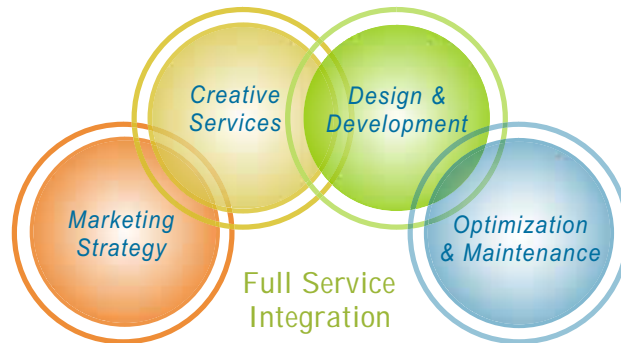


Who We Are

Cyber-NY is a full service agency that provides an array of creative and technology based marketing solutions focused on client goals and a strong return on investment. Founded in 1996 as a creative shop for software and web development, Cyber-NY has continued to expand its range of services and develop a truly unique integrated approach to online marketing.

What We Do

- Web Development
- Online Marketing
- Creative Services
- Application Authoring
- Technology



Our History

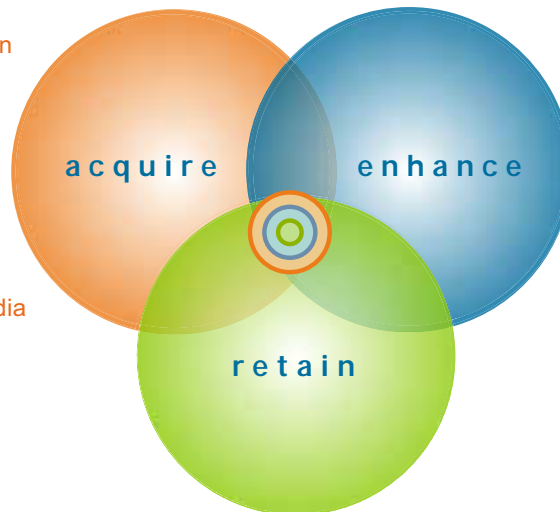
The Cyber-NY team was formed in 1996 and has taken part in the rapid and tumultuous growth of interactive media. While our initial strengths originated in kiosk and software development, Cyber-NY soon transitioned into other forms of interactive media, including web site development and online marketing. By mid 1999, Cyber-NY had established a diverse clientele, was providing all forms of interactive services, and had secured a large loft space in the Chelsea section of Manhattan, (aka: Silicon Alley during the .com boom years). Later that same year Cyber-NY merged with Control-One studios - an award winning audio production team capable of providing the music, voice-over and various other sound elements that enable Cyber-NY to transform client work into true multimedia show pieces.

As Cyber-NY prepared for the new millennium, the online market achieved a climax of new technologies and enthusiasm. More acronyms than many of us care to remember became common place such as PDA, WAP, PAN, LAN, and the list goes on and on... Cyber-NY continued to build a solid foundation by seeking to integrate new technologies with sound business fundamentals and enabling our clients to make the right choices. It has been this solid foundation, along with our passion for creating interactive media, that continues to be the Cyber-NY difference. The future is ever changing within the interactive market place, but we think our history demonstrates that no matter what form interactive media takes, Cyber-NY will be there.

An Integrated Approach to Online Marketing where services are targeted to reach client goals

Cyber-NY combines marketing strategy, creative development, and technology development to provide clients with an integrated approach to online marketing. Our work includes site design, development and promotion for content destinations, retail commerce, business-to-business marketplaces, distributor networks, consumer portals and informational display sites. **Below are some of the services Cyber-NY offers in order to meet these fundamentals online:**

Search Engine Optimization
Keyword & Media Buying
E-mail Marketing
CD-ROM / DVD
Viral Marketing
Affiliate Marketing
Online Promotions & PR
Integration with Offline Media



Web Site Development
Application Authoring
Commerce Systems
Creative Services
Online Collateral
Opt-In Newsletters
Custom Applications
Tools and Enhancements

Tracking and Analysis
Testing and Optimization • Ongoing Service
List Management • Marketing Promotions • Online Events • Relationship Building

Our services are based on sound business fundamentals developed to meet unique client goals; Acquire an audience of qualified customers, enhance their experience through positive interaction, and retain customers by adding value, capturing user data and tracking results.

The E-Print creating a roadmap for success

The "E-Print" process serves as a roadmap for your success by highlighting goals, deliverables, timelines and overall project management. With this plan in place, we carefully monitor the project to ensure premier quality is achieved and deadlines are met. The "E-print" process consists of five definitive steps to ensure delivery of superior work on time and within budget.

Discovery

During the discovery phase, Cyber-NY confers with the client to better understand their business, customer needs, existing relationships and goals. By working through the e-print survey, performing competitive analysis and conducting market research, this phase engenders a shared learning environment. By combining our client's industry expertise with our experience and knowledge of interactive media we use the discovery period to finalize budgets, build a project timeline, agree upon deliverables, and assess creative requirements.

