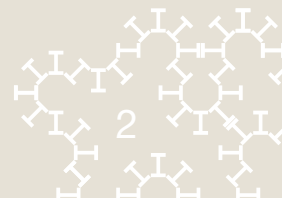
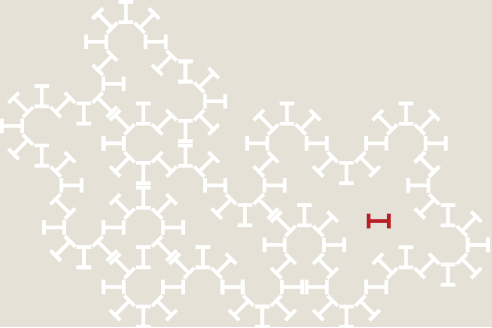




HUGEOBJECT

Web design - E-marketing - Internet solutions



WHAT'S THERE TO KNOW ABOUT HUGEOBJECT

Contact us

*(03) 9670 2366
Suite 3 Level 11
488 Bourke Street
Melbourne VIC 3000*

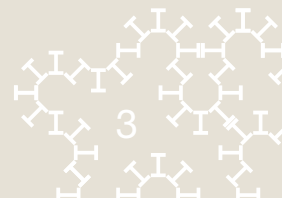
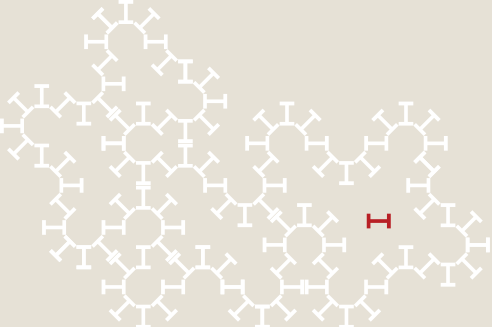
Hugeobject was established in 2004 and specialises in providing Internet solutions to a growing list of companies and clients. With over 20 years of combined experience in building websites and creating Internet strategies, we are perfectly positioned to assist large and emerging companies in making the most out of the Internet.

Hugeobject are experienced in delivering integrated website solutions that deliver a real return on investment. Our developers have a history of turning complex problems into simple and functional solutions, resulting in many satisfied customers.

Based in Melbourne, we're ready to help you locally, or take your business worldwide.

"I cannot speak highly enough of the fantastic job you have done on revamping the website for the Mothers Day Classic. Not only does the new website look great, it also has greatly improved functionality and is very easy to navigate."

Louise Davidson
Mothers Day Classic



OUR SERVICES

Measurement is at the heart of all our online campaigns.

DESIGN

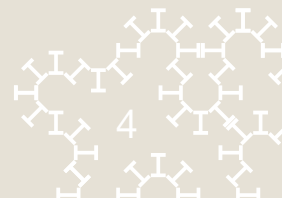
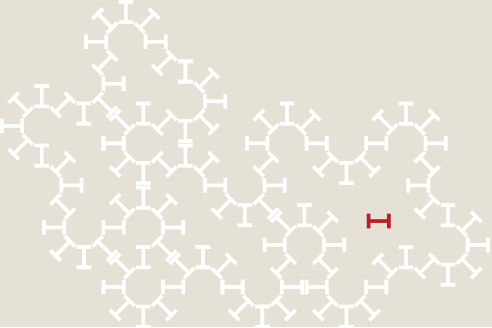
Strong, effective design that stands out. Each piece we produce is a hand-crafted original.

- Concept and idea generation
- Website design
- User interface
- Adobe flash design
- Banner adverts and online advertising
- Rich email design
- Illustration
- Animation

INTERNET MARKETING

Targeting and measurement are at the heart of all our online campaigns. Know where you start, where you finish, and then evaluate the performance.

