

# eliquidMEDIA

magazine



[www.eliquid.com](http://www.eliquid.com)

visualize create deliver

# VI•SU•AL•IZE

To form a mental image of something not present before the eye at the time.



## Project Management & Marketing Strategy

- Internet strategy consulting
- Content analysis
- Research of your market sector
- Placement analysis and search engine seeding
- Internet marketing campaigns

## Application Development

- Custom applications integrated into your website
- Content management
- Database development
- Full e-commerce development

eliquidMEDIA  
INTERNATIONAL INC

## Design

- Advanced cutting edge website interface design
- Interactive & dynamic FLASH development
- Corporate identity, logo development & branding

## Multimedia & Video Presentations

- CD presentations
- Video production
- Streaming video/audio
- Online cameras

**Publisher**

Lou Tortola

**Managing Editor**

Sarah George

**Creative Director**

Mark Long

**Creative Design Director**

Dawn Ball

**Project Manager**

Melissa Basarac

**IT Director/Technical Writer**

Xavier Spriet

**Senior Writer**

Cheryl Vigh

**Production Manager**

Ian Gossling

**Business Development  
Manager**

Steve Gaudette

**Senior Multimedia  
Programmer**

Adrian Pandurevic

eliquidMEDIA International Inc.  
939 Goyeau Street  
Windsor, Ontario  
N9A 1H7

This magazine is published by D.A.M. Publications Inc. It is distributed free to select clients as determined by eliquidMEDIA International Inc.

D.A.M. Publications Inc. Canada assumes no responsibility to return unsolicited editorial or graphic material. The views expressed or implied herein do not necessarily reflect those of D.A.M. Publications Inc. Canada. No part of this publication may be reproduced without the expressed written consent of D.A.M. Publications Inc. and eliquidMEDIA International Inc.

Publication Agreement #1823590.  
Contents © 2004, D.A.M. Publications Inc. and eliquidMEDIA International Inc.



## Publisher's Note

The intent of this magazine is to showcase the talent that is possessed by the technical, creative and administrative teams, as well as the wide range of capabilities eliquidMEDIA specializes in.

A message from the CEO, Lou Tortola

This magazine is all about reaching a vision I have for eliquidMEDIA. My vision began the day I decided to enter the New Media industry: To be the best, to be highly regarded as a leader in our industry, and to pursue opportunities for growth worldwide. This publication celebrates our vision and displays our commitment to drive it to the highest level.

At eliquidMEDIA, our Mission is:

- To Grow
- To leverage technology
- To be innovative and creative
- To always surpass client expectations
- To recruit energetic, positive, intelligent and creative people

Lou Tortola  
CEO eliquidMEDIA International, Inc.

# How To Contact eliquidMEDIA

www.eliquid.com

1.800.561.7525

## USA

### Detroit/Greater Michigan and Ohio

Steve Gaudette  
steve@eliquid.com  
27221 Northline Road,  
Taylor, Michigan  
48180-4400  
Phone: 800.561.7525

### Boston

Carl Tortola  
carl@eliquid.com  
85 Rangeway Rd., Bldg. 1  
North Billerica, MA  
01862  
Phone: 800.561.7525

## Italy

Maria Pia Pezza  
mpp@eliquid.com  
Via Pio La Torre #23,  
Isernia, IS 87170  
Tel: 0865.59848

## Canada

### Toronto

Martha Marquis  
martha@eliquid.com  
Unit 918, St. Clair Centre  
2 St. Clair Avenue East, Suite 800  
M4T 2T5  
416.644.4933

### Windsor

Ian Gossling  
ian@eliquid.com  
939 Goyeau St,  
Windsor, Ontario  
N9A 1H7  
Tel: 519.973.1930  
Tel: 800.561.7525

### Kingston

Lisa McIssac  
lisa@eliquid.com  
Site 9B-7 RR1  
Sydenham, ON  
K0H 2T0  
800.561.7525

# La Note de l'Aditeur

eliquidMEDIA est une entreprise multi-service spécialisée dans le secteur multimedia, et qui fournit des services tels que de le developpement d'applications, productions video, publication, developement et creation de sites Internet, campagnes de publicité, presentations multimedia, creation de CDs multimedia, support technique et e-business de haut niveau.

Le talent et l'experience de nos equipes techniques, administratives et creatives sont incomparable.

Le but de ce magazine est de démontrer notre talent et les divers services dans lesquels eliquidMEDIA se specialise.

