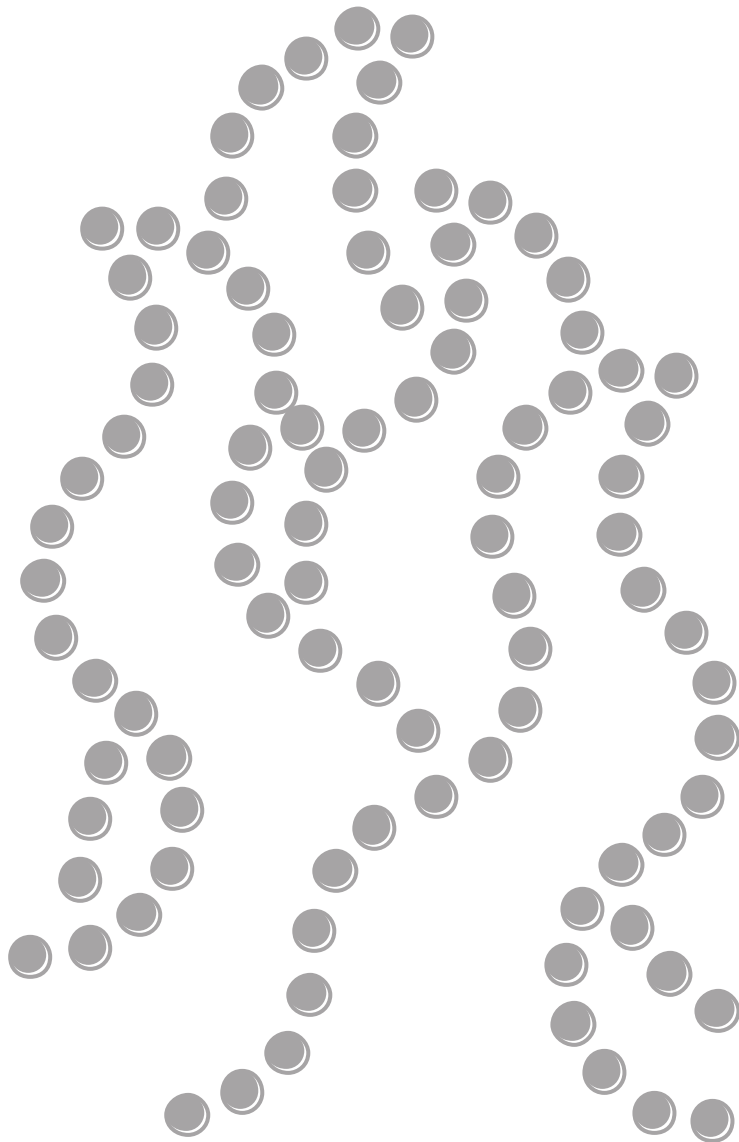


fyre interactive marketing collateral



# 01

## ABOUT US

Founded in 2001, Fyre Interactive has built a solid reputation for delivering exciting, engaging media solutions across multiple platforms. With offices in Johannesburg, South Africa, Fyre Interactive helps businesses deliver exceptional customer experiences by combining business strategy, experience design, and industry-leading technologies.

The strategies and solutions we leverage include digital marketing, communications, high impact database and custom web application development, content management systems, interactive media CD-ROMs, e-Services and e-Business applications of all size and complexity that turn heads – and get results.

Our strength lies in our expertise in understanding how to apply innovation to drive measurable business results. While the award-winning solutions we design and build deliver competitive marketing tools to the bottom line of your business.

Our talented and multi-faceted team is dedicated to helping clients reach their objectives and committed to the excellence of every project. We encourage everyone at Fyre Interactive to expand their point of view, explore new ideas, and discover and develop new capabilities that expand the value of our client service offerings. Our ongoing vision is to continue to innovate in the digital medium — with your business needs in mind.

Our skills are complimented by our state of the art tools and software, and amplified by our dedication, vision and expertise. But don't take our word for it, talk to our clients. Our clients trust us with integral parts of their businesses and we deliver.

How can we help you?

# 02

## SERVICES



Fyre Interactive offers our clients a wide range of services that encompass all aspects of new media design and development, specializing in defining and developing your organization's identity. We work with you to create a brand, or to build upon an existing brand, and put it to work on the Internet. We believe that each of our services represents a unique communication opportunity for our clients' products. When it comes to ideas, strategy, content development, technology, we have experts and expertise in each discipline.

Everything we do is driven by our clients' business goals, fuelled by our own unique blend of strategic, creative and technical skills, and deployed using our proven project management methodology. Our reputation for delivering projects on time, to specification and on budget is reflected in the length of our client relationships.

As a full service partner, Fyre Interactive is committed to addressing all your New Media and brand related concerns - from initial design and development, to Web hosting, and ongoing marketing and promotion.

