

## ABOUT CYBER-NY

Cyber-NY is a full service interactive agency providing innovative solutions for web site development, e-marketing strategy, CD-ROM/DVD authoring and kiosk development. Our work includes e-commerce sites, business-to-business marketplaces, content destinations, broadband/richmedia campaigns, collateral marketing, direct e-mail, viral marketing and integration of online/offline marketing efforts.

Cyber-NY views its clients as partners; partners in developing effective interactive solutions based on sound business fundamentals. Our knowledge of interactive media and experience developing on-line initiatives combined with our clients' industry expertise fosters a shared learning environment in which each project takes shape.

Utilizing our proprietary 'e-print' to delineate a workflow and agenda, Cyber-NY can implement creative and technical services in a clearly defined and efficient manner. This process, in turn, allows us to optimize the three most important aspects of business development: cost, quality and speed of delivery.

## SERVICES

### Technology

- Site Building
- CD-ROM and DVD Authoring
- Kiosk Integration
- PDA/Wireless Authoring
- Software Development
- Internet Application Development
- Technology Integration

### Creative Services

- Site & Element Design
- Brand Positioning
- Character Development and Animation
- Content Development
- Sound Design

### Online Marketing & Strategy

- Marketing Strategy & Execution
- Media Planning & Buying
- Project & Process Management
- Direct E-mail & List Management
- Banner Design & Production
- Search Engine Optimization



## CLIENTS (Partial Client List)

- 24/7 Media (Nasdaq: TFSM)
- Actrade Capital (Nasdaq: ACRT)
- Ad Council
- Bookmark Online
- Burlington Paper (Nasdaq: PBF1)
- East Air Corporation
- EnjoyYourSpace.com
- Exis Consulting
- Fierce Films
- Finger Print America
- Flash Art Magazine
- Fujifilm North America
- Irwin Levine & Associates
- Jembro Retail Stores
- Lions Gate Films
- League of American Theatres & Producers
- Merchant Ivory Productions
- Napco (Nasdaq: NSSC)
- ProNetLink.com
- Provident Financial Group
- QLT / Merge Mania
- Rapp Collins  
(US Navy account / UPS account)
- Raymi.com
- Ruder Finn
- Situation Entertainment
- Stewart International Airport
- TDI Corporation
- TBWA/Chiat/Day
- Vista Capital Group
- Yamaha Music Interactive

## STRATEGIC PARTNERS

- Affinity
- Apple Computers
- Commission Junction
- EPartners Solutions
- Globix
- iAccess
- NCR Kiosk
- Verio

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