## **Message du Président:**

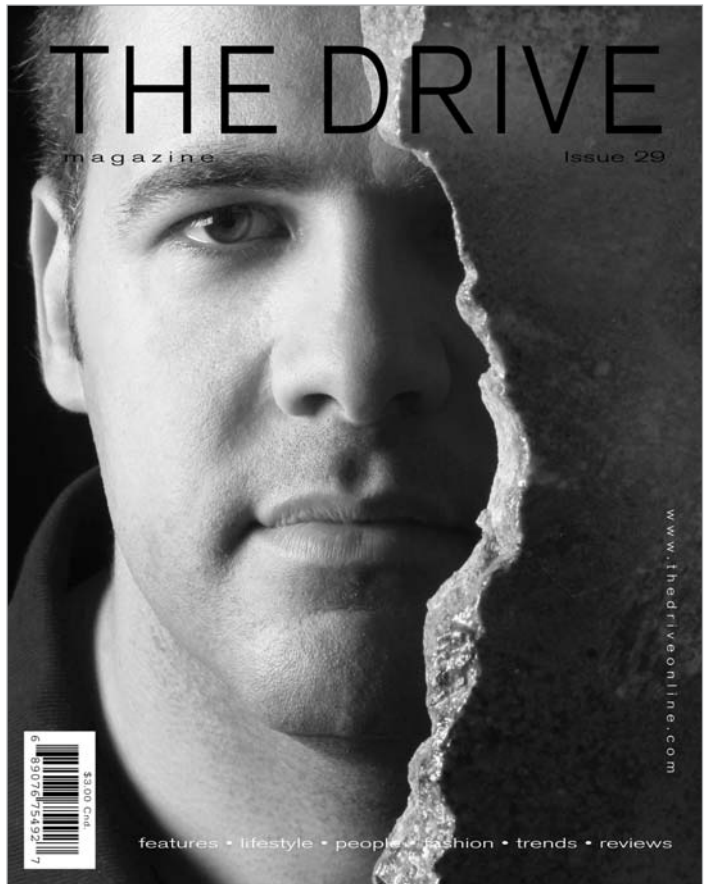
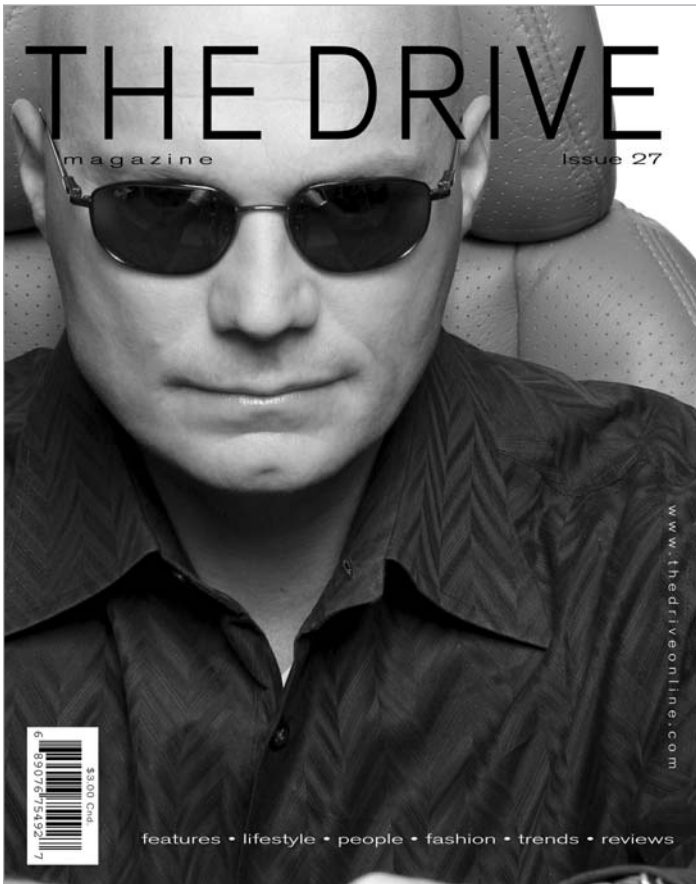
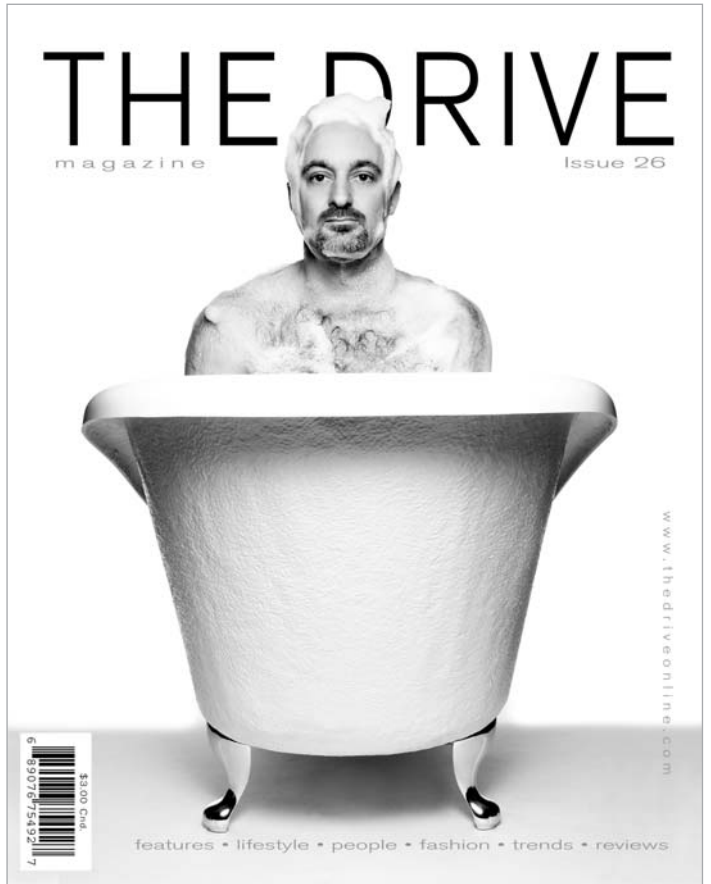
A Travers ce magazine, j'aimerais partager avec vous une ambition qui m'est apparu alors que je faisais mes debuts dans le secteur du nouveau media: Devenir le meilleur joueur et le plus reconnu dans notre secteur et poursuivre de nouvelles opportunités de croissance sur le marché international.

Cette publication représente un accomplissement de notre ambition et démontre notre détermination a mener notre entreprise au plus haut niveau.

Notre mission première a eliquidMEDIA est:

- Croissance
- Bon usage de la technologie
- Etre innovatif et creatif
- Toujours surpasser les expectations des clients
- S'entourer d'une équipe energique, positive, intelligente et creative

Lou Tortola  
CEO eliquidMEDIA International, Inc.



# eliquidMEDIA & THE DRIVE

In the publication of eliquidMEDIA magazine, we have partnered with THE DRIVE magazine and DAM Publications, Inc. The Drive magazine is a premium lifestyle publication with impacting photography and articles featuring lifestyle, fashion, trends, and news. It is distributed in the US and Canada to selected markets and also available by subscription.

THE DRIVE has a unique quality that is widely recognized. From its early beginnings, the magazine has projected a classy, polished image that most would never have the courage to do. The black and white format is sharp, modern and crisp, creating more room for rich content rather than flashy advertisements.

It's easy to see why eliquidMEDIA would want to mirror such a striking format.

eliquidMEDIA is very proud of the relationship we have with this magazine. We have developed and maintained the magazine's websites:

- [www.thedriveonline.com](http://www.thedriveonline.com)
- [www.thedrivemagazine.com](http://www.thedrivemagazine.com).

We value our relationship with the Drive as a client. We refer business to them as much as possible, as we highly recommend the magazine as an advertising vehicle. Many of eliquid's prominent clients have been featured on the cover of THE DRIVE.

Our gratitude to THE DRIVE, and their instrumental

role in assisting us with this publication is immeasurable. Their involvement in the development process, page layout, and printing is what allowed us to make this our vision for this magazine a reality.

Very special thanks to Mark Long, Managing Editor, and Dave Hunter, General Manager.

## THE DRIVE m a g a z i n e

A circulation of 31,500 targeting upscale homes and businesses

Target market 28-50 affluent male and female

Professional photography, design and editorial

Clean uncluttered look. No other publication in the city like it!