Ultimately, it's the deep integration of our services that makes us different from the rest. Our services build on each other, add power to each other and maximize the value and intelligence of each client interaction.

# 03

## WEB SYSTEMS



Fyre Interactive takes advantage of today's ever-advancing technology, by developing strategic solutions designed to promote our clients' message and relationship with their target audience, through the global power and flexibility of the Internet. Having many dimensions the Internet informs, entertains, sells, and brings people together in a new competitive marketplace. By utilising the lightening speed of the World Wide Web our clients get the advantage of their vital information being available from anywhere, at anytime.

With a broad spectrum of W3C standardised web capabilities, including front-end and back-end expertise for simple information sites to advanced dynamic applications; our highly individualised solutions have proven to leave a lasting impression with real world functionality and fast download times. Combine this with our attention to detail and dedicated project management services, guarantees a complete multi-platformed solution that integrates seamlessly with traditional marketing components and converts once-off users into repeat clients.

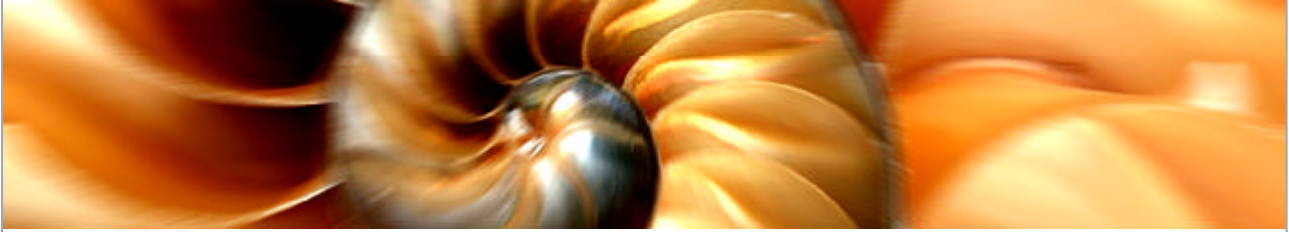
We work closely with our clients in every stage of the project development, from concept inception, research and analysis, information architecture to design, programming, usability testing, maintenance and marketing. This enables us to create structured and visually appealing systems that present information in a navigable and efficient form that can turn websites into valuable, informative and useful business tools. Thus, setting businesses apart from their competition.

Fyre Interactive offers the following Internet services:

- Website strategy and interface design
- High impact Macromedia Flash and Shockwave media
- Content Management Systems (CMS)
- Database design and integration
- E-commerce solutions
- Intranet and extranet system development
- Web application development
- Systems integration
- Cross browser, cross platform compliancy
- Search Engine and directory optimisation and submission
- Complete website promotion and marketing
- Usability testing and needs analysis
- Website maintenance and support packages
- Domain registration and hosting solutions

# 04

## INTERACTIVE MEDIA



A multimedia production is a powerful, interactive communication tool that delivers a rewarding, adrenaline rushing media experience, bringing your message to life. Fyre Interactive combine creative ideas, superior design and the latest technologies to produce professional presentations, that will both inform and entertain your audience.

CD-ROM applications present a flexible and versatile way to deliver captivating presentations, interactive demonstrations and dynamic product launches that are cross platform and fast loading. And because of their size and intrigue, are especially well suited for trade shows, direct mail and leave-behind, after-meeting, sales material.

Our interactive solutions combine a variety of media such as text, graphics, animation, digital video, and sound into an integrated package that helps you speak to your customers with consistent unmatched clarity and resonance. The result is a dynamic, interactive, and infinitely customisable communication tool that delivers reliable targeted messages and enriched lasting impressions.

It's no surprise that more and more companies are exploring this technology to capture the imagination, generate more leads, educate, promote, inform and entertain.

We offer a range of multimedia services including:

- Multimedia CD-ROMs, DVDs and e-business cards
- Database integration
- 2D/3D Animation
- Shockwave, Flash and Director programming
- Rich targeted email-marketing campaigns
- Kiosk development
- Sales, marketing and promotional material
- Product and service showcase
- Computer based training
- Digital catalogue
- Electronic books
- Interactive resume or portfolio
- Video editing
- Corporate videos

# 05

## DIGITAL MARKETING

Digital marketing involves the delivery of integrated marketing campaigns, the strengthening of a brand through multiple digital channels, and ensuring a consistent, memorable user experience that communicates a company's core values, differentiates a brand from competitors, and delivers value to customers.

To build an effective marketing strategy, we start by defining your business goals and analysing your target audience. Then, by integrating animation, interactivity, e-mail and database technology to create email campaigns, online branding, and Internet banner advertising, we propel your brand into the digital world. All accomplished at a fraction of the cost of direct mail.