Definition

Next, Cyber-NY applies knowledge gathered during the discovery phase to implement a site framework that will serve as a blue print for the duration of the project. During the definition phase Cyber-NY presents three rounds of creative concepts to the client while working to specify the design and functionality of the application. The definition phase integrates creative strategy with technical components to arrive at one cohesive plan.

Development

The development period allows Cyber-NY to finalize the placement of content while developing the user interface and navigation structures. The success of this process requires an open dialogue between Cyber-NY and the client. We have attempted to make the exchange of ideas as convenient as possible by working face-to-face or using our web based remote consultation approach to present ideas and designs for approval. Completion of a running prototype that can enter into product testing is the final goal of the development phase.

Assurance

To guarantee your product delivers superior performance, Cyber-NY engages in extensive prototype testing during the assurance phase. Application-based analyses aimed at optimizing the user experience are an integral component of our quality assessment. If the application passes the quality assurance cycle, Cyber-NY presents the final product to the client. Once everyone agrees the application performs flawlessly, Cyber-NY will prepare the client to handle the management and maintenance involved in day-to-day operation.

Optimization

After launching the project, Cyber-NY closely monitors the application's performance in actual use. Success is measured by comparing final results to the objectives set during the definition phase. In addition, we measure our client's overall ability to utilize the application as well as their satisfaction with the end result. Cyber-NY strives to maintain a partnership with the client, alerting them of future enhancements that could potentially improve their business operations.

Full Service Interactive

We provide clients with custom developed solutions for web design, database creation, commerce integration, creative development, CD/DVD authoring, online marketing and a multitude of interactive service. Here is the short list of what we can do for you...

Site Building

As our core service, web site development is the primary component in our suite of online marketing services. Cyber-NY utilizes an established process and workflow called the "E-Print" that ensures client goals and objectives are met on time and within budget.

Dynamic Needs Assessment

Think of DNA as a shopping cart for information. With a DNA system, your site can deliver the content visitors are looking for with the least amount of clicks. It also tracks visitor behavior and data by asking several targeted questions. Response to visitor needs can be automated.

Site Control & Content Management

Keeping your site up-to-date is key to customer retention. Predefined zones of your web site can be updated and edited via a secure browser interface allowing for frequent additions and modifications. Additional functionality can be added via a secure web based control panel to allow remote editing of content as well as a variety of other site management features.

E-Commerce

Cyber-NY can facilitate online transactions by providing clients with commerce hosting, secure connection, transaction processing and site-side technology. We also develop shopping cart systems, secure order forms or other forms of order submission.

BoomNetworks

Through BoomNetworks, Cyber-NY can manage your electronic newsletters, marketing promotions and advertising campaigns efficiently and with trackable results. BoomNetworks provides clients with list management, hosting, html and text e-mail transmission, subscribe/unsubscribe method, tracking and management control panel.

CNY DataToolbox

Upgrade your web site without upgrading your server. Cyber-NY can custom develop your database or web application for integration within your existing server or functionality can be added direct from our DataToolbox server.

CD-ROM / DVD

Cyber-NY creates custom applications and presentations suited to our clients' needs for delivery on standard CD-ROM, mini CD, shaped CD, or DVD media. Duplication services are also available in a variety of formats.

Search Engine Optimization

Cyber-NY analyzes your sites current rankings across the top search engines and directories and then works towards improving rankings with site-side scripting, direct listings and paid placements.

Hosting

Web site hosting on dedicated or shared server environments is available for both Windows and Linux based operating systems. Cyber-NY provides hosting clients with technical support and server maintenance.

Partial Client List

Cyber-NY's portfolio embraces a range of clients in a variety of markets including business-to-business retail and not-for-profit. Our experience spans financial services, film, fashion, publishing, aviation, international trade, arts, entertainment and technology. Our clients include:

- 24/7 Media
- ABC Radio Network
- Absolut Vodka
- Actrade Financial
- Ad Council
- American Technion Society
- Burlington Paper Products
- Cameron Mackintosh (Miss Saigon)
- CIC Financial Group, Inc.
- Crain's New York
- East Air Corporation
- Eventage Event Production
- Fierce Films
- Fujifilm North America
- GPG Net (United Nations)
- Great Kid Escape
- Huntington Learning Centers
- The Internet Broadway Database
- Jembro Discount Stores
- League of American Theaters and Producers
- Lions Gate Entertainment
- Merchant Ivory Productions
- Napco Security Group
- Paradysz Matera
- Poly Partners
- Producers Management Group
- Rapp Collins (US Navy / UPS)
- Reliable Automatic Sprinkler Company
- Siemens Pharmaceutical
- Situation Entertainment
- Stewart International Airport
- TBWA/Chiat/Day
- United Nations (Development Programme)
- United States Navy
- Very Magazine & StyleGuide
- Vista Capital Group
- Wizdom Media
- Yamaha Music Interactive

Selected Work



Yamaha Music Interactive
Web Site & CD-ROM



Huntington Learning Centers
Web Site



Poly Partners
Web Site



Fujifilm
CD-ROM & Web Site



Siemens Pharmaceutical
CD-ROM



CIC Financial Group
Web Site & CD-ROM



Stewart International airport
Web Site



DVOU (Non-Profit)
Web Site