

Visually engaging panels accompany the interactive media stations. Visitors use touch screen displays to explore multi-media presentations and leave feedback using an onscreen keyboard. Staff can easily manage the content of the media stations using a web-based interface. The modular and flexible exhibit can be displayed at a variety of sites world-wide.

Crystal Bridges Museum of American Art

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

Web Site
www.destination-u.com

Award Winner
web awards
2004 Outstanding Website

In designing the site for Destination-U, a new online college counseling service, our challenge was to communicate the value proposition of online college counseling and provide a service that combined the personal touch of an expert counselor with the power of online

After extensive research with students, parents, and educators, we developed a user interface that engages students and inspires confidence and trust in parents while collecting and delivering large amounts of data in a clear and accessible format.

The site provides a customized list of colleges based on a personality assessment college application planning service. The goal of Destination-U is to relieve the stress that surrounds the application process and to help families make good college choices.

Destination-U

Destination-U is an innovative college counseling Web application that guides students through the college admission, test preparation, and financial aid processes. The site matches college-bound students to schools where they are most likely to thrive based on their unique needs, interests, and aspirations.

"Visitors love the **signage**. And we love the Sitebots system—it pulls from our online calendar, **saving time** and updating is a snap."

ANDREW FOX – WEBMASTER

For the new de Young Museum, the Fine Arts Museums of San Francisco, wanted to extend the content and assets from their award-winning Web site to educate and delight visitors in the galleries.

Dramatic Flash-based electronic signs display information on exhibitions and programs from three locations in the new museum. In the Textile Study Center, kiosk interactives build on the online collections to provide access to fragile objects that are only rarely on display.

The signage and kiosks are integrated with the museum's Web site and our Sitebots® Content Manager dynamically delivers content to all three platforms. Calendar events are entered into Sitebots once and published to Web and signage, eliminating duplicate data. Non-technical staff can program new animations and update the signage on a moment's notice using Sitebots.

de Young Museum

Founded in 1895 in San Francisco's Golden Gate Park, the de Young Museum has been a cherished Bay Area destination for over 100 years. On October 15, 2005, the de Young re-opened in a landmark new building designed by renowned Swiss architecture firm Herzog & de Meuron.

"**Sitebots** makes our site as **dynamic** as our galleries!"

ANDREW FOX – DIRECTOR, FAMSF PUBLIC RELATIONS

Web Site
www.thinker.org

Award Winner

W web awards

2003 Standard of Excellence

In May, 2003, a new Thinker site launched. The new site builds on the innovation of the original site with new features and a updated look. The site is powered by Sitebots® Content and Communication Manager - enabling staff across the museum to update content easily.

The searchable ImageBase of 85,000 works provides access to the collections of both museums. The site's newest features include a print on demand online store and a "MyThinker" portal where members create personalized calendars and collections.

A rich variety of content is provided for site visitors through time-based presentations on the home pages announcing upcoming events, exhibitions and news. The email marketing campaigns have generated new levels of site attendance and online membership sales. The site provides a foundation for the interactive portal required for the new de Young Museum opening in 2005.

Fine Arts Museums of San Francisco

The Fine Arts Museums of San Francisco is comprised of the M. H. Memorial de Young Museum and the California Palace of the Legion of Honor, Mediatrope began working with FAMSF in 1996, lauching the first Thinker site to national acclaim. The site was declared "a masterpiece" by the New York Times and "the largest and best Web site of any major museum" by the California Arts Council.

""We've received only compliments so far.
Thanks for a **great site**."

Ron Tierney, Communications Director Fort Mason

The new look has met with rave reviews from Fort Mason audiences. The redesigned site is now easier for Fort Mason staff to maintain and they're able to make updates quickly and more frequently.

Fort Mason turned to us for a site redesign to implement a new brand identity and reorganize their online calendar. Site maintenance was also an issue: Fort Mason's small staff was struggling to maintain a constantly evolving calendar of more than 15,000 events.

A new information architecture allows visitors to find what they need and the new visual design is a flexible grid that accommodates the range of promotional images that the Center receives from its resident organizations. We streamlined the production process, eliminating steps and creating templates that ease the burden on staff.

Fort Mason Center

Fort Mason is a unique cultural, educational, and recreational center located in a converted military base on the San Francisco waterfront. A National Historic Landmark, the Center houses 35 nonprofit organizations and is the setting for more than 15,000 performances, exhibitions, classes and special events, attended by 1.5 million visitors each year.

PORTFOLIO

"... the online catalogue allows Web users ... to **learn** ... through the **triple** vantage points of materials, place of production and time."

FREER AND SACKLER GALLERIES
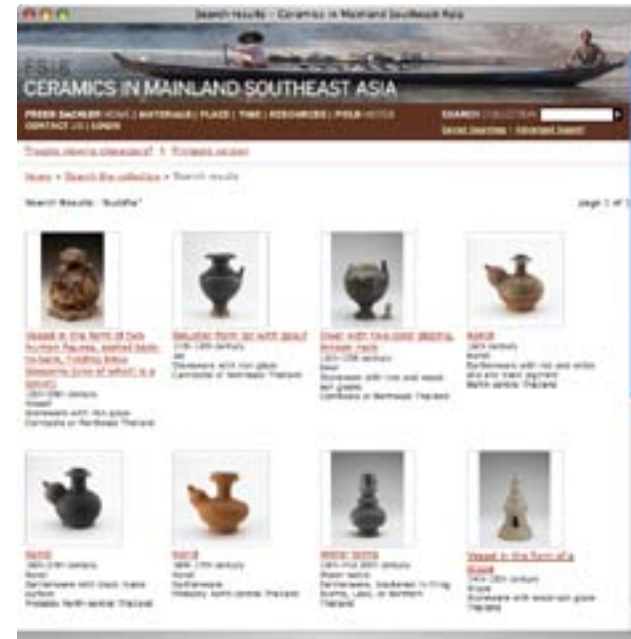
The Freer and Sackler Galleries needed a site to showcase the Hauge Collection. This collection of 800 ceramics from Southeast Asia will not be accompanied by a printed publication, so the Web site needed to serve all the functions of a traditional catalog and then some.

The Web-based catalog is a first for the Galleries. The site combines features of a traditional printed catalog, such as scholarly essays and detailed object information, with tools unique to the online environment. Web visitors explore the collection through interactive maps, timelines and information about clay and glazes.

In addition to providing documentation of collection objects, the online catalog also provides opportunities for open, contributory scholarship. A "Field Notes" section appears on nearly every page, enabling researchers, artisans and members of the public to comment on and contribute to collections information. The catalog makes information on the Galleries' Southeast Asian ceramics available around the world.

Freer Gallery of Art & Arthur M. Sackler Gallery

The Smithsonian's Freer Gallery of Art and Arthur M. Sackler Gallery together form the national museum of Asian art. Spanning 4,000 years, the Hauge Collection highlights ceramics made in or traded into Vietnam, Cambodia, Laos, Thailand, and Burma.