- Website analytics
- Search engine marketing
- Online advertising
- Email marketing
- Google adwords (PPC)
- Overture PPC
- Viral marketing
- Strategic Recommendations



OUR SERVICES

Clean, standards based coding practices that are the best in their class

DEVELOPMENT

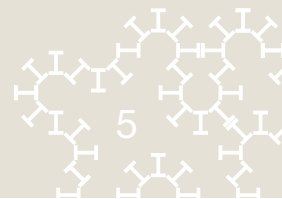
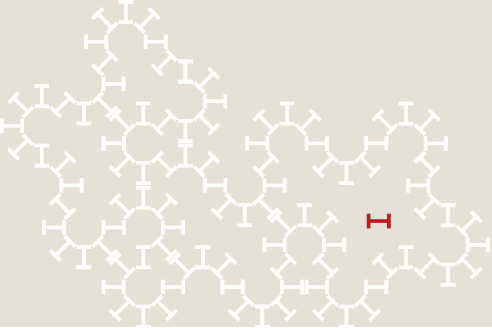
Industry leading technologies combined with standards based code. Our professional and well managed approach to web development guarantees you a site that keeps on working.

- Content management systems
- Ecommerce
- API and third party integration
- Website hosting
- XHTML Strict, PHP, .Net, Flash, Javascript, Ajax
- RSS integration
- Custom scripting
- Standards based code

USABILITY AND ACCESSIBILITY

Users from all walks of life should be able to easily and simply navigate your website, independent of their means of access.

- W3C adherence
- User acceptance testing
- Wireframes
- Prototypes
- Standards based development



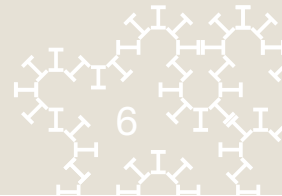
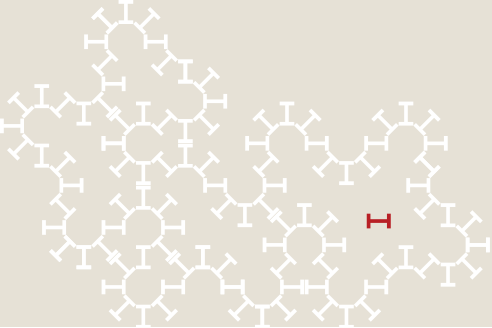
OUR SERVICES

We follow a documented process to make sure we deliver projects on time

PROJECT MANAGEMENT

A systematic and measured approach to implementing your project, ensuring that the end product is an exceptional tool for your business.

- Documentation
- Risk analysis
- Scope definition
- Status reports
- Project monitoring
- Measurement
- Open communication



Our clients refer us to other customers, because they trust us to do an outstanding job.

WHY CHOOSE US?

QUALITY

Once we have finished building your solution, you can be assured that we have reviewed every possible aspect of it before it launches. We conduct a thorough test of all our work on our own in-house systems, making sure that all code, spelling and grammar is absolutely perfect.

SERVICE

With each piece of work we take on we assign a dedicated account manager to look after the entire life of the project. Your account manager will ensure that you are kept informed at each stage of the process, working closely with you to deliver your project on time.

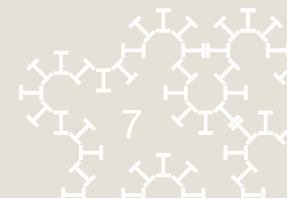
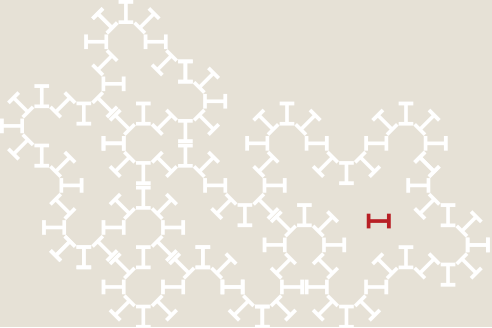
RELIABILITY

Referrals make up over 90% of our new business opportunities. With this in mind, we aim to deliver an outstanding body of work to every client we acquire. We can be relied upon to work hard with a high level of quality, and have the testimonials to prove it.

FUTURE PROOF

When we develop, we only use standards based code that complies with the W3C guidelines. This means your site will render correctly in the widest possible range of browsers, as well as load quickly and swiftly. Standards based pages also rank higher in search engines.

