



Your Website

-An Extension of You.

Imagine your business being open 24 hours a day, 7 days a week, attracting new customers and serving existing customers.

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Now, you can quickly have custom built website for you, a professionally designed website that shows the world what you're selling and gives them the information they want to know about your business. Add to this the power of **website** into the languages of your choice, and you've got an online extension of you.

Effects Multimedia gives you everything you need to establish your presence on the web, including a e-commerce enabled 90+ page website with shopping cart, FLASH enhanced & HTML versions of your site with automatic translation, your own domain name (www.YourBusiness.com), up to 25 matching email boxes (You@YourBusiness.com), live chat support, no banner ads, web server hosting, search capabilities, feedback form and guest book.

Who is Effects Multimedia?

We, Effects Multimedia, are a world-class, single-source e-Business development firm that helps mid to large-sized companies and organizations successfully establish their presences and identities on the Internet.

But We Saw a Gap:

We found that most web development firms, like ours, were out of reach for companies with smaller budgets, like yours. Sure, you could get a site built, but if you wanted it to look professional, and to be equipped with all the extras that the big corporate sites have-you'd need to spend a fortune. We know, because we build them all the time.

And We Filled that Gap: for You.

That's why we decided to create a professional website builder program that's easy on you-and on your budget-yet gives you the extras and professional touches you need to set yourself apart, and grow your business online.

We've taken our years of experience in the Internet era, and our in-depth knowledge of business processes, technologies and e-business applications, and molded them to successfully solve your business budget challenges. In doing so, Effects Multimedia created the first set of professional web templates that include all the extras found in high-budget sites: like a shopping cart, automatic language translation, and both HTML and flash-enabled versions.

And to make your foray onto the web as easy and as complete as possible, we decided to give you everything you need-everything. We'll register your domain name, give you email accounts and secure server hosting. When you choose Effects Multimedia, you don't need anything, or anyone, else to run your business online.

Our strong team of senior business consultants, usability professionals, information architects, technology experts, and design and programming experts are here to help, and we're equipping you with best-of-breed solutions in the e-business domain.

See The Future of Your Business Online.

Today's savvy consumers expect your business to be online. They expect to be able to type in your domain and find your website, where they can review your offerings when they want, anytime they want. And their numbers are growing. According to Jupiter Media, 76% of the U.S. population is expected to be online by 2006, and they are predicted to buy more than \$130 billion worth of goods from online vendors. Worldwide,

the Computer Industry Almanac tells us that 945 million people are anticipated online by 2004, up from 553 million today. Think about it. If you could reach even .01% of the current Internet population (a conservative estimate), that's still 55,300 potential new customers-today. By 2004, that number jumps to almost 1,00,000 people.

Capture New Market Segments

Going global is easy with a website by Effects Multimedia. Use our program to capture foreign markets, and promote your products and services to ever growing numbers of online consumers.

Our Solutions

We've developed three distinct and affordable packages – Silver, Gold and Platinum. You can have complete details in the following pages.

The questions you must ask

Do I Want to Expand My Market Reach?

If your product or service isn't local in nature, you can penetrate global markets with professionally websites. Millions of viewers – and buyers - are waiting for what you have to offer.

Do I Want to Save Time?

Your website is a valuable sales and information tool that will yield benefits for years to come. Drive local customers to your site for product or service details. Post free reports in your expansive Effects Multimedia website, and free yourself from the hassles of mailing and faxing information.

Do I Want to Increase My Bottom Line?

We already know the answer to this question—of course you do! And that's exactly what your website will do for you, whether directly, or indirectly. If you have product that can be sold online, your Effects Multimedia shopping cart and eCommerce enabled site lets customers from around the world buy from you—all night and all day—every day.

Benefits

Your Domain Name and Registration

Your package includes registration of your domain (www.YourBusiness.com). Increase credibility, and add value, by truly having your own site.

Email Addresses

Let your customers contact you at YourName@YourBusiness.com. Again, you have plenty of room to expand. Add-ons available.

E-commerce Ready with Shopping Cart

Sell your products and services 24/7/365. Your website includes a product showcase for up to 100 items, and an easy to use shopping cart. Now, your online buyers can purchase whenever they'd like.

24/7/365 Secure Server Hosting

When you choose Effects Multimedia, you can be sure that your site will always be there. We've built the system, we maintain it, and we host it-all the time.

Feedback Forms.

Collect voluntary database information from your customers and visitors and market to them again and again.

Guest book

Find out who's visiting, and see what's on your customers' minds with your business guest book. Use it to collect data by requiring an entry in exchange for a free download or other free information.

FTP Access

Upload and download your content quickly and easily with FTP access.

Online Website Statistics

Find out who's coming to your site, and from where. Use our statistics to keep your marketing fresh, and to find out what interests your browsers-and what doesn't.

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Why Effects Multimedia?