PORTFOLIO

The Parks Conservancy's Web presence was spread over three sites making it difficult for visitors to find information. Site updating was difficult and the existing e-commerce tools were limited. The Conservancy turned to Mediatrope for help.

We created a new, integrated site, making it easier for online visitors to locate information and get involved. The redesigned site features an advanced Sitebots®-powered system for program and volunteer registration, merchandise sales, membership renewal and event ticketing.

The Parks Conservancy uses Sitebots email marketing and contact management tools to reach out to its constituents and administer information about members, volunteers, customers and the media. Online visitors can now find everything they're looking for in one place and connect to the parks in more ways than ever.
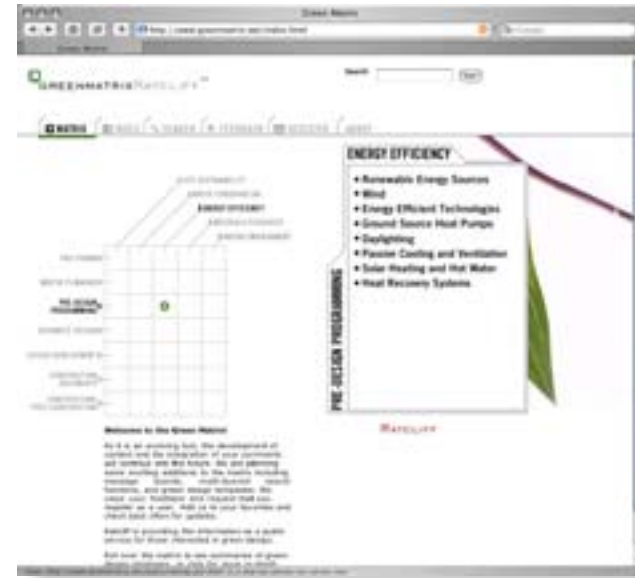
Golden Gate National Parks Conservancy

The Golden Gate National Parks Conservancy is a non-profit that supports 36 parks in the San Francisco Bay Area through education, events, and fundraising. Every year, 17 million visitors flock to places like Alcatraz, Crissy Field, and Muir Woods, experiencing the Conservancy's remarkable conservation and education programs.

Great job—folks over here are very happy with the work you guys have done. Please share this with the rest of your team."

MICHAEL YAP – RATCLIFF

PORTFOLIO

Web Site
www.greenmatrix.net

Award Winner
W
web awards
2004 Outstanding Website

The Green Matrix is the first ever Web site that comprehensively applies the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) guidelines from site selection through construction. The Green Matrix has been received with great enthusiasm by the design and construction industries and Ratcliff is already planning new features for the site.

The field of green design has grown so dramatically that navigating the available resources is a real challenge. Ratcliff turned to Mediatrope to create the Green Matrix™, a Web-based tool to assist the design and construction industry in building green.

The Green Matrix cross-references five sustainable topics: site, water, energy, materials and indoor environment with the seven major phases of building design from initial pro-forma through construction. Each part of the matrix offers specific information on current green design strategies and links to additional resources.

Green Matrix

Founded in 1906, Ratcliff is a third-generation architectural, planning and interiors firm headquartered in Emeryville, California. Ratcliff offers a broad range of services for health care, higher education, and housing/hospitality clients throughout the Western United States.

PORTFOLIO

Web Site
www.headlands.org

The Headlands Center for the Arts needed a Web site facelift to provide information in a dynamic way to draw new visitors' deep into the site and promote the organization's programs and events.

The site's innovative Flash interface strikes a balance between ease-of-use and dynamic changing content. The consistent interface makes the site easy to navigate for all visitors while rotating content surfaces events and unique opportunities that Headlands is known for.

The intuitive navigation system has enabled users to find information – such as resident artists, alumnae, and upcoming events – quickly and easily while encouraging return visits. In just one year after the site launch, site views per day increased by 64%, and the number of returned visits doubled.

Headlands Center for the Arts

Set in artist-renovated military barracks in the Marin Headlands, the Headlands Center for the Arts is an internationally-renowned artist residency program that promotes the role of artists in society. Headlands Center for the Arts hosts a number of public programs, including performances, discussions, lectures, and artist residency programs.

"This kind of immersive environment is the **future** of communication for galleries, stores, and the corporate **world**."

PORTFOLIO

Interactive Environment

HP's Briefing Center is far more than a room full of information about products. It is a powerful, personal experience for each visitor, and a representation of HP's position at the forefront of technology.

Mediatrope's innovations turned the Briefing Center into an immersive product information gathering experience. Visitors enter with a handheld device which tracks their interests and builds a personal web site. As they peruse, visitors interact with touch screens, wheels, and sensors which help them discover information about business solutions, partners, and technologies.

When the design firm IDEO was commissioned to create an interactive information center for high-tech leader Hewlett-Packard, they came to Mediatrope for our technical skills and creative problem solving.

Hewlett-Packard Briefing Center

Hewlett-Packard Co.—a leading global provider of computing and imaging solutions and services—is focused on making technology and its benefits accessible to all.

"We've been continually overwhelmed by the **quality of work** — Mediatrope has **overcome** hurdles that stumped previous vendors."

LOUIS JUDICE – hp MOBILE E-SERVICES BAZAAR

Interactive Environment
and Web Site
www.hpbazaar.com
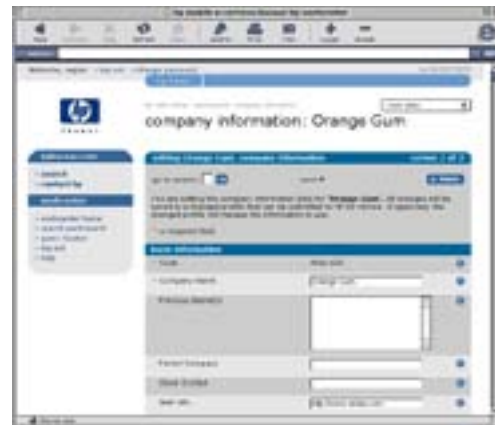
Hewlett-Packard's partners around the world want to meet and collaborate on new mobile technologies, so they need to share information. HP came to Mediatrope to make it possible.

Mediatrope built HP an interactive brokering tool so that users can access overviews, case study videos, demos, and technical background information on more than 400 companies. The tool powers the Mobile e-Services Bazaar Web site, CDs, and kiosks around the world. Easy to manage and update, the brokering tool is also the heart of the Bazaar's administrative database.

The HP brokering tool not only allows companies around the world to collaborate, it helps HP manage relationships with its partners and ensure consistent worldwide messaging.

Hewlett-Packard Mobile E-Services Bazaar

HP's Mobile E-Services Bazaar sites are based in mobile technology epicenters around the globe. The first bazaar was opened in 2000 in Helsinki where the population was quickly adapting mobile ways of life. Additional hubs soon followed, in Tokyo, Silicon Valley, and Singapore.

"The new design presents very **clearly** the **value proposition** Print Central has to offer."

