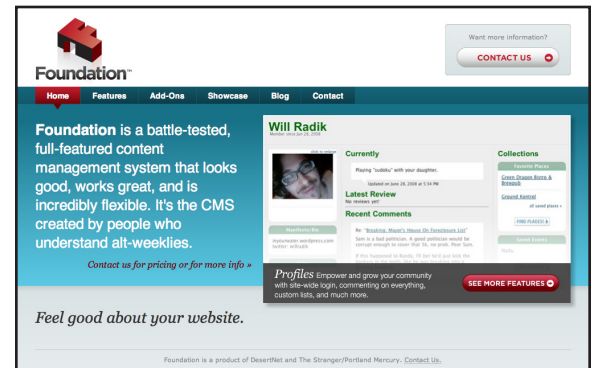# GENERAL INFORMATION

FOUNDATION EASE-OF-USE SUMMARY

- Website structure comes fully loaded with all admin tools and user-features ready to use.
- Intuitive administrative and data-entry interface, specifically evolved for publications needs over 10 years and hundreds of publication staff.
- Multiple staff can be in the system simultaneously, working on different data.
- Web-based access to your database from any computer, anywhere (home, work, on the road).
- Living website structure enables you to add components, or change configurations at any time.
- Ability to add 3rd-party widgets, or basic HTML components wherever/whenever you want.
- Choose from any of the system-standard data-driven components seen among any Foundation sites, or have us custom program new data-based components for your specific goals.
- General FAQ for system basics reference.
- Custom FAQ for managing your homepage.
- Development Blog/newsletter for keeping updated on the latest enhancements and new feature rollouts.
- Support-email for reaching staff with questions anytime.

(Ask DesertNet for the full features list, for more specific details.)

SETUP INCLUDES

- Analysis of your homepage-mock.
- Consulting for best-practices in your data organization, to attain your presentation goals.
- Data-archive import where applicable (story archives, blogs, and Locations), with mapping appropriate to your new goals.
- Guidance for coordinating materials and questions through the setup process.
- Development of:
  - » Custom-homepage structure, components, and design to your mock.
  - » Custom navigation and footer links established in a way you can manage post-launch.
  - » Style implementation site-wide to match your desired homepage design.
  - » Standard section-landing pages chosen appropriate to your content needs. Choices as seen among other clients. Further customizing available.
  - » Placeholder pages for your static-page needs (advertising info, staff info, etc.).
  - » Basic forms for user email submissions of events, letters to editor, news-tips, contact-staff inquiries.
  - » Import-rules customized to your InDesign story exports.
  - » Print-export format refinements for your events, dining listings, location directories.
  - » Filespace access for any pdf, flash, plain-html, or other non-data-oriented files you may need to link to.
  - » Training for standard system usage of all the above mentioned.
- Standard Foundation site (data structure, website structure, and all features).