Effects Multimedia was founded in 1997 by a team of professionals with over 10 years of combined experience in various fields of the Internet and other businesses.

We have a keen understanding of business processes, technologies and e-business applications that are required to successfully solve business challenges. We offer clients a single source for the comprehensive range of services required to expand conventional business processes increase their profitability and help them sustain real competitive advantage.

In a short time, Effects Multimedia has grown rapidly. With a strong team of information architects, technology experts, design and programming experts, Effects Multimedia, is fully equipped to provide best-of-breed solutions in the e-business domain. Effects Multimedia has successfully completed various Multimedia and Internet Communication Projects like E-commerce System, Multimedia Presentation, Kiosks, Multimedia Titles, Animation, Website, Portals, Special Effects Solution to Various Corporate, Advertising Agencies and PR Agencies, to name some SAMSUNG, Coke, DSC Worldwide, GLOBUS, Revlon, Modi Group, Sayaji Hotels, FOCUS Advertising, Hotel Owners, Choksi Lab, Stella Advisory, Shimla Beauty Contest, Lunkad Media and Entertainment, RS Enterprises, Fonocom-MPTCTA, FSP Technologies etc. Every company has its own business model. At Effects Multimedia, we strive to work holistically and provide end-to-end solutions.

Effects Technologies

To win competitive marketplace advantages, you need to rapidly deploy new and state-of-the-art business solutions. Second, and most importantly, you must be able to leverage rapidly emerging Internet technologies to transform existing business processes.

Effects Multimedia understands enterprise environments and subsequent Information Technology requirements for supporting vital business processes and applications. We offer cutting-edge technology consulting to propel your business into the 21st century.

We have a broad spectrum of Internet and e-business technologies that we work with.

Server-side Scripting – ASP, ASP.NET, CFML, VBScript

Client-side Scripting - HTML, Dynamic HTML, Java & VB Script, VRML. WML. XML

Web Multimedia - Streaming Video, Macromedia Flash & Director, Web 3D, Animation

Client-side Programming - SVG, Java Applets, Flash, Web based Tutorials, WAP

Web Technologies - Credit Card Transaction, Mobile- Commerce, Mobile Internet Shopping carts, E-commerce System, eCRM, Online transaction processing, Intranets, Site Submission and Promotion, Internet Advertising, Search Engine Listings

The Effects Advantage

- ✓ We go beyond the brief.
- ✓ We have a well-defined development process. We work with project plans. We change project plans when the tasks increase/decrease, to indicate the latest delivery status. We revise and version project plans.
- ✓ We respect clients because we believe that they have a vision, the courage to put their money behind their vision, and because they are willing to work with new business models.
- ✓ We expect clients to respect us because we help them build their business using new e-business models, and because we are committed to their success.
- ✓ We treat client information with absolute confidentiality. We make every person inside Effects Multimedia or outside Effects Multimedia partners, sign an NDA(Non-Disclosure Agreement) with the company, at the time of joining, to ensure that people treat client information with the amount of confidentiality that clients expect.
- ✓ We do offshore (client in one location, delivery team in another location), onsite (delivery team moves to client location), and combo (part of the delivery team at the client location, and part offshore) assignments.
- ✓ We do end-to-end Internet Solutions.
- ✓ We do assignments in business consulting, information architecture, user interface design, technology, security audits, usability analyses, and other one-off assignments.
- ✓ We set up Offshore Development Centers (dedicated development teams with the appropriate skills and infrastructure) for clients across the world. We work with cutting-edge technologies.
- ✓ We do a lot of R&D. We have dedicated teams researching Bluetooth and .NET technologies. We are working on developing a web-usability index.

We see to it that your needs and requirements are understood fully, to your satisfaction. We have a team that prides itself in its commitment to quality and its ability to deliver projects on time and within budget. At each stage of a project, we follow international standards for software development and are flexible to adopt customer standards to accomplish high-quality program development.

Resources are dedicated to the client for extended periods, regardless of the project. The comfort this gives clients is that resources are available on demand.