AMERICA ONLINE COMPUTING CHANNEL

The new site design, launched in conjunction with the new AOL 6.0 client, has yielded a huge increase in overall site traffic to Print Central. Ongoing site improvements will continue to direct visitors to content areas that best match their interests. Mediatrope helped make Print Central the next great step for printing since the laser printer.

Mediatrope undertook significant original user testing and market research to develop a refined feature set and user interface for the new Print Central. The home page offers a clear distinction between services available, while the information architecture has been completely refined.

Hewlett-Packard came to Mediatrope with the hopes of revitalizing and more fully realizing the potential of the Print Central online property. The goal was to effectively redesign and refocus the site on its core audience and value proposition.

Hewlett-Packard Print Central

Print Central is the central resource for home and business do-it-yourselfers when it comes to printing. As an integral part of both America Online and Netscape's Computing channels, Print Central allows visitors to utilize their printers in more productive and inventive ways than they ever imagined before.

"The new site is a **dynamic** and informative tool that facilitates [visitor] **engagement** with the art and artists of our time."

JENNIFER ROSSI - WEB MANAGER

Web Site
www.hirshhorn.si.edu

The Hirshhorn wanted to highlight the role of the museum as a leading venue for contemporary art in the DC area – as a home for art and as a meeting place for artists. Mediatrope partnered with the branding firm LaPlaca Cohen to make the Hirshhorn site express this new mission and message.

Mediatrope wove modern tools like podcasts, user tagging, and interactive calendaring throughout the new site. In an effort to bring the public into a closer connection with the museum, the new site includes the voices of museum staff – from guards to curators – in "Staff Picks," making a human connection.

In a recent article for ARTnews, the Hirshhorn was identified as a leader in employing the Internet to reach out to its growing audience. This attention to the relevance and impact of the Internet is showcased in the new site's interactive features, as well as its sleek design and navigation. Thanks to Sitebots® this lively and dynamic online platform for the museum is managed by a single full-time staff person.

webaward 2008

The Hirshhorn Museum and Sculpture Garden

The Smithsonian's Hirshhorn Museum and Sculpture Garden is a leading voice for contemporary art and culture and provides a national platform for the art and artists of our time. They seek to share the transformative power of modern and contemporary art with audiences at all levels of awareness and understanding by creating meaningful, personal experiences in which art, artists, audiences and ideas converge.

"Thanks for all you have done and your **ongoing commitment** to a **successful** launch. I look forward to celebrating with you!"

CATHERINE KING – VICE PRESIDENT

The new online presence uses cohesive branding to integrate general Museum information with the online exhibitions - establishing a clear connection for the users between the museum and its groundbreaking online exhibitions. Community members previously segregated in a single exhibit can now extend their conversations throughout the site with videos, images and aspirations.

The International Museum of Women had three major goals: create a new site that provides a fresh lens to communicate the Museum's mission; develop a flexible template and framework for new online exhibitions; and foster a mutli-lingual social network of women working to inspire dialogue on issues facing women.

The new online presence is powered by the Sitebots® Content and Communication Manager. With Sitebots, the Museum's staff can easily manage and maintain their sites, including the comprehensive multi-lingual pages in English, French, Spanish and Arabic.

The International Museum of Women

The International Museum of Women - I.M.O.W. - is a groundbreaking social change museum that inspires global action, connects people across borders and transforms hearts and minds. The mission of I.M.O.W. is to value the lives of women around the world. I.M.O.W. exhibitions, educations and events programming are offered globally and locally in the San Francisco Bay Area.

muse award winner

THE COMMUNICATOR AWARDS

webaward 2008

> "Many **thanks** to you and the team for [your] **hard work**."
>
> Clare Winterton – EXECUTIVE DIRECTOR, IMOW

Web Site
economica.imow.org

IMOW came to Mediatrope to create an online exhibit that explores the many facets of women's contributions to the economy. They wanted visitors not just to view the exhbit, but become a part of it.

Mediatrope designed an exhibition that compliments IMOW's main Web site, but has a unique look and feel. The dynamic and user-centered design lets staff add new themes, post user-submitted content and focus on building a global community.

Visitors to *Economica* experience striking audiovisual slideshows, listen to podcasts, read original essays by experts, interact with leading scholars, activists and economists from around the world while contributing their own comments, stories and responses to exhibition content.

The International Museum of Women: Economica

The International Museum of Women - IMOW - is a groundbreaking social change museum that inspires global action, connects people across borders and transforms hearts and minds. The mission of IMOW is to value the lives of women around the world. IMOW exhibitions, educational programming and events are offered globally and locally in the San Francisco Bay Area.

"I love these interactive kiosks...they have so much **wonderful information**. The videos are my favorite part."

Gallery Kiosks
Web Sites
www.LuceFoundationCenter.
si.edu
www.americanart.si.edu/

The Luce Foundation Center's open storage design provides access to objects rarely on display. The design reflects Smithsonian storage, and minimal information is included in the displays. The Center needed to provide visitors with tools to explore the collections.

Mediatrope built ten touch-screen kiosks that provide information on every artwork on display through images, artist biographies, audio interviews, and videos. Visitors can also locate artworks, post comments and create personal scrapbooks that they can email themselves.

All the kiosk content is also available on the Luce Foundation Web site. On-line visitors can continue working on their scrapbooks, creating and sharing personal collections through the "MyCollection" feature. The kiosks and Web site are powered by a single Sitebots® system that allows non-technical staff to manage the interactive content in real-time.

Luce Foundation Center for American Art

The Luce Foundation Center for American Art is a visible art storage and study center located within the newly renovated Smithsonian American Art Museum. In the Center, 3300 paintings and artifacts that once remained hidden from public view are now on display in floor-to-ceiling glass cases.

"The kiosks—specifically the treatment videos on the kiosks—are **invaluable** as **teaching tools**."

JULIE HEATH – PROGRAMS COORDINATOR

At the Lunder Center, visitors can watch the conservation process in five open labs. The Center wanted to provide an educational context for the work in the labs, and introduce visitors to this little known, and often hidden, museum activity.

Mediatrope created five touch-screen kiosks that transform the visitor experience through original videos of the conservation process narrated by Smithsonian conservators, before and after case studies, and even a live video feed from cameras stationed over the lab's work tables.

The companion Web site provides a rich educational resource for online visitors, featuring expanded interviews with conservators and a large media archive. A single Sitebots® system powers both the kiosks and the Web site, allowing staff to update both interactives with the most recent conservation projects in real-time.

Gallery Kiosks
Web Site
www.lunderconservation.si.edu

Lunder Conservation Center

One of the highlights of the newly reopened Smithsonian American Art Museum and National Portrait Gallery, the Lunder Conservation Center is the only conservation facility of its kind. The Center's unique open design allows the public to observe five working conservation labs that treat paintings, sculptures, folk art objects, works on paper and frames.

"The site provides consistent support and **solutions** for both our clients and employees. A truly **personable** resource!"