Ultimate staying power with quality imagery and content

Experienced ad agency style production

Premium entertainment and consumer information source

Strong internet presence

Attention to detail and clarity of content and ads

Quality publication represents client's image

Insightful and always positive.

# Increase Customer Satisfaction with Live Support on Your Website!

CHAT WITH US

ESS Live

Eliquid Support System (ESS) is an on-line chat and support solution, giving you the ability to assist your customers in real time, answer their questions and address their concerns.

For more information on ESS Live, please contact eliquidMEDIA at 1-800-561-7525, or at [info@eliquid.com](mailto:info@eliquid.com)

eliquidMEDIA  
INTERNATIONAL INC



# The Development Process

Developing your media presence is a process which encompasses several steps, all of equal importance.

## **Phase I-Development Process**

Phase one includes defining the project, whereby a member of eliquidMEDIA's Business Development team will meet with you to determine your needs. This can be done either in person or over the phone. eliquidMEDIA will assist you in determining your goals, analyzing your industry to see what solutions best suit your business plan, and identify what back end programming may be required. Once your needs have been established, your eliquidMEDIA business development representative will generate your quote and submit it to you for your approval. Once the contract is signed, they move along into phase two.

## **Phase II - Research & Planning**

An audience analysis is performed. Competition is also analyzed to ensure your multimedia production is the best there is. Time scales are developed and the project begins.

## **Phase III - Develop Prototype**

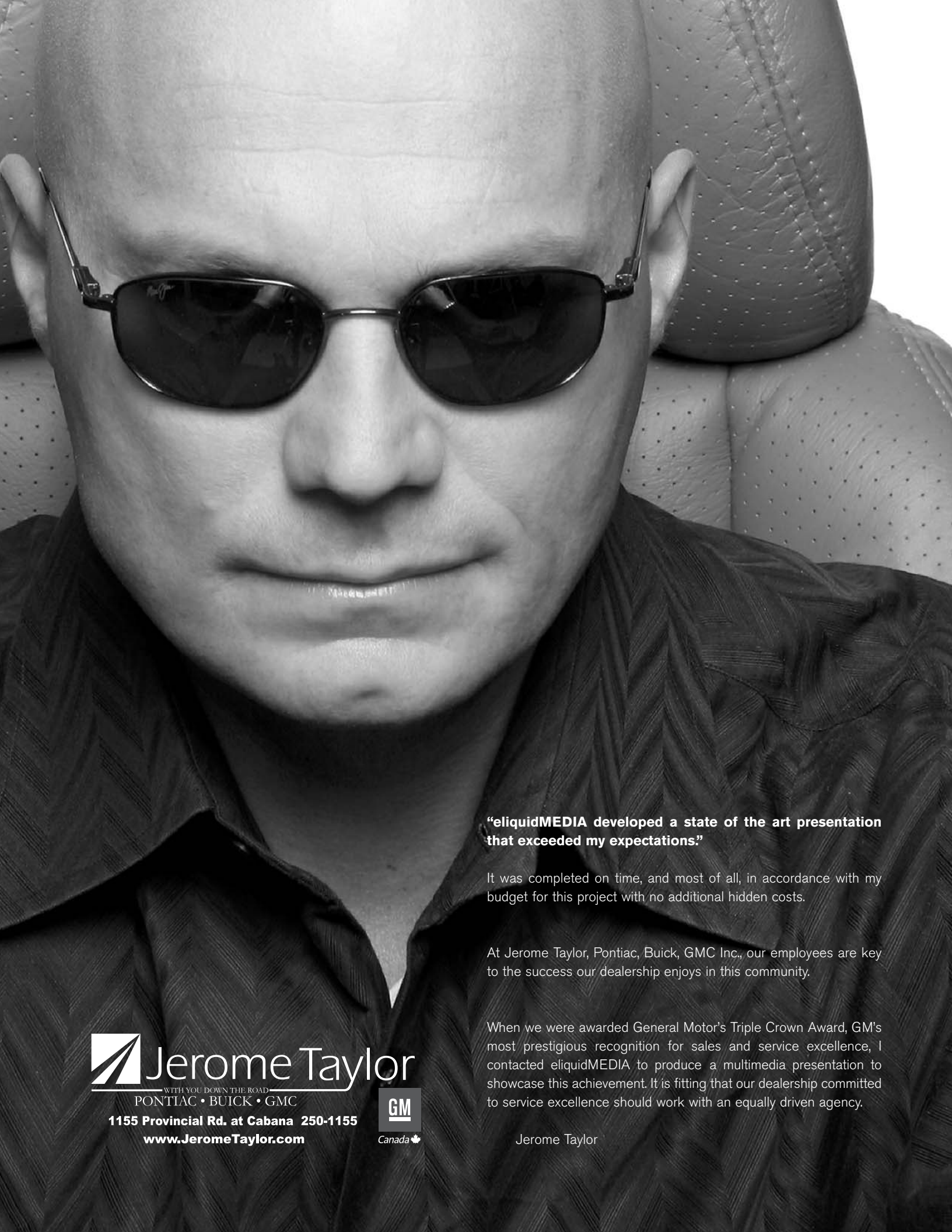
A delivery plan for content is created. You have the option to develop text yourself, or you may wish to utilize eliquidMEDIA's professional writing services. The structure of the piece is created as well as all graphic concepts and navigation systems. Feedback is requested from the client on an ongoing basis throughout this stage, as it is imperative that the client receives exactly what they are looking for. Once the design has been finalized, it's on to Phase IV.



## **Phase IV - Production & QA (Quality Assurance)**

This includes content integration, as well as all back end application development. All databases, email systems, as well as any other applications eliquidMEDIA has developed for your needs are finalized. The deliverable is tested for Quality Assurance, after which the client is asked for final approval.

The development process continues well after the product has been completed. eliquidMEDIA offers continued technical support, and ongoing content and design maintenance.



**"eliquidMEDIA developed a state of the art presentation that exceeded my expectations."**

It was completed on time, and most of all, in accordance with my budget for this project with no additional hidden costs.

At Jerome Taylor, Pontiac, Buick, GMC Inc., our employees are key to the success our dealership enjoys in this community.

When we were awarded General Motor's Triple Crown Award, GM's most prestigious recognition for sales and service excellence, I contacted eliquidMEDIA to produce a multimedia presentation to showcase this achievement. It is fitting that our dealership committed to service excellence should work with an equally driven agency.