Fyre Interactive delivers integrated, strategic campaigns and relationship-based, one-on-one marketing initiatives that achieve business results through the use of:

- Digital newsletters
- Email campaigns
- Electronic invitations
- Internet banner design and management system
- Interactive screensavers
- Custom solutions
- Pre-built website tracking system

# 06

## SUPPORT SERVICES

Fyre Interactive's support services can round up your marketing efforts on several fronts. And because they compliment our other offerings, these services provide you with maximum flexibility and convenience.

### **Content Architecture**

As copy can make all the difference to the success of your project, our copywriting and content editing focuses on your exact requirements by fully researching your business specifications before developing content aimed directly at your targeted visitors. Copy should be persuasive, yet personal, and presented in such a way that encourages the visitor to read on, in order to convert a sceptical visitor to a fully committed customer.

### **Graphic Design**

Fyre Interactive provides a single source solution for all your design, marketing and production requirements. We pride ourselves in producing original and powerful designs that effectively communicate your corporate values to support and enhance your promotional and marketing strategies.

- Logo design & corporate identity packages
- Catalogues
- Direct mail
- Annual reports
- Brochures
- Sign and banner design
- Media Kits
- Scanning and photo work
- All printing requirements

### **Support**

We provide comprehensive support for all our New Media applications. Support includes cost free maintenance, standard training and help, and possible upgrades for up to 30 days following successful installation and testing of an application. The free support covers all bug fixes, required changes to meet previously agreed upon specifications, and helping clients operate and maintain the application on their own. This free support does not include additions and modifications that were not in the original agreement.

## Maintenance

Fyre Interactive provides maintenance agreements to fit your specific maintenance needs and budget. Whether your site requires an occasional update or ongoing weekly maintenance, we have a solution to keep your site fresh, up-to-date, and accurate, long after the initial launch. Combine this with our search engine promotion, optimisation and website statistics knowledge, ensures the continuous high performance of your website.

- Website updates
- Copywriting
- Website analysis
- Graphic designing
- Flash animation designing
- Search Engine optimisation & submission
- Online marketing
- Programming
- Website stats

## Statistics

Statistics are vitally important for monitoring your project's success. They track and monitor all aspects of your website, and report back on its performance. Without this information you cannot effectively analyse which areas are working for you, and which are not.

## CD and DVD Duplication

We personally manage each job through the replication process, so we're able to ensure that your project stays on time and on budget. We can replicate for almost any quantity, from 250 units and more.

We supply the following CD and DVD services::

- **Duplication**      CD, digicard, mini CD and DVD duplication
- **CD Printing**      Silkscreen and label printing
- **Booklets**          Design and full-colour booklet inserts
- **Packaging**        From standard jewel cases, to custom design boxes and shrinkwrapping

# 07

## OUR CLIENTS



For every Fyre Interactive client, our goal is the same: to provide you with the tools to compete and lead in your industry and reach your full business potential. To reach that objective, we place your audiences and stakeholders at the center of development while ensuring that your objectives are achieved elegantly, effectively and efficiently.

### National Clients

Absolutely Fabulous Video Store	Holy Rosary School	Rhebokskloof Wine Estate
ABSA Bank	Housemove.co.za	SAB
Adzoo	HSRC	Sasol
Apex Fitness	IFA	SITA
Blue Apple Publishing	Interprise	SnapStock
BlueGrass	Iscor - Sustainable Steel	Structured Projects Worklife
Bridal Companion	Ishta Yoga Studio	Spearhead (BT Group)
City of Johannesburg	Jeep	Starke Ayres
Clientele Life	Jordan Properties	Steuler Africa
Comtec	Knorr	Sunway Safaris
Contours Express	Lisan Laboratories	Super Group
Corporate Café	Marc Bow Photography	Tadco
Creative Incentives	MedEmass	Taylor Wines
CUDA	MiNett (Equals Group)	Teba Bank
Datashuttle	Modern Montessori	The Bigger Picture
Digital Source	Motormouth	The Workflow Company
Diners Club	MTT - Metal & Tool Trade	Thirstgrip
Education Africa	Mummys Gold Casino	Thrupps
Electronic Arts	MultEnet	Total Relationship Management
Executrain	Nambitha	TVR Computers
Firefly Animations	Nordland Lighting	VirtualCards
Flower Dynamics	North Business Systems	Virtual Office Solutions
Flowers.co.za	Obrian Marketing	Volvo
Ford Motor Company	Office Management Services	Walter Sisulu Scholarship Fund
Giant Leap	Omega Digital	Zulu Nyala
GreatStock	Parktown Boys High	<b>International Clients</b>
Green Door Marketing	Pfizer	Fans FC (United Kingdom)
Gresham Records	Piggs Peak Casino	Nexus UK (United Kingdom)
Grundfos	Plascon	Nexus SMS (United Kingdom)
HealthBridge	PNET	Channel U (United Kingdom)
Hi-Performance Learning	Pontins	Erongo Medical Services (Namibia)
	Red Envelope	Luna Properties (Namibia)

# 08

## CONTACT DETAILS



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