HELMAR SOWICK – FOUNDER, MACPEOPLE

Web Site
www.macpeople.com

MacPeople, a staffing service specializing in Mac experts, asked Mediatrope to create a web site that incorporates the same ease of use characterized by Apple Computer products.

The site allows visitors to navigate with familiar pull-down menus that Mac users are accustomed to. The site offers resources like references, service links, and printable custom PDF guides to help make work more effective and enjoyable.

Mediatrope has proven that the strongest arguments for utilizing MacPeople's services are the real life experiences of clients and employees. This web site has allowed thousands of MacPeople to empower themselves with trade resources and lasting business relationships.

MacPeople

When MacPeople started Berkeley in 1991, no other company was testing applicants for specific Macintosh software skills. Founded on the principle of raising the standard of excellence for the personnel industry, the company has developed a successful system of screening, testing and training MacPeople in all fields to assist in multi-disciplinary professional development.

"I was **impressed** with both the simple interface and the **quality** of the panoramic images."

Web Site
www.vista-point.com

MGI Software came to Mediatrope looking for a unique way to add functionality to their award-winning panoramic imaging tool, PhotoVista™.

We developed an innovative web site that allows owners of the PhotoVista software to directly upload their panoramic images to the Vista Point web site, creating a global gallery of PhotoVista images.

This site is now the largest repository of panoramic images on the web with its numbers growing daily. This capacity and exposure has won PhotoVista software a place on WinMag.com's influential Win List.

MGI Software

MGI Software is one of the world's leading digital media companies. The Company's early focus on delivering digital media editing technology to the mass market has led to leadership in the digital entertaining fields. MGI is uniquely positioned to take advantage of the revolution shaping our digital lifestyles.

PORTFOLIO

Award Winner
W
web awards
2002 Outstanding Website

The Mexican Museum was thrilled to break ground on a new museum, but between buildings, how would they exhibit their art and keep in touch with their patrons? They came to Mediatrope to build a virtual museum.

Mediatrope built a Web site with colors and designs that reflect the museum's commitment to contemporary art. Like the physical museum, the site makes patrons feel welcome. The navigation is easy to use, the site is fully bilingual, and patrons are invited to museum activities. Visitors can shop online in the museum store or donate to the new building.

Through its Web site, the Mexican Museum continues to be a vital part of its community. The site is easily updated using the Sitebots® Content Manager, so its dynamic content keeps patrons' attention. When the museum opens its new doors, the team plans to use the site to keep patrons updated on events and exhibits.

The Mexican Museum

The soul and spirit of the arts and cultures of Mexico and the Americas are fundamentally linked. Through its programs, The Mexican Museum voices the complexity and richness of Latino art throughout the Americas, encouraging dialogue among the broadest public.

"We sought Mediatrope's **expertise** to create a site that communicates the **essence** of Montgomery Gallery online."

PETER FAIRBANKS – MONTGOMERY GALLERY

Web Site
www.montgomerygallery.
com

Montgomery Gallery is world-renowned for its extensive collection and unparalleled personal service. Mediatrope was invited to create an online identity for Montgomery Gallery to build and sustain personalized client relationships.

"Mediatrope created a site that encourages human interaction, rather than displacing it," explains Tania Schwartz of Mediatrope. "We developed a feature called Private Showings which gives Montgomery Gallery the ability to create virtual galleries customized for each client."

The new site provides the Gallery with an additional venue that extends its commitment to providing an unparalleled level of connoisseurship, scholarship, and personal service to both buyers and sellers. Private Showings allow the site to function as a global stage, serving the Gallery's international client base.

Montgomery Gallery

Montgomery Gallery is the leading international art gallery in the western United States dealing in 19th and 20th century European and American works with a special focus on the art of California and unique Old Master paintings.

"Our new site is **easy to navigate**, easy to edit, and such an **upgrade** over the old site."

MARLA MISUNAStPRESIDENT, MCN BOARD OF DIRECTORS

Web Site
www.mcn.edu

Site visitors are delighted with the new interface and content. Sitebots content management allows MCN board, staff and program chairs to maintain sections of the site, ensuring that the new site will continue to be as dynamic as the organization.

The new site features an elegant interface that provides access to MCN programs in a single click. A new section offers exclusive content to members and dynamic navigation reflects new programs and conferences instantly.

The Museum Computer Network's outdated site didn't provide the usability or online features at the heart of MCN's mission. MCN also needed to maintain the site from museums across North America.

Museum Computer Network

The Museum Computer Network is an organization of professionals dedicated to fostering the cultural aims of museums through the use of computer technologies. Founded in 1972, MCN has been serving the cultural heritage community for over thirty years.

"Mediatrope offered **a vision** for a new Web presence that is as **dynamic** as our physical galleries."

PHIL GETCHELL – MFA WEBMASTER

Web Site
www.mfa.org

The MFA's outdated Web site didn't reflect the museum's extraordinary offerings. The MFA turned to us for a new design and a content management system that integrates online collections, events, programs and email communication.

The new site offers a comprehensive view of the MFA's entire collection– over 300,000 objects are now accessible online. The site also provides new access to thousands of archival photos and journals documenting the landmark Egyptian excavations at the Giza Pyramids.

Visitors can now tailor the site to their individual preferences—"MyMFA" enables visitors to build personal online gallery of masterpieces, customize views of events and exhibitions, and sign up for mailings and events. Behind the scenes, Mediatrope's Sitebots® technology allows MFA staff in different departments to create and manage their own Web content.
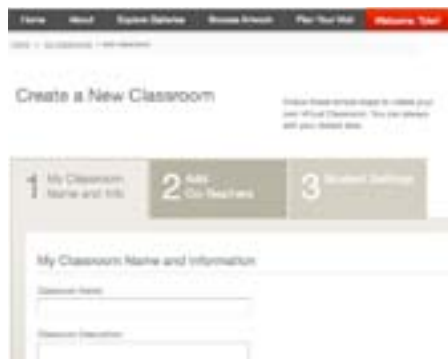
Museum of Fine Arts, Boston

The Museum of Fine Arts, Boston is recognized for the quality and scope of its encyclopedic permanent collection, which includes an estimated 400,000 objects. A million people visit the MFA's galleries every year and mfa.org, the museum's Web site receives more than six million visits annually.

"We've received **great** feedback from teachers on the new site. It offers them a **whole new relationship** with the MFA's collections."

PHIL GETCHELL - DIRECTOR OF INFORMATION TECHNOLOGY, MFA, BOSTON

Educators and students now have access to one of the largest online art collections in the world. Easy-to-use and free, the site saves educators valuable time and resources. The interactive learning tool engages students while fostering critical thinking skills. Teachers transform traditionally static educational materials into a dynamic website that supports lessons across many subjects in the K-12 spectrum.

Web Site
educators.mfa.org

The Museum of Fine Arts, Boston worked with Mediatrope in 2005 to create an online database for their 330,000 objects. With all this valuable data online, what was the next step? MFA Educators Online. An interactive learning tool to assist educators with using art to engage students and support curricula.

