

on-IDLE Deliver London's West End Christmas Website

Submitted by: Elemental Communications

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Design and Web Development Agency on-IDLE Deliver West End Christmas Website to Push Christmas Campaigns

----Begins----

Design and web development agency on-IDLE <http://www.on-idle.com>, has delivered the West End Christmas website <http://www.newwestend.com/christmas/>.

After building the content managed New West End Company <http://www.newwestend.com> corporate website in 2002, and working with the New West End Company, on-IDLE have designed and built the microsite on which the Christmas 2004 season campaign will be run.

New West End Company is a voluntary Business Improvement District (BID) whose vision is the revitalisation of the three famous shopping streets of London's West End – Bond Street, Oxford Street and Regent Street – making them world class for shopping, living and leisure.

The West End Christmas site has its own URL <http://www.newwestend.com/christmas> and links directly from the corporate site's consumer area "London's West End". After the success of the consumer-focused Food Fantastic Festival in July this year, the Christmas campaign will increase awareness of the New West End Company, highlight the contribution brought to the West End and garner support from the local business and resident communities for the realisation of the BID proposals announced on the 26th of October 2004 with the support of Westminster council.

The Christmas campaign site features:

- Logos and links to the websites of the media partners: Evening Standard, London 2012, Heart FM and Visit London.
- Special events and links to the websites of the street associations for Bond Street, Regent Street and Oxford Street.
- A list of special offers and events hosted by retailers in the district with links to their sites.
- A listing of theatre, entertainment and other events happening in the West End generally.
- A map and listing of special food areas within the district.
- Travel tips for getting to, moving around within and getting home from the West End over the festive season.
- Press releases for the media to keep abreast of the events and activities taking place.

Visitors to the website will also be able to enter competitions and news about the large events such as the switching on of the Christmas lights, an Olympic event on the 12th of December 2004 and of course, New Year's Eve.

Ané-Mari Peter, Co-Founder and Managing Director at on-IDLE explains, "Our remit included the design of the Christmas website, and the updating of the site throughout the festive season where required. When amends fall outside the scope of the content managed areas we will ensure that the Christmas site remains

lively, has the latest news and events listings, and provides added value to the media partners and site visitors.”

Concurrently, the corporate site will also undergo a navigation and content update – Phase 2 of the whole website project – to reflect work of the past two years all geared toward supporting the BID proposals.

The current corporate site will undergo a re-vamp ready for the Christmas website 2004 launch and subsequent campaigns.

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----Notes to editors----

The West End Christmas website maybe found at <http://www.newwestend.com/christmas>.

The BID proposal press release can be found on the corporate site's news section, or at:
<http://www.on-idle.com/nwec/emailer/mail/westendnews/index.php?mailid=25> / <http://tinyurl.com/59f67>.

This press release is available in PDF, plain text and Word formats. Photographs are available of the on-IDLE team.

The media spokespeople for on-IDLE are Ané-Mari Peter, Co-Founder and Managing Director and Marc Peter Co-Founder and Creative Director.

About on-IDLE:

<http://www.on-idle.com>

on-IDLE is an independently owned- and managed London-based design and web development agency, established in June 1999. The company trades in the UK, Swiss, South African and German markets, with clients being on average of 60% repeat business. Typical customers are in the media, retail, travel and education sectors.

on-IDLE provide Branding, Design and Development services for offline and online mediums, which include: internet, extranet, intranet, mobile devices, print and signage. The company specialise in the development of CSS, XSLT, XML and Flash-based solutions, mostly driven by their in-house Open Source Content Management System. on-IDLE staff provide specialist web and print design software training to the London College of Communication, the Swiss Universities of Art and Design in Zürich and Bern, Online Labor Zurich and to the marketing departments of corporations. Marc and Ané-Mari Peter are also the authors of regularly published articles relating to new media industry matters in the UK, Germany and Switzerland.

What does “on-IDLE” mean?

“onIdle” is an event handler used in various programming languages to perform special functions when an application is “idle”. The “on” command activates the application / tool / device again.

Similar to a car idling, it is ready to go, but only when the handler is activated (gas pedal and gears) does it go. on-IDLE do a lot of trouble-shooting and updates on previously developed work for agencies and companies, making the name more apt than ever in today's fast changing interactive environment. We always tease our customers with this made-up script: “on-IDLE go pub”, i.e. leave the problem with us

and go and relax.

----Contact----

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