 **Jerome Taylor**

WITH YOU DOWN THE ROAD  
PONTIAC • BUICK • GMC

1155 Provincial Rd. at Cabana 250-1155

[www.JeromeTaylor.com](http://www.JeromeTaylor.com)



Canada 

Jerome Taylor

# Real World PHP Security

*This excerpt is from an article written by Xavier Spriet, IT Director at eliquidMEDIA. It appeared in the April 2004 edition of Linux Journal, the leading publication for the Linux programming industry. It is indicative of eliquidMEDIA's strength in back-end development.*

To view the article in full, please visit:

<http://www.linuxjournal.com/article.php?sid=7237>

Understanding the most common security threats to PHP applications is the first step to securing yours.

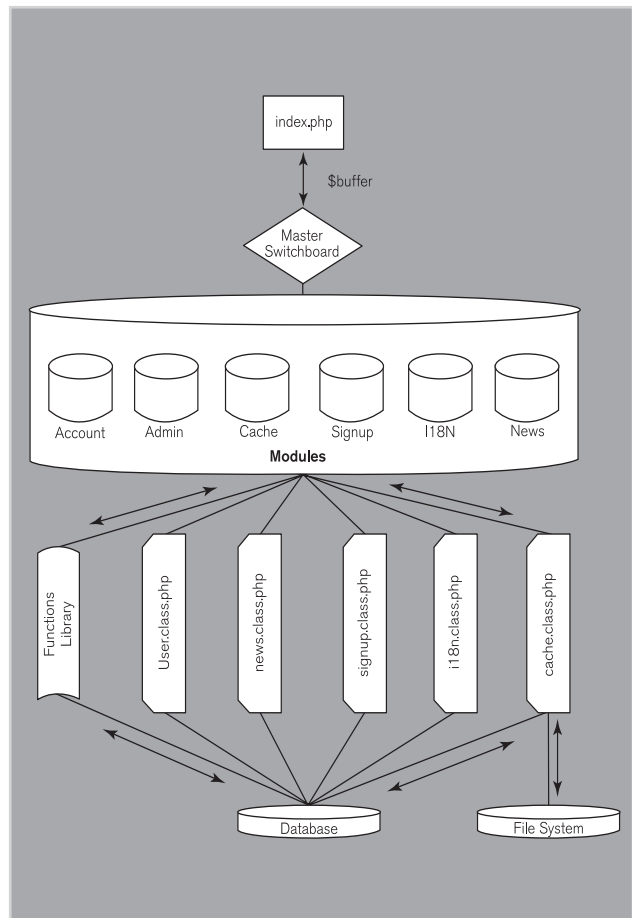
During the past two years, the core PHP developers have done an incredible job of providing the PHP user community with powerful technology that has been able to perform remarkably well in many environments. As Web applications become more popular, Web developers must face an increasing amount of possible security vulnerabilities that have the potential to compromise their work seriously. Many tutorials, books and articles have been published as new techniques are developed. These new emerging threats, however, have not received the focus they deserve.

This article is aimed at professional and open-source PHP developers who must provide a high level of security to their users or clients. The intent of this article is not to provide the developer with a question-and-answer approach but to help the developer identify possible security issues in their own applica-

tions during the design process. In the long run, this process enables you, the PHP developer, to respond to new security threats accordingly.

Xavier Spriet has been developing software in PHP for the past four years. He is the lead developer at eliquidMEDIA International. You can reach Xavier at [xavier@eliquid.com](mailto:xavier@eliquid.com).

A sample report generated by listing 5.



# Corporate Video Services

When it comes to communicating your message effectively, professionally produced video presentations will excite your customer's senses and engage them in a memorable experience as they are taken on a guided tour of your products and services

The term, "Corporate Video" is an all-encompassing description for video programs that are developed for business and/or information purposes. This includes product, service, or company promotional videos, training videos and information videos.

Using video within your organization creates an image of a modern, forward-thinking company in today's technologically driven age. Employees and customers respond to video presentations because they are accustomed to receiving information through the medium of television.

Because the video is prepared in advance, both the accuracy and uniformity of the content is guaranteed. Video is also a dynamic medium, and can help create and enforce your company image. It is especially useful when you want to demonstrate products or events that are not easy to show your clients in normal circumstances - such as the operation of large plant or machinery, medical procedures, repetitive sales presentations.

Video can be readily incorporated into interactive productions, live presentations or as part of your company website.

eliquidMEDIA will work closely with you to create a dynamic script for your video. If you already have a script, they can review it to ensure your video will have impact. They provide all the necessary cameras, lighting, audio equipment and experienced production personnel to ensure your video shoot goes smoothly.

If you choose, they can produce your video specifically for broadcast on the web. They also provide high quality transfer of existing video to web formats. No matter what the project or production calls for, they have the talent and creativity to bring a fresh approach and maximum return to any project, large or small.

Many companies use video for new employee orientation, annual benefits package updates and introduction of new techniques or processes. Some companies prepare their periodic employee newsletter on video, playing the tape in break rooms, lunch rooms, or on internal computer networks.

Since launching their video production services, they have completed a number of corporate videos for clients such as The Detroit Tigers, The Windsor Laser Eye Institute, SRC Refrigeration, Breeze Freeze Inc, and many others.

For more information on eliquidMEDIA's corporate video expertise, please contact them at 1.800.561.7525.

# Global Reach...

eliquidMEDIA is where their clients are



Cinetic Automation  
[www.cineticusa.com](http://www.cineticusa.com)  
 Farmington Hills, MI  
 Parent Company, Groupe Fives Lille  
 France



Future Media Architects  
[www.fma.com](http://www.fma.com)  
 Washington, DC



DR Groupe  
[www.drgroupe.com](http://www.drgroupe.com)  
 Italy



Seamus Ryan  
[www.seamus.co.uk](http://www.seamus.co.uk)  
 England



Bauerhin International  
[www.igbauto.com](http://www.igbauto.com)  
 Grendau, Germany



Don Marland  
[www.donmarland.com](http://www.donmarland.com)  
 Toronto, ON



NASCO  
[www.nasco-itc.com](http://www.nasco-itc.com)  
 Dallas, Texas



Detroit Tigers Baseball Club  
 Commercial  
 Detroit, MI

# eliquidMEDIA

Sometimes a company name is just that, a name. In many cases, a company name is a brand. It identifies the culture, spirit and history of the organization it labels. Many companies utilize the family name to identify themselves. This worked well for Richard Sears, of the Sears Empire. With other companies, like IBM (affectionately known as big blue), the company name "International Business Machines" was shortened to IBM and grew to be a world leader that all companies in the seventies and eighties often looked upon as a benchmark for business success.