MFA Educators Online takes art into the classroom. Educators create accounts where they can save favorite objects, make slideshow galleries, and create virtual classrooms. Students log-in to their classroom to participate in activities by submitting text, image or audio responses and commenting on other entries.

MFA, Boston K-12 Educators Online Resource

The Museum of Fine Arts, Boston is recognized for the quality and scope of its encyclopedic permanent collection, which includes an estimated 400,000 objects. A million people visit the MFA's galleries every year and mfa.org, the museum's Web site receives more than six million visits annually.

"We are **thrilled** with the online shop Mediatrope built...
It is a **truly vital** link to our online patrons."

DAVID TWEET -- MUSEUM STORE MANAGER

PORTFOLIO

Web Site
www.museumofglass.com/
store

The end result is a beautiful yet practical e-commerce site. Making the launch deadline was critical, but the Museum of Glass online store lasting value is that it is maintained by only one part-time museum staffer. The site provides maximum exposure for this unique line of products for minimal start-up and maintenance costs.

The Museum of Glass had minimal budget and even less staff time to devote to the development of their online store. They were 20 days away from the opening of their new museum, and they needed a no-hassle online store that worked...

In order to meet The Museum of Glass' budget needs, Mediatrope developed the site using Yahoo! store tools for easy administration and upkeep. Mediatrope worked quickly to customize the tools and visual identity to work seamlessly within the existing Museum of Glass site.

Museum of Glass

The Museum of Glass is a fine arts museum dedicated to the presentation of the medium of glass within the context of contemporary art in all media. The Museum presents the richness and diversity of the art of our time and explores how glass draws from and contributes to the many facets of contemporary art. In addition to the Hot Shop Amphitheater where visitors can watch artists work, the facilities include galleries, outdoor exhibition areas, a theater, Education Studio, grand hall, store and café.

"The Museum's new web site **connects** the past with the present with a host of **interactive, state-of-the art** web tools..."

Web Site
www.museumofvision.org

The Museum of Vision needed a robust, dedicated website to help carry out its mission to educate. Giving online access to its unique collection of over 38,000 objects was among the Museum's main goals.

An advanced collections search pulls records from Museum's internal database to provide details about every object. An interactive timeline, online exhibitions, and other educational resources connect every type of visitor to the Museum.

Launched for the Museum's 30th anniversary, the website features a variety of interactive tools. More than a one-way information channel, the website serves as a community hub with opportunities to leave comments, a community event calendar, educational resources and the ability to contribute donations.

Museum of Vision

Founded in 1980, the Museum of Vision is an educational program of the Foundation of the American Academy of Ophthalmology (FAAO). The Museum is dedicated to preserving ophthalmic history and translating it into an educational resource for those who seek to understand ophthalmology's contributions to society and address similar challenges today and in the future.

Web Site
http://nhmu.utah.edu

To showcase the multimedia work and personal stories of program participants with audiences throughout the world, AYV needed an exhibit that is durable, easy to pack and ship and simple for non-technical staff to maintain.

Media stations were developed using Adobe Flash technology for presentation, paired with the open source content management system, Drupal®. The benefits of an open source solution, including affordability and many options for customization, complemented AYV's goals.

Visually engaging panels accompany the interactive media stations. Visitors use touch screen displays to explore multi-media presentations and leave feedback using an onscreen keyboard. Staff can easily manage the content of the media stations using a web-based interface. The modular and flexible exhibit can be displayed at a variety of sites world-wide.

Natural History Museum of Utah

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

Smartphone
trails.nhmu.org

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Natural History Museum of Utah - Trailhead

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"The web is a way for us to fulfill **our mission** to tell the story of **America**."

BRENT D. GLASS – DIRECTOR OF THE MUSEUM

Web Site
americanhistory.si.edu

muse
award
winner

The National Museum of American History turned to Mediatrope for the site's first redesign since its original launch in 1996. Audience research revealed that online visitors wanted tools to plan a museum visit and greater information about the collections.

History Explorer, an interactive timeline sets collections, exhibitions and Museum events within the context of American history. History in Your Home allows visitors to post their own stories about objects in the collections. Dynamically-driven portals for kids, educators and the press provide content tailored to key audiences.

Visitors are delighted with the new interface and content The wealth of information on the site will only expand now that the site is instantly updatable by museum staff using our management tools. The new site management tools allow non-technical staff to update and add content themselves ensuring that the site will continue to be as rich and dynamic as the collections.

National Museum of American History

The Smithsonian's National Museum of American History extraordinary collections include icons of American culture from Dorothy's ruby slippers to the original Star Spangled Banner. Of the museum's 3 million objects, only 3-5 percent are on display and the Web is central to providing public access to these national treasures.

"The site brings out the **beauty of the artifacts** and provides **features** that will satisfy both novices and experienced collectors."

MATT MACARTHUR – DIRECTOR , NEW MEDIA PROGRAM

Legendary Coins and Currency, an online companion to an exhibition of 56 rarely-displayed coins, bills and medals from the National Numismatic Collection, aims to appeal to coin collectors and novices alike.

The Flash site offers a rich, intimate experience of the artifacts. A "Zoom" viewer allows you to view coins in great detail. Timelines and historical details provide context and an interactive game invites you to solve coin mysteries from American history.

The site offers unprecedented access to these rare national treasures, allowing visitors to view the coins at a level of detail usually limited to curators. For those sparked to learn more, the site links to the museum's expanding online collections of coins and currency.

National Museum of American History

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PORTFOLIO

The National Museum of American History turned to Mediatrope to create a Web site that provides resources for teaching and learning American history. Funded by a grant from the Verizon Foundation, the content for the site was developed with the guidance of a national teacher advisory group.

On Smithsonian's History Explorer, educators can search resources by topic, grade level, historical era, curriculum standard and resource type. Integration with the Museum's existing online collections and the Verizon Foundation's Thinkfinity portal ensures consistent information and seamless administration across 3 different Web sites.

The History Explorer site is a gateway to innovative online resources featuring the artifacts and scholarship of NMAH. Hundreds of educational resources have been organized and published together for the first time. K-12 teachers can quickly find and use standards-based classroom activities, interactive games and other resources that will help them bring history to life for their students.

National Museum of American History: History Explorer

The Smithsonian National Museum of American History's extraordinary collections include icons of American culture from Dorothy's ruby slippers to the original Star Spangled Banner. Of the Museum's 3 million objects, only 3-5 % are on display at any given time making the Museum's online collection central to providing public access to these national treasures.

"*Collections Search* will open our collection to **millions** who have never had the **opportunity** to see it in person."

KEVIN GOVER -DIRECTOR OF THE MUSEUM

Web Site
AmericanIndian.si.edu/
searchcollections/

Smithsonian's National Museum of the American Indian has over 800,000 objects but fewer than 1% are on display at any time. The Museum turned to Mediatrope for help publishing its collections on the Web for the first time, an important step in increasing the Museum's accessibility.