Effects Multimedia - Free, Silver, Gold, Platinum Package

Plan	Free	Silver	Gold	Platinum
Base Package Price	Rs.0/-	Rs. 5,990/-	Rs. 9,990/-	Rs. 14,990/-
Features				
Data Transfer	250MB/Month	1GB/Month	1GB/Month	10GB/Month
Site Search	No	No	No	Yes
Webspace NT Server, 10MB	Rs.2300/-	Free	Free	Free
Domain Registration	Rs. 700/-	Free	Free	Free
Matching Email	Yes	Yes	Yes	Yes
FTP Support	Yes	Yes	Yes	Yes
FrontPage Support	Yes	Yes	Yes	Yes
Customization	No	Minor	Yes	FULL
Mail Boxes	1	5	10	Unlimited
Web Access of Email	Yes	Yes	Yes	Yes
Default Delivery	Yes	Yes	Yes	Yes
Email Forwards	Yes	Yes	Yes	Yes
POP3/SMTP(Outlook Support)	Yes	No	Yes	Yes
Password Protection	Yes	Yes	Yes	Yes
Visitor Statistics	No	Basic	Basic	Advance
Regular Site Backups	No	Yes	Yes	Yes
Feedback Page	No	Yes	Yes	Yes
Inquiry Page	No	Yes	Yes	Yes
Guestbook	No	No	No	Yes
Picture Gallery	No	No	No	Yes
Full Form and Data Processing	No	No	Yes	Yes
Mater CD of Website	No	No	No	Yes
Both Version (FLASH & HTML)	No	40% Extra	30% Extra	Free
FLASH Intro	No	20% Extra	20% Extra	Free
Confirm Listing in Search Engines	Rs. 8000/-	Rs. 8000/-	Rs. 8000/-	Rs. 8000/-
Database Conectivity*	Rs. 8000/-	Rs. 8000/-	Rs. 8000/-	Rs. 8000/-
Additional Webspace and Domain	Rs. 2400/-	Rs. 2400/-	Rs. 2400/-	Rs. 2400/-
News, Chat, Greetings, Weather, Email etc	Rs. 4000/-	Rs. 4000/-	Rs. 4000/-	Rs. 4000/-

All Rates of optional and extra features are over and above the base package price

* Conditions Apply

Services

Our Methodology for Custom Projects and Portals

Any process of building a Net solution goes through these clearly identifiable stages.

Phase 1: Pre-development Planning

Based on a high-level understanding of the solution required, Effects Multimedia will submit a Project Plan which will endeavor to list all the modules, tasks and sub-tasks in the project, with an idea of the timeline required for delivery.

This Project Plan will also define points of approval by the client and will be used for planning meetings for approvals and iterations.

This Project Plan is created with certain assumptions, based on Effects Multimedia, experience in delivering similar projects to clients, and is dependent on the assumptions being correct.

On sign-off of the Project Plan, Effects Multimedia, will prepare an appropriate System Requirements Sheet (SRS), which will highlight the overall client requirements in a manner and format understandable to the client to:

- ✓ Convey Effects Multimedia understanding of the overall requirements
- ✓ Define the proposed solution

On the completion of a suitable SRS, Effects Multimedia, will prepare a Prototype of the solution required. The Prototype provides a page-by-page rough layout of the proposed solution and will be used to get final sign-offs prior to delivery.

The Prototype will contain:

- ✓ The contents of each page with a large degree of detail
- ✓ The database interaction on each page
- ✓ The client-side manipulation required in each page
- ✓ The input received from the client by the server
- ✓ The navigability of the important portions

The Prototype will be handed over to the client for a detailed analysis and sign off, post spot-iterations, if any.

On the basis of the sign off on the Prototype, the deliverables will begin.

Phase 2: Development

Based on the inputs given in the Prototype, Effects Multimedia, will put two teams to work on parallel activities:

- ✓ Database design
- ✓ User Interface design

Usually, the Database design is retained by Effects Multimedia, unless specifically asked for by the client and is an internal deliverable for the project.

The User Interface design will go through the following stages of delivery:

- ✓ Overall User experience definition (Typically the home page of the site)
- ✓ Design of the main interfaces of the high-level modules of the solution
- ✓ Design of unique, non-standard elements in the site, if any
- ✓ Detailed prototype, down to the page level, typically comprising at least two pages at the module level

The User Interface design will go through a series of approvals. Usually, this delivery is dependent upon the previous delivery. Hence, the complete User Interface design will be a sequential activity.

After delivery of the User Interface design, the solution coding begins.

Coding will be subject to daily internal Quality Checks to confirm quality of delivery and adherence to client's requirement. On completion of functionality of each module, client approvals will be sought. This process will continue until all modules are delivered.

After delivery of all modules, integration of all modules into a single entity will happen and a complete quality check is done on the solution.

The integrated solution is deployed at the server location for complete beta testing by a closed user group. This group typically consists of all classes of likely users, including external groups with project buy-ins .

Any deficiencies and minor feature additions are made, based on the beta testing group feedback, and the solution is ready for delivery.

Phase 3: Delivery and Maintenance

Once the project is ready for delivery, it is deployed in a production environment and is opened to all user groups. At this stage the solution is closely monitored for efficiency and performance deficiencies, which are fixed online for a period of two weeks.

This is usually treated as final delivery by Effects Multimedia, and the final invoice is raised and payments received.

After the period of close monitoring is complete, Effects Multimedia, will move the solution to a Maintenance Mode, where a skeletal team will be available for minor feature additions and changes based on user feedback. Beyond the first two weeks, charges for the same will be extra and is not a part of this proposal.