Companies that are innovative in their product lines and services are often innovative in naming their organizations. They invent words that will label them in a fitting manner. Microsoft is a perfect example of this, utilizing two well known words, "micro" and "soft," to label a company that has grown to be the world leader in personal micro computing and business software solutions.

When we entered the Internet solutions industry at the end of 1995, even before any companies were known as "dot coms", we had the vision of incorporating this new buzz phrase in our name. We launched WEBS DOT COM in January of 1996, as a company specializing in a new industry called the Internet.

In the business of Internet consulting, we feel it is important to obtain the shortest possible domain that is root level and brandable. eliquidMEDIA might still be known as

WEBS DOT COM, if the domain www.webs.com was available in late 1995. Fortunately this domain was not available, and when we launched our company the best we could do then in a domain name was www.websdot.com.

In 1998, companies such as "Etoy.com", "Etrade.com", and an infant "Ebay.com" started coining the use of the letter E, from the term "E-commerce" as a powerful label for a serious Internet company. Unfortunately, by this time, every imaginable word with the letter "E" in front of it was registered by Internet investors who recognized the value of this. By 1999 we felt the urgency to take our name in the direction of E-business and most of all, to find a brandable name that had a root domain available.

In the late evening of December 7, 1999, eliquidMEDIA CEO Lou Tortola was researching any E name that still remained available. Every possible name that Lou liked and searched for over the last number of months was taken. After an exhaustive search when Lou typed in eliquid.com, he felt it was useless to confirm its availability. Up to that time, every short e-word imaginable including, for example: etiger, ezoo, efish, and so on were taken.

Lou clicked on the submit button to confirm the availability of eliquid.com, and when the instantaneous return message from the registrar came back that this name was available, he literally fell off his chair. Needless to say, the domain was registered.

# Contests

leveraging the power of the Internet



Companies such as Daimler Chrysler are leveraging the power of the Internet to drive consumers to their dealerships by way of Internet contests. The Jeep Winter Adventure contest website, [www.jeep-winteradventure.com](http://www.jeep-winteradventure.com), was developed by eliquidMEDIA.

The project included all back-end functionality, with a focus on statistical information relative to the demographic profile of the typical consumer who entered the contest. This included geographic data of the entrants by language preference.



The application tracked visitors who visited a dealer, test-drove a vehicle and then return to the website to qualify for bonus points for the contest.

eliquidMEDIA also developed a contest for Daimler Chrysler, tied into the 2004 Summer Olympics, "<http://www.triptoathens.ca/>" [www.triptoathens.ca](http://www.triptoathens.ca). These applications are hosted by eliquidMEDIA, and were completed in accordance with DCCI Web Guidelines and Standards, to the client's full satisfaction, and most of all, met all critical deadlines.

# The Great Three Letter Buyout

## Elequa Alters the New Extension Landscape

Reprinted From: <http://www.dnjournal.com>

By Ron Jackson

Decades ago, radio and television adopted a system using three and four letter names to identify individual broadcast stations. They worked well because they were short and easy to remember. In broadcasting, that wise early architectural decision has remained in place today. When the Internet came along, names using up to 63 letters were allowed, but only businesses with a death wish would even approach the outer limits of that range. On the web, just as it is for those on the airwaves, shorter is usually better.

For that reason, three-letter domains have been among the most prized possessions in all domain extensions. Every one of the 17,576 possible combinations disappeared for the .com, .net and .org extensions long ago. Because of their popularity, the threes have been like a "canary in the coal mine" for the new global extensions, .info and .biz.

Miners used to place a canary in the shaft and as long as the canary was alive, they knew they were safe to work, free from any poisonous gases. In the domain industry, many of those evaluating the prospects for the new extensions felt comfortable ignoring them as long as three-letter domains were still around and available for a cheap registration fee. After all, if such a desirable domain category was still untapped, why get excited about the rest of the namespace? Alarm bells are going off now because the domain canary just died.

Heading into the last week of February 2004, there were still thousands of three letter domains available for extensions .info and .biz (the best combinations were gone but as long as any lingered their very availability was a stigma for the entire

extension as far as many investors were concerned). Then things literally changed overnight. On Monday, Feb. 23, the last available three-letter .info domains suddenly disappeared. 48 hours later, the buyer who was responsible for closing out the .info category registered more than 4,600 domains in one day to wipe out the entire remaining stock of three-letter .biz domains. Who was that masked man?!

Elequa, owner of one of the world's largest and highest quality domain portfolios (encompassing approximately 50,000 domains) is the person responsible. His moves sent shockwaves through the industry, although it shouldn't have come as such a surprise. He already held thousands of three-letter .coms, .nets and .orgs before claiming about 2,500 three-letter .infos and 4,600 .biz's.

Adding those .biz domains to the 200 three-letter names he already had gives him close to 30% of the world supply! Elequa told DNJournal.com "three letter domains are the best investment, They generally get more traffic than the more rare two-letter domains, and who doesn't type three characters even by mistake from time to time?"

As an artist (both a painter and sculptor), Elequa sees the Internet as one big canvas, and domains are his paintbrushes - the tools used to apply a rainbow of colors (well-designed content) to his web canvas. Elequa told us "this is not my source of income, it is rather a hobby that has turned into a passion. People who think I am planning to eventually sell don't know how much time I have spent in front of my PC putting together the pieces I want to do for what I plan to do. I am on track to a final destination and I will get there!"

The metrics we apply in search of a paycheck are meaningless to someone who has a vision in mind and the resources



to turn that vision into a reality. "I am constantly coming up with new ideas and I want to always have a wide range of domains on hand so I can immediately select one that suits my purposes," he said. One of his first big developments was MP3.TV, a site that has become a magnet for music fans.

Anyone who has visited an FMA site like DJ.net or FMA.com knows they are uncommonly artistic developments. But for those still struggling to get past the dollars and cents aspect of his three-letter buying binge, this might help put things into perspective. He registered about 7,000 .biz/.info domains for a total outlay of around \$40,000. As those who follow his frequent purchases in our weekly Domain Sales column know, it is not at all uncommon for him to spend that much on a single domain.

This time the expenditure allowed him to do something he loves more than anything else – create. In this case he instantly created a market by removing supply from the 3-letter .biz/.info supply and demand equation. Even though as new extensions the demand is currently relatively low, there is enough demand that when you pair it with zero supply, prices start rising. Average high bids on three-letter .infos have roughly quadrupled at Namewinner in recent days (Namewinner does not chase .biz drops).