Sophisticated search tools including visual map-based interfaces and intelligent contextual menus simplify the search for objects, peoples, cultures, and artists. An advanced search feature provides specific information quickly, while an "Explore Collection Highlights" section presents an overview of the extensive collection.

Visitors have a quick path to individual object details, complete with historical information and images, including original archival catalog cards. NMAI will expand the site overtime, ultimately publishing all 800,000 objects online. The site will introduce millions of people to the collections who have never had the opportunity to visit the Museum in person.

National Museum of the American Indian: Collections

The National Museum of the American Indian is the sixteenth museum of the Smithsonian Institution. It is the first national museum dedicated to the preservation, study, and exhibition of the life, languages, literature, history, and arts of Native Americans.

"The **flexibility** of Sitebots is key for our large and **diverse** museum."

Stefka Hristova, Webmaster

Registration at
www.nhm.org

The Natural History Museum is the largest natural and historical museum in the Western United States. This large, decentralized museum needed an email marketing system that could accommodate the needs of many departments and audiences.

Sitebots® Content and Communication Manager makes communication easy. Pull-down mastheads and Sitebots' innovative graphical text generator allow museum staff to customize the look and feel of their newsletters and announcements for different audiences from teachers to donors and the press.

Sitebots has allowed the museum to centralize its email communications while avoiding duplication and maintaining brand consistency. Departments from marketing and education to membership and development to manage dozens of mailing lists and campaigns while the Sitebots contact history tracks every mailing sent to an individual contact.

Natural History Museum of Los Angeles County

The Natural History Museum is one of the gems of the Los Angeles museum community. Its three sites, the Natural History Museum of LA County, the Page Museum at the La Brea Tar Pits and the William S. Hart Museum include more than 33 million spectacular, diverse specimens and artifacts.

"ClickConcierge **empowers** online consumers to shop smarter and faster. All while earning **great** rewards."

WEST SHELL, III – PRESIDENT, NETCENTIVES

Web Site
www.clickconcierge.com

ClickConcierge is a personal shopping guide featuring vendors that offer the best incentives for online shoppers. Gift suggestions are chosen from A-list companies such as Macys.com, Cooking.com and CDNOW.

ClickConcierge is an extension of the successful ClickRewards program pioneered by Netcentives. The program enables members to earn frequent flyer miles for purchases made online. ClickConcierge makes shopping easier, smarter and more rewarding than ever.

Mediatrope created a gift guide that is well organized, with categories that span from the person with everything to someone who deserves a more personal touch. For holiday shoppers, gifts with heart are just a click away, since ClickConcierge does the thinking for you.

Netcentives, Inc.

San Francisco-based Netcentives Inc., a leading outsourced provider of loyalty and direct marketing solutions, delivers a broad suite of relationship marketing services including business, consumer and employee loyalty programs, customized email marketing and consulting services.

PORTFOLIO

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Noguchi Museum

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

*"The Web site **educates** consumers about the 'three Rs' – Reduce, Reuse and **Recycle** can be a part of everyone's life."*

PORTFOLIO

Web Site
www.recyclemore.com

Mediatrope was engaged to recreate this governmental agency Web site. The primary goal was to build an administration system with easy-to-use tools for the busy in-house staff to maintain the Web site.

Mediatrope provided a complete set of Internet services, from the initial focus group assessment to the launch of a strategic redesign of the Web site. The old static site has been replaced with a dynamic, database-driven site featuring newly designed templates.

Recyclemore.com is now a comprehensive online resource for information and educational activities related to recycling — a user-friendly learning tool and a well-integrated part of the Authority's waste management program across many forms of media. The Authority can quickly update its public information, education content and events schedule through our Sitebots® Content Manager.

recyclemore.com

Recyclemore.com is the online home of the West Contra Costa Integrated Waste Management Authority. The Authority is a joint powers agency created by the Cities of El Cerrito, Hercules, Pinole, Richmond and San Pablo to implement California State law requiring a good faith effort at reducing the amount of material going to landfill by 50%.

"Your approach will get us to a standardized, component-driven architecture far **faster**, and with more **flair** for the users than the methodologies proposed by your competitors."

MICHAEL EDSON - CTO of SAAM

Web Site
www.americanart.si.edu/reyn-
olds_center

The newly-renovated Reynolds Center is home to the Smithsonian American Art Museum and the National Portrait Gallery. The Web site needed to provide visitors with a single source of information about activities at both institutions.

Inspired by the unique architecture of the landmark building, we created a simple, elegant Web site that serves as a gateway to both museums, providing information on the new facility, and exhibitions and events at both SAAM and NPG.

Our Sitebots CMS streamlines the data entry process, providing a single point of content entry for administrators. Sitebots also provides calendar content for the SAAM and NPG Web sites, and for lobby signage. The Web site is one of five projects created by Mediatrope for the Reynolds Center, including in-gallery kiosks and Web sites for the Luce and Lunder Centers.

Reynolds Center for American Art and Portraiture

The Donald W. Reynolds Center for American Art and Portraiture is located in the historic Old Patent Office Building in Washington, D.C. The building reopened on July 4, 2006 following a five-year renovation. The landmark building houses the Smithsonian American Art Museum and the National Portrait Gallery.

"Mediatrope has helped us to **build bridges** between community members and **empowering** resources."

BRIAN BLOCK – DIRECTOR, S.F. CLEAN CITY

Web Site
www.sfcleancity.com

The first annual Clean City Summit was a huge success thanks to hard-working volunteers and sponsors. Word was spread not only about community clean up, but also about Mediatrope's commitment to reward-ing non-profit organizations for their community efforts.

Mediatrope provided virtual beautification directly from SOMA by providing free Web development, hosting and maintenance for Clean City as part of our Quid Pro Bono program of support for non-profits, arts and educational institutions.

The Bay Area has seen dramatic change in recent years — and it has been a messy matter. The volunteers behind S.F. Clean City needed a motivation and community resources if they were going to be successful.

San Francisco Clean City Coalition

The San Francisco Clean City Coalition serves as the umbrella organization that facilitates community clean-up and provides volunteers with the resources they need to be successful.

"SAM staff find the system **easy to use**, regardless of their level of technical skill."

Christina de Paolo, New Media Manager

Email Newsletter Registration at www.seattlertmuseum.org

The Seattle Art Museum needed effective online communication tools to support their historic expansion and capital campaign. SAM turned to Mediatrope and our Sitebots® Content and Communication Manager for a solution that was both powerful and easy-to-use.

The Sitebots email marketing system automatically customizes mailings, tailoring newsletters, invitations and letters to reflect a subscriber's interest in films, exhibitions or family programs. A new password-protected pressroom offers complete digital press kits for download. Staff can update the kits at a moment's notice.

SAM is also taking advantage of Sitebots' survey tools to power interactive surveys on a kiosk in the museum lobby. Surveying museum visitors is now simple and affordable. Data from the kiosk and email campaigns are integrated for easy reporting and analysis and Sitebots enables museum staff to manage content for Web, email and kiosk from a single integrated interface.