Our solutions are about as future proof as you can get.



WEBSITES

A conversion rate increase of 30%.



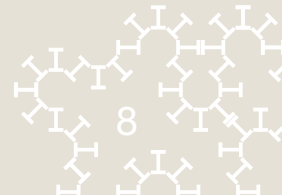
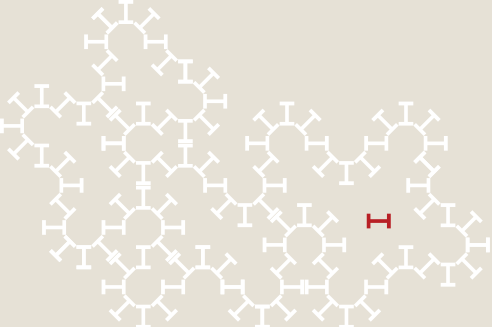
Client: Museum Victoria
www.imaxmelbourne.com.au

The Imax Melbourne site was a definite success. The content management system allows IMAX to easily update film schedules and times each week, as well as set what films are displayed on the front page.



Client: Empirics Marketing, Shannons Way
www.industrysuper.com

Within the first month of launching the new Industry Super site we had increased conversions by 30%. The average time spent on the site by a user increased by 14%, while its position in Google for the term "Industry Super" jumped two spots to number one.



WEBSITES

*We can help
you grow your
business with a high
performance website*



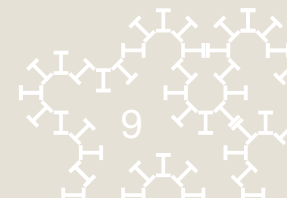
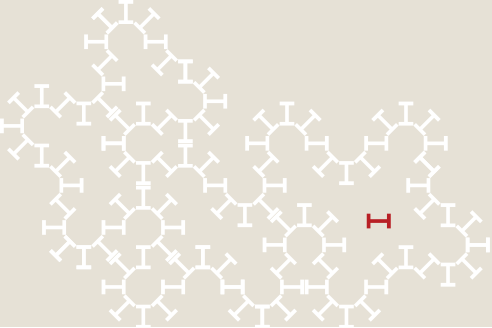
Client: Women in Super
www.mothersdayclassic.org

The 2005 site saw a whopping 280% increase in website traffic, thanks to both the regular new content and the new email newsletter.



Client: Empirics Marketing,
Shannons Way
www.mtaasuper.com.au

The new design was very well received by the client, while the new information structure has significantly improved the ease of navigating around the site. The MTA Super site made the shortlist for the 2006 Rainmaker awards.



EMAIL MARKETING CASE STUDY

Email sign up rate of 11%, compared to an industry norm of 2-3%.

MOTHERS DAY CLASSIC NEWSLETTER

Early days training - get ready!

With 8 weeks to go, it's time to get ready for yet another inspirational Mothers Day Classic. Over 21,000 people nationally walk or run around glorious courses, joining forces to support not only the fight against breast cancer, but also each other.

There's no better a motivational opportunity to get you up and moving. Whether you wish to walk or run, 4km or 8km on Mothers Day, now's the time to get active.

This is the first in a series of newsletters that will provide a range helpful tips to get you going. We hope you enjoy.

Best regards,

The Team at the Mothers Day Classic

This newsletter is brought to you by [Lisa Westlake](#), the Australian fitness

What is the Mothers Day Classic?

The Mothers Day Classic is a walk/run to raise money for the National Breast Cancer Foundation's breast cancer research program. It is organised by Women in Super, a national network of women working in the superannuation industry.

The Mothers Day Classic will take place simultaneously in Melbourne, Sydney, Brisbane, Hobart and Adelaide on Sunday the 14th of May, 2006.