Visit Elequa's sites, developed by eliquidMEDIA:

[www.mp3.tv](http://www.mp3.tv)

[www.dj.net](http://www.dj.net)

[www.fma.com](http://www.fma.com)

# eliquidMEDIA Support System

Provide real-time assistance person to person on your website

Imagine live customer support and visitor communication directly from your website. Eliquid Support System (ESS) is an on-line chat and support solution, giving you the ability to assist your customers in real time, answer their questions and address their concerns. Use direct dialog to build customer loyalty and provide that extra attention your visitors deserve. Human interaction goes a long way, especially on the Internet.

In our technology driven world, people have grown used to not being able to get everything they want out of a website. This changes immediately when ESS is offered. Being there to provide important information is a critical element of business. Many people don't trust computers simply because there isn't any human interaction involved. ESS will add credibility and trust to your products, services and company. It can also help you accomplish the level of client care that is required to keep you ahead of competitors.

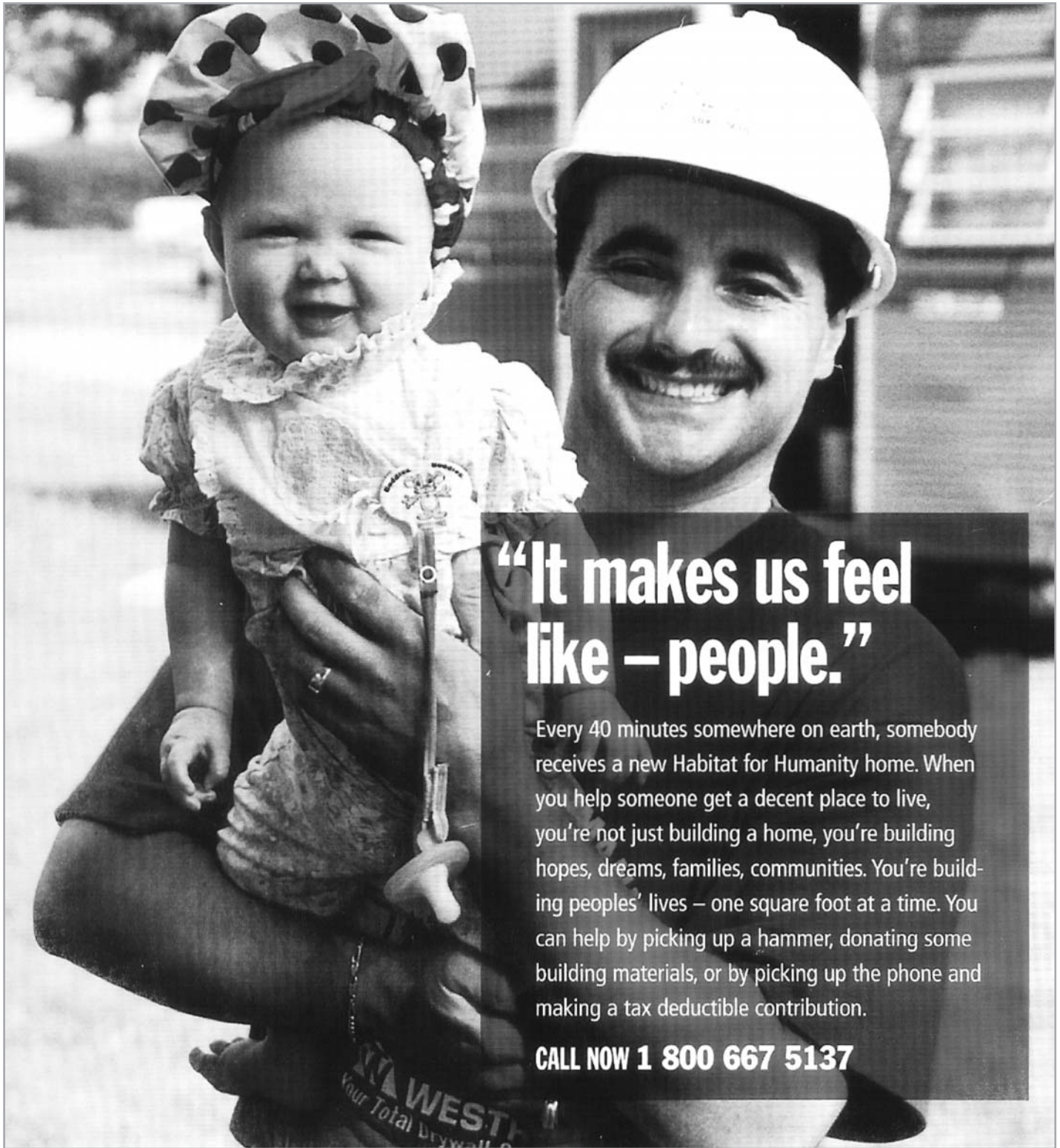
When a user browses your website, they may click on the Live Help link, which will open a window where the user chats with your website representatives. You may also prompt a user to offer help or suggestions while they are browsing your website. All conversations are logged, and multiple users and departments can be used.

Phone, fax, staff and other major costs of operation can be greatly reduced by a single Live support or sales rep. ESS will enable you to communicate instantly with your visitors and pass crucial information at virtually no cost. ESS operators can communicate with each other as well, from different locations, anywhere in the world.

ESS Live is accessible to the operators through a Windows client, or a web interface. This solution will reside on the same secure server as the website, which will effectively prevent the need for a third party to access sensitive data.

ESS is available for use at [www.rosecityford.com](http://www.rosecityford.com), [www.saunakits.com](http://www.saunakits.com) and [www.eliquid.com](http://www.eliquid.com).

For more information on ESS Live, please contact eliquidMEDIA at 1-800-561-7525.



**“It makes us feel like – people.”**

Every 40 minutes somewhere on earth, somebody receives a new Habitat for Humanity home. When you help someone get a decent place to live, you're not just building a home, you're building hopes, dreams, families, communities. You're building peoples' lives – one square foot at a time. You can help by picking up a hammer, donating some building materials, or by picking up the phone and making a tax deductible contribution.

**CALL NOW 1 800 667 5137**

Lou Tortola with Amber Gambriel. Amber is a member of first Habitat home build which Lou was instrumental in organizing in his community (1994). This poster was utilized by Habitat For Humanity in an national campaign.