Seattle Art Museum

For seven decades, the Seattle Art Museum has been a leading visual arts institution in the Pacific Northwest. The Museum includes three locations: Seattle Art Museum downtown, Seattle Asian Art Museum at Volunteer Park and the new Olympic Sculpture Park that will open on Seattle's waterfront in 2006.

"The public has responded **enthusiastically** [and] we're **delighted** with the redesigned Web site."

Web Site
www.shnsf.com

THE
Webby
AWARDS

SHN, San Francisco's leading theater producer and presenter, turned to Mediatrope to redesign their site following a rebranding process. Armed with a new brand, SHN also needed to increase online ticket sales and more effectively present their range of productions.

We translated SHN's new brand into a powerful new Web presence. Site visitors watch theatrical trailers, view the stage from an individual theater seat, and manage their accounts online. The site also features tools for finding nearby restaurants, links to reviews and original podcasts.

The redesign has resulted in a dramatic increase in both site traffic and online ticket sales. Thanks to our Sitebots® Content and Communication Manager, non-technical SHN marketing staff can manage all aspects of the site, even updating Flash and creating new podcasts. The site was selected in 2006 as an official Webby Award Honoree.

SHN: Broadway Reframed

A major force in American theater, Shorenstein Hays Nederlander Theatres present the best of Broadway and produce ground-breaking original plays at San Francisco's premier theatrical venues, the Curran, the Golden Gate, and Orpheum Theatres.

Web Site
http://newsdesk.si.edu

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Smithsonian Newsdesk

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youth in underserved communities with the critical skills they need to become active and engaged members of their communities and the world at large.

"I went to the site to **check out** the shoes, but I found **much more** than merchandise!"

Web Site
www.soapshoes.com
(offline)

In order to match the attitudes of Soap Shoes customer and vendors, this web site had to be no less than awesome. We were prepared to deliver on Soap's request for a site that matched their cutting-edge youth market shoe designs.

To create a site that is fully interactive, scalable, and administered by the Soap Shoes staff, Mediatrope's development strategy focused on leveraging our Sitebots® automation and integration agents. This allows interaction between visitors and Soap as well as real-time updates to site content.

The rapid increase in site traffic and product sales at the online store for Soap Shoes demonstrates that Mediatrope has succeeded in the efforts to reach the Soap target audience. The Soap site represents the essential online destination for those who live the "Board Culture" lifestyle.

Soap Shoes

Soap Shoes is a leading youth culture products marketer, with a revolutionary product for teenage skaters: the Soap Shoe. Soap began with an idea: shoes that grind. Soaps turn the street into your playground. You can slide down handrails, steps, benches, curbs... Skid marks never looked so good!

"Mediatrope has been both a **thorough** and **inspiring** partner in this project."

LÆRKE LUND – COORDINATOR OF DIGITAL MEDIA

PORTFOLIO

Statens Museum for Kunst turned to Mediatrope to create an interactive "art lab" for the museum's new education center. Designed in collaboration with a group Danish teens, the art lab encourages users to create their own content for a growing "KnowledgeBank".

Users create personal profiles and build KnowledgeBank entries, working with SMK's collections and adding their own text, audio, and video. Social networking features like forums, tagging, and "recommend this entry" connect teens to art and each other.

Special tools allow teachers and museum educators to build timelines, galleries and slideshows for teaching. The art lab is available in Danish and English versions on kiosks within the education center and as a Web site. SMK staff use Sitebots® to moderate user-submitted content and manage bilingual information side-by-side.

Statens Museum for Kunst, Copenhagen

The Statens Museum for Kunst is Denmark's national gallery of art. SMK's new Education and Knowledge Centre, which opened in May, 2007, is designed for young people ages 12 to 20, teachers and museum educators.

"Mediatrope **transformed** our online presence into a **field-forward** site."

LISA LOMBA -COMMUNICATIONS MANAGER

Web Site
www.teamupforyouth.org

Team-Up's Web site didn't effectively communicate the organization's mission to create after-school opportunities for kids. As an organization that relies on community involvement, Team-Up came to Mediatrope to develop a site to help them successfully reach their numerous target audiences.

The new Team-Up site exemplifies the organization's mission by featuring videos, images and stories from participants, partners and supporters. The tools and resources provided on the site, including volunteer applications and donation forms, encourage coaches, volunteers and donors to get involved in promoting access, quality and equality in after-school sports programs.

The integration of the Sitebots content and communication management system means that each Team-Up department can communicate with their specific constituency. Non-technical staff can keep the site refreshed by adding new stories of the organization's impact. Integrated online donations and forms management tools help the organization maximize their outreach efforts across all of the audiences they serve.

Team-Up For Youth

Team-Up For Youth creates after-school sports opportunities for girls and boys that build their confidence and skills, connect them to mentors and improve their prospects in school and in life. Team-Up for Youth works with partners and experts in the youth sports, health, education and policy fields to create real access, quality and equality in the after-school sports arena.

"Thank you for another **wonderful** video...this is the **best one yet!** We look forward to working with you again next year.

The faces of hunger in America might surprise you.

Video Presentation
www.techawards.org

The Tech Museum of Innovation technology awards are an annual celebration of technology benefiting humanity. We have created the video celebrating the finalists every year since the award's 2001 inception. In 2008 the museum again turned to Mediatrope.

The 2008 video is rich with color, images, words, and music. It weaves together the stories of technology innovators around the world, distilling complex technological applications to their essence, and asking viewers to contemplate the Award's key theme, "imagine what technology can do next."

On the evening of the Tech Museum Awards gala, guests watched the story of each innovator unfold. The gripping video served as a centerpiece for the awards gala, and continues to reach out to museum patrons on the Tech Museum's Web site and within the museum.

The Tech Museum Award Videos 2001-2008

The Tech is a cosmopolitan museum singularly focused on technology—how it works and the way that it is changing every aspect of the way we work, live, play, and learn. Its people-and-technology focus and the integration of advanced technologies into visitor experiences and infrastructure distinguishes them from other science centers.

Web Site
www.terraamericanart.org

The Terra Foundation originally came to Mediatrope for Sitebots®, our content management system that makes managing a website quick and easy. When their site needed an updated design and expanded capabilites they turned to us once again.

Artwork takes center stage throughout the refreshed site. The homepage features a visually engaging slideshow while interior pages include showcases of student work, exhibition highlights and interpretive slideshows. An updated naviagtion menu makes the site easier to use.

The updated site balances modern visual design with important information to effectively reflect the full scope of Terra's activities and accomplishments. Emphasizing Terra's focus in the visual arts, the image-driven site inspires new ways of thinking about American art through exhibitions, scholary interpretation and global partnerships.

Terra Foundation for American Art

The Terra Foundation lends its collection of American art—over seven hundred paintings, prints, drawings, photographs and sculptures—to national and international venues. The foundation supports innovative exhibitions, research, and educational programs in American Art.

"I wanted to extend a **special thank you**…I appreciate the work you and your staff put in on this, **it looks great.**

Email Newsletter
Register at
www.thestoryoftexas.com

The Sitebots tool set makes it easy to personalize emails and even add custom surveys and polls to mailings. Sitebots automatically tallies the survey responses and provides a report instantly. Since launching the Sitebots email marketing system, traffic to the museum's web site is up by 20%.

Mediatrope provided an email marketing system powered by our Sitebots® Content and Communication Manager. Using Sitebots' simple forms and pull-down menus, museum staff tailor the look and content of HTML newsletters.

The Bob Bullock Texas State History Museum came to Mediatrope for help communicating with its many constituencies — members, teachers, the press and state lawmakers.

The Texas State History Museum

This new museum in Austin tells the 'Story of Texas" through more than 700 artifacts, 17 media and interactives experiences and three floors of diverse exhibit space covering 34,000 square feet.

"We are thrilled to have an online **presence** that so seamlessly **integrates** our traditional products with contemporary solutions."

MICHAEL LANGENBORG – TRADITIONAL MEDICINALS

PORTFOLIO

Web Site
www.traditionals.com

Traditional Medicinals has maintained their reputation as an industry leader because of their continued commitment to spreading the word about the benefits of Traditional Medicinals products. The web site affords them with a much larger audience and a coordinates their virtual community of tea lovers according to their loyalty to the brand.

In order for Traditional Medicinals keep its competitive advantage in the authentic herbals industry, they wanted to realize their online identity within a time frame that would allow them to meet or beat that of their major competitors.

Mediatrope delivered the Traditional Medicinals web site quickly and with impact. Users come to trust the Traditional Medicinals brand because of the extensive and interactive resources available on the web site.

Traditional Medicinals

Traditional Medicinals was founded in 1974 based on the idea of providing herbal self-care for health-conscious consumers. Many of the original Traditional Medicinals herb teas have become some of today's most popular items. Strong consumer demand quickly grew the company to become the leading medicinal herb tea brand in North America.

Mediatrope | 207 Powell Street, 3rd Floor San Francisco CA 94102 Tel 415-896-2000 Fax 415-896-2212 hello@mediatrope.com www.mediatrope.com

"The site exceeded our expectations in terms of **functionality**, educational content, and general **design** inspiration."

SIM VAN DER RYN – FOUNDER, VAN DER RYN ARCHITECTS

Web Site
www.vanderryn.com

Van der Ryn Architects aimed to develop a web site that would promote and popularize the forward-thinking concepts of their unique design philosophy. The challenge was to implement as well as advertise the "marriage of nature and technology." essential to their work.

To provide information about the burgeoning ecological design community to a wider public, Mediatrope effectively published Van der Ryn's internal Resource Index as a searchable database available within a clean natural framework.

Sim Van der Ryn himself has praised the resulting site, saying "we value the… ability to elicit the active participation of our clients and consultants," via this web-based form of community. His firm conviction that "design is the link between nature and culture" is well represented by the site's functionality and appeal.

Van Der Ryn Architects

For over thirty-five years, Van der Ryn Architects have been creating environments which enrich the human spirit, work with natural processes and respect the beauty and vitality of nature. ECO-LOGIC Design is a marriage of nature and technology, using ecology as the basis for design.

"There is no way our incredibly **busy staff** could have kept up with updating our **bilingual site** without the Sitebots tool set"

When Woodward & McDowell needs a bilingual Web site that they can update easily throughout the campaign, they know to come to Mediatrope. Our Sitebots® Content Manager allows campaign staff to respond to campaign developments in both Spanish and English.

Our most recent effort for W&M, the No on Proposition 56 site offered rich-media support, Email-the-Editor features and downloadable stickers and posters. The site provided voter education and powerful electronic advocacy tools.

The No on 56 Web site helped defeat Proposition 56 at the polls and it garnered a first place Pollie Award for best ballot initiative site in the nation from the American Association of Political Consultants. This marks our second Pollie Award. Our successful "Yes on Prop 47" site won a Pollie in 2002.

Mediatrope Advocacy Sites
www.citiessavejobs.com
www.yesprop42.com*
www.yesprop47.com*
www.2004schoolbond.com*
www.noblankchecks.com*
*Offline

POLLIE AWARDS

Woodward & McDowell

For over 30 years Woodward & McDowell has been one of the nation's leading issue advocacy and initiative consulting firms. Mediatrope has developed six winning political advocacy sites for W&M since 2001.

"Our mission is to **get the message out** that's why we rely on Sitebots **proven outreach** tools."

JACKIE STEINMAN– WOODWARD & McDOWELL

PORTFOLIO

After the success of the Prop 42 campaign, Woodward & McDowell knew who to call when they needed a web site for their next Proposition project.

The proven Sitebots tool set can be quickly customized to support any outreach program. With the Sitebots Proposition Platform deployed in a matter of hours, remaining budget dollars are freed-up for custom design work and feature improvements.

Despite their small budget, small staff, and even less time to work with, the Prop 47 site was still able to launch with a robust tool set including e-cards, e-petitions, downloadable campaign materials, multi-lingual pages, and multi-media display. This site was able to offer something new each day which mobilized voters and advocates towards another victory at the polls.

Woodward & McDowell

For over 30 years Woodward & McDowell has been one of the nation's leading issue advocacy and initiative consulting firms.

CLIENT LIST

"We've really **enjoyed** working with such a terrifically **talented** team!"

Selected Clients

Adobe Systems, Inc.

Alexander Ogilvy Public Relations

American Institute of Architects

Brennan Center for Justice at New York University

California Forward

California Governor and First Lady's Conference on Women

California State Automobile Association

California Volunteers

Carnegie Foundation for the Advancement of Teaching

City College of San Francisco

Clicquot, Inc.

Destination U

Ecological Design Institute

Fine Arts Museums of San Francisco

Fort Mason

Freer and Sackler Gallery of Art, Smithsonian Institution

Golden Gate National Parks Conservancy

Headlands Center for the Arts

Herman Miller

Hewlett-Packard

Hirshhorn Museum and Sculpture Garden

IDEO

International Museum of Women

The Mexican Museum

Montgomery Gallery

Mosaica Education

Museum Computer Network

Museum of Fine Arts, Boston

Museum of Glass

National Museum of American History, Smithsonian Institution

National Museum of the American Indian, Smithsonian Institution

National Portrait Gallery

Natural History Museum of Los Angeles County

Netcentives, Inc

Ratcliff Architecture

San Francisco Unified School District

Schlage Lock Company

Seattle Art Museum

Shorenstein Hays Nederlander Theatres

Smithsonian American Art Museum

Statens Museum for Kunst, Copenhagen

Stone Yamashita Partners

The Tech Museum of Innovation

Terra Foundation for American Art

The Texas State History Museum

Univeristy of California, San Francisco

West Contra Costa Integrated Waste Management Authority

Woodward & McDowell

Van Der Ryn Architects