MAJOR SPONSORS

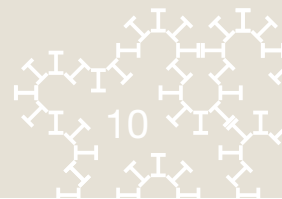
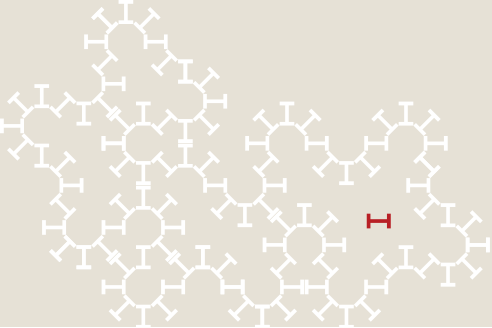
Members Equity Bank

GOLD SPONSORS

Client: Mothers Day Classic
www.mothersdayclassic.org

When we first partnered with the Mothers Day Classic to produce their website, we actively encouraged them to begin using email as a marketing tool.

The results were fantastic, with close to 3,000 people signing up to the newsletter in just 45 days. This equated to a take-up rate of almost 11%, compared to an industry norm of 2-3%.

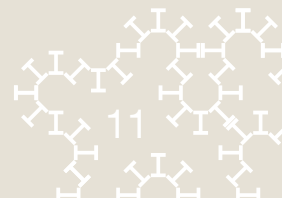
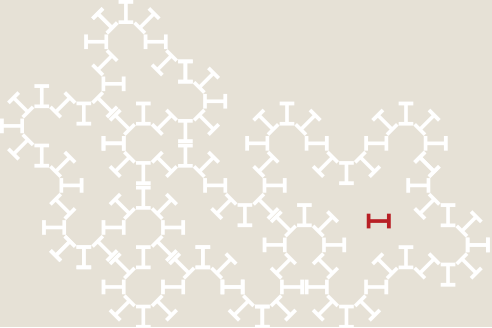


HUGEOBJECT IS PROUD TO HAVE WORKED FOR:

“Right from the start, from the tendering process, you have displayed a level of utmost professionalism that has made Hugeobject simply a pleasure to deal with.”

*Richard Morrison
IMAX Theatre,
Melbourne*





FOUNDING PARTNERS OF HUGEOBJECT

*Bright, talented
and passionate
about our work.*

SCOTT HANDSAKER

Having spent the majority of the last 7 years working in the IT and customer service fields, Scott Handsaker has built up a wealth of business experience. Based predominantly in Melbourne, his work has also taken him to Singapore (3 years) and Malaysia (6 months).



Scott has consulted and worked on a number of multimillion dollar customer service projects for some of Asia's biggest companies, including Singtel and Telstra. He has extensive management experience both in Australia and overseas.

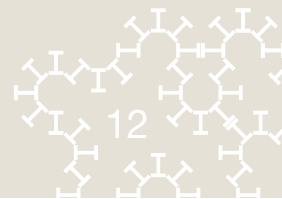
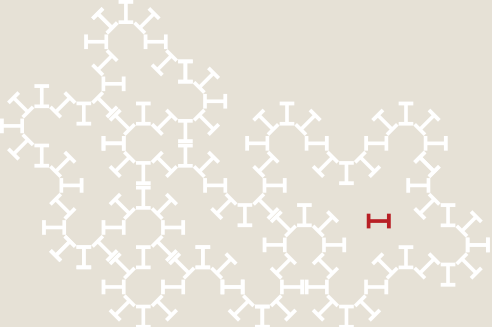
ANDREW EDWARDS

Andrew Edwards has been building and designing multimedia and websites for the past eight years. Highlights include programming the interactive information kiosk at Federation Square, as well as winning an international award for an online multimedia application. Andrew has been involved with all aspects of website creation from design to front-end construction, multimedia, backend programming and ecommerce.



"I have dealt with many companies in this sphere, and can safely say that Hugeobject stands head and shoulders above the rest. Great people. Great value. Great results."

Darrell Ludowyke
Empirics Marketing - Director



GET IN TOUCH...

*Feel free to contact
us with any questions
regarding our
services*

PHONE	(03) 9670 2366
EMAIL	info@hugeobject.com.au
WEB	www.hugeobject.com.au
ADDRESS	Suite 3 Level 11, 488 Bourke Street, Melbourne, Victoria 3000