**Habitat For Humanity**



# Habitat For Humanity

eliquidMEDIA is a proud supporter of several charitable organizations. Over the years they have partnered with a number of non-profit organizations that have approached them for assistance with their media needs. These organizations include: The United Way, Hearts Together for Haiti, Retrouville (a program to help couples heal and renew their marriage relationship), and a movement that is dear to the heart of eliquidMEDIA CEO Lou Tortola: Habitat for Humanity.

Over the last ten years, the CEO has served on his local affiliate's board of Habitat for Humanity. He is the past president, and a founding member. Lou has personally been involved in the construction of over 20 homes. For many of the builds, Lou booked time away from eliquidMEDIA to be on location, building homes side by side with the recipient families.

Through volunteer labor, efficient management and tax-deductible donations of money and materials, Habitat builds and rehabilitates simple, decent houses with the help of the homeowner (partner) families. Habitat houses are sold to partner families at no profit and financed with affordable, no-interest mortgages. The homeowners' monthly mortgage payments go into a revolving fund, which is used to build more houses.

A new home is dedicated worldwide every 26 minutes. The organization now spans over 92 countries and is responsible for placing over 160,000 families into new homes around the world.

There are several ways to get involved with Habitat. Citizens can volunteer at a build, shop and donate materials to Habitat ReStores, (building supply stores that accept and resell quality new and used building materials,) or simply donate funds to your local Habitat chapter. <http://www.habitat.org>

# The Importance of Good Content

words can win customers

*By Cheryl Vigh* - Great effort is put into designing web sites to achieve a professional and polished appearance. But all of that is soon overlooked, however, when the spelling mistakes are noted and the sentences don't make sense. Regardless of how appealing the site looks, if it doesn't read well you'll lose business.

Writing copy, like designing graphics, is a skill in its own right. You wouldn't ask a landscape designer to fix your car or a mechanic to design your gardens so why expect graphics, computer or business experts to write your web content?

Well written content is concise and easy to understand. Well-chosen words and carefully crafted sentences have the power to evoke emotional responses from their readers. They relay your business message in an inviting, reader-friendly format that encourages site visitors to become your customers.

When you allow grammatical errors, misspelled words and other mistakes to appear on your business web pages, many of your site's visitors won't take you seriously. They not only question your competence, but your integrity, too. You've lost a potential customer while your competitor gains a new one.

A professional writer will ensure your message is relayed through clean, concise and lively text. As an objective visitor for the site, the writer can provide suggestions and craft text that will hold the attention of an audience.

Understanding the value of good web content, eliquidMedia offers the services of a professional writer to help clients achieve a complete web package. The writer works in partnership with the client throughout content collection to ensure their business needs are met.

For more information about eliquidMedia's writing services please call us at 1-800-561-7525.

# www.rosatigroup.com



Rosati Construction Inc. is the driving force of the Group performing as a General Contractor specializing in industrial and commercial Design/Build projects. Our Mission is to deliver robust, high quality, cost effective construction solutions complete and on-time.

We recognize that the landscape of business is changing at a pace faster than any other era. The Rosati Group is committed to an e-business presence that can be leveraged to service our clients to the highest possible level. Our e-business provider is eliquidMEDIA. This company has met our expectations, They are a vendor we can rely on. We are pleased to endorse their services.

## Building The Future

- ◆ DESIGN / BUILD
- ◆ GENERAL CONTRACTOR
- ◆ MACHINE FOUNDATIONS
- ◆ BUTLER BUILDING SYSTEMS
- ◆ CONSTRUCTION MANAGEMENT
- ◆ LAND DEVELOPMENT
- ◆ LEASING
  
- ◆ INDUSTRIAL
- ◆ COMMERCIAL
  
- ◆ 519.734.6511

- Website Design and Development
- Writing Services
- FLASH Presentations
- CD Multimedia Presentations
- Video Production Services
- Online Technical Support
- Back-End Systems
- eBusiness Management
- Internet Strategy Consulting
- Internet Marketing Campaigns

experts in creating media rich web content

eliquidMEDIA  
INTERNATIONAL INC

800.561.7525

# Development Technologies

The development technologies utilized by eliquidMEDIA include a wide range of tools which are known to exceed industry standards.

PHP 4.x, 5.0b is used for large scale enterprise-grade applications based on server-side scripting, for example, the KPI management system eliquidMEDIA recently deployed.

Python v2.3+, a powerful interpreted language that is appropriate for the creation of standalone Desktop Applications and system administration utilities.

MySQL, PostgreSQL, used for most database development projects. This is a relational database management system/server. It allows the reliable and secure storage of your critical data.

Oracle, MS-SQL, IBM Universal DB2 for complex, very large-scale projects. Provides a high end environment for the storage and access of data.

Unix (Solaris) Is a flexible and secure operating system ideal for large scale distributed application hosting.

Linux production server (RedHat 6.1, 7.3, 9.0, Gentoo 1.4, Debian,etc..)This is a full featured, UNIX-like operating system appropriate for web-based distributed applications.

Shoutcast streaming technology, which allows visitors to watch live TV or listen to live music over the Internet.

Snort Intrusion Detection Systems, which detects intruders on our servers network, and can be configured to take to respond appropriately to specific intrusion attempt. (attacks)

Macromedia Flash MX 2004 Pro is the latest version



of Flash programming. It offers advanced functionality for creating sophisticated interactive content, rich Internet applications and professional quality video.

Web developers are fluent in HTML and Javascript, as well as other web design programs which include but are not limited to Macromedia Dreamweaver and Adobe Photoshop. Their group of highly experienced web designers offer advanced cutting edge website interface design, interactive & dynamic FLASH development, as well as corporate identity, logo development and branding.

# Elequa Unmasked

unveiling the world's most prolific domain artist

By Ron Jackson, Editor/Publisher Domain Journal

Just two years after entering the industry he has amassed more than 12,000 quality domains, including jewels like media.com, multimedia.com and fm.com. He has thriving websites like www.mp3.tv, www.dj.net and www.oxide.com. He has just purchased a major ICANN-approved internet registry that will be located on another showcase domain, i.net.

No wonder domain industry forums are buzzing with questions about "Elequa," a childhood nickname the 32-year-old Internet phenomenon uses for his online identity. They want to know who he is, where he came from and how he assembled one of the world's most impressive portfolios almost overnight. They wonder how he seems to be everywhere at once and almost always in the right place at the right time. How is it possible?

Easy really...he never sleeps. Elequa is a self-described insomniac who naps only an hour or two each night. While you are sound asleep, he is busy transforming his vision for his current projects into reality. Elequa says he is so excited about his work he simply can't gear down long enough to spend much time in bed. Fueled by that adrenaline rush, he has worked around the clock to cram four years of effort into two years on the calendar. Is it any wonder he is racing far ahead of the pack?

He is a businessman, an internet visionary, an artist and sculptor. By applying all of those skills to the domain industry canvas, he has become the world's most prolific "domain artist".

Future Media Architects, Inc. www.fma.com is a holding company for his masterpieces. However, you need not bother approaching FMA to buy a piece for your own collection. Elequa says he does not sell domains. That alone tells you how different his approach is from most others in the industry. "My model gives me an opportunity to enjoy utilizing domains for my own purposes and creativity", Elequa told DNJ in a series of interviews conducted over the past month.

He says he was drawn to the domain business because he saw a power locked in domain names that is often left unused. The industry is like a perfect studio where he can apply his creativity to a business with spectacular growth opportunities. His www.mp3.tv sponsored Italy's national championship www.mp3.tv/drcar.php Ferrari rac-



ing team. Seeing his logo emblazoned on a car roaring by at 200 miles per hour is a perfect metaphor for the full-throttle approach Elequa is applying to the domain business.

It is easy to forget that the internet is still in its infancy. Does anyone believe that companies like Yahoo, Ebay and Amazon will be the last great companies to emerge from the internet? Elequa does not believe it and he may well be the architect of the next enterprise to reach such high orbit. This is not a guy who aims low.

One dealer publicly complained in a forum when Elequa turned down his offer to sell him a 3-letter .com for \$7,000. Elequa told the seller the name was worth \$850 tops. A few weeks later, the seller put the name up for auction and the top bid was \$780. Few professional domain appraisers ever come so close to the mark.

Elequa also attracts attention from jealous competitors. One recently posted in a forum that anyone could accomplish what Elequa has if they had enough money. The critics conveniently ignore the dozens of internet entities that had more than enough money in recent years, yet failed miserably. Elequa personally formulates the concept for each FMA website and then painstakingly develops them into something special. Perhaps the critics should ask themselves if they could paint like Michaelangelo if only they had enough money.

In fact, Elequa believes the real beauty of the domain industry is that the barrier to entry is so low. Those with good ideas can succeed, regardless of their resources. He advises people entering the business to "do what you like and you will be successful. The playing field is wide open to the newcomer. There are no limits, even for those with limited budgets". That should be music to everyone's ears.

You know what works for your business, and we know what works online.

With our combined knowledge, and market sector research, we will bring to your visitors a site that caters to needs of your clients, and your business.

eliquidMEDIA  
INTERNATIONAL INC

# CRE•ATE

To bring into being; To form out of nothing; To cause to exist.



## “Providing Contemporary Solutions for Industry”

That’s precisely the work of Ambassador Engineering Solutions Inc. If they can satisfy the breadth of engineering demands the Big 3 automakers and tier 1 suppliers represent, it’s clear Laura Thomas (President) and Vittoria Fortier (Vice-President) have the practical experience and technical/innovative know-how to back up their company slogan.

“What is AES’s primary objective?” Thomas, 37, asks. “Our goal is to continue to provide the quality of service that our customers have come to know us for.”

“We are gaining a sound reputation based upon some of the custom PC software we recently developed,” says Fortier, 25. “We also provide training for our custom applications”.

“We have a wealth of experience in our office, but a major part of our expertise is in designing electrical panels for machines, then writing the PLC (programmable logic controller) software to run the machine, and then providing the machine start-up on the plant or shop floor,” explains Thomas. “It’s very satisfying to watch the machine run after being so intimate with its design.”

Intimate? Is that how relationships with

machines are described? “When you care about your work as much as we do, “intimate” is the most fitting way to describe it,” admits Thomas.

Apart from PLC’s and custom PC software development, AES deals with robotics, CNC commissioning and programming, servo motion control, machine vision, training, and interfacing with various auxiliary systems such as RF programming and communications within field bus technology. With years of experience in electrical controls, AES has developed mission critical software applications currently utilized in several automotive plants.

AES has set the precedent within PC programming for successfully interfacing to several Corporate PC systems used by automakers today. These applications include part-tracking systems, and systems that monitor machine health.

“One of our more recent applications has been very successful,” Fortier explains. “We created a PC application for a major automaker to allow for automatic request of shipping labels for various components based upon data read in from a radio frequency transponder. Previous to this appli-

cation being developed, operators were required to manually input data to request the label, and there was no database connection between data stored on the transponder and the shipping label”

Sound complicated? Fortier’s comments are purely related to her field of expertise, and an expert she is. Aside from being licensed by the PEO (Professional Engineers of Ontario), AES is also a Microsoft Certified company, holding the certifications of MCSO (Solution Developers) and MCDBA (Database Administrators).

Before the meeting of the minds that formed AES, both women had their own extensive experience in the automotive industry.

“We really love our work,” says Thomas. “We have a great work environment. We have a friendly nature about us that our customers appreciate and we’re proud of that” Thomas and Fortier spent the early part of April 2003 in Germany, building relationships with existing clients and soliciting new business for AES. They also visited the Hanover World Trade Fair, the largest industrial trade fair in the world.

*An article originally published in THE DRIVE Magazine.*





Laura Thomas and Vittoria Fortier of Amabassador Engineering Solutions chose eliquidMEDIA to develop a cutting edge website that includes a sticky web cartoon.

## Ambassador Engineering Solutions

Laura Thomas and Vittoria Fortier  
519-973-7625, fax 519-252-0759

# IGB Automotive

thrives on trust & teamwork

New business owners could take some advice from Tom Fortushniok, the vice-president of North American operations at IGB Automotive in Canada. Fortushniok knows that success is definitely a people game.

IGB designs and manufactures such products as heated car seats, steering wheels and ventilated seat systems for automobiles. It is a daughter of the German firm IG Bauherhin and its Marentette Avenue plant has 140 full-time employees.

Despite struggling to establish a foothold in its first months of operation, the five-year-old company has found its niche with an established reputation among the industry's big automobile manufacturers. But just as important as recognition for the company's innovative designs and products, Fortushniok says, is the way IGB operates. He knows that the increase from \$4 million U.S. in business to \$20 million U.S. in the last 18 months has everything to do with keeping employees happy.

"I think the only reason a company fails is because management mismanages," Fortushniok said. "Our core people have been here since our infancy stages and they want to accomplish the goals and expectations that IGB has."

In practical terms, Fortushniok's philosophