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The Philadelphia Web Design Company Introduces Breakthrough Web Video Presentation Player

New Web Technology Transforms Conventional Websites into Engaging Storytelling Presentations

Philadelphia - October 10, 2007 - The Philadelphia Web Design Company today introduced Focus*Point™, an Internet presentation tool designed to reduce the cost to create interactive online sales and educational presentations.

Each Focus*Point presentation is a multi-panel, topic-driven, website that combines streaming web video, PowerPoint style slides, interactive web pages, topic captions, online help, and an easy-to-use navigation system.

The visual and interactive elements work together to indulge the three specific ways people learn: visual, auditory, and tactile, resulting in a highly engaging and persuasive online multimedia experience for a broad range of possible viewers. Once published, to the Internet, or CD/DVD, the Focus*Point™ presentation significantly reduces the time required by the presenter to repeatedly perform the same presentation by telephone or in-person.

Focus*Point web presentations operate with any standard web browser that supports the Windows Media Player or QuickTime video formats. Presentations typically load in less than 15 seconds with a average DSL connection (768k) and video begins to play almost immediately after initial loading is completed.

Additional Focus*Point™ features include:

- Fast loading streaming web video (typically less than 15 seconds)
- Built-in Quiz Feature with optional Scoring Module - perfect as a training, support, or customer service training tool
- Built-in self-guided Help System
- Can be customized to incorporate any features available on a conventional HTML-based website including image rollovers, document download, pop-up windows, feedback and contact forms, and active links

States Randy M. Zeitman, President of The Philadelphia Web Design Company and inventor of Focus*Point™:

"Traditional text and graphic websites are the right tool for establishing intellectual credibility - telling the story of the product or service through features and benefits.

But it's emotional credibility - letting the website visitor see and hear the storyteller - that establishes trust, rapport, and likeability and strongly motivates the prospect to pursue the offering.

This is why Focus*Point™ is a particularly powerful tool for service-driven professionals and organizations such as attorneys, consultants, healthcare providers, non-profits, associations, etc."

Focus*Point is available exclusively through The Philadelphia Web Design Company . Focus*Point is U.S. Patent Pending.

ABOUT STONE ROSE DESIGN

Founded in 1989, The Philadelphia Web Design Company provides world-class website design and search engine advertising services. National clients include: Yahoo, Nike, America Online eBay, Home Depot, Staples, and Dell Computer. The credo of the Stone Rose Design is "We Give Small Business A Big Voice!™".

Randy M. Zeitman is the founder of The Philadelphia Web Design Company and brings forward a diverse background as a graphic designer, small business consultant, marketing director, author, software trainer, programmer, magazine columnist, copywriter, and technical editor. Mr. Zeitman also conducts a variety of small business marketing seminars for Staples®, Temple, Widener, and Delaware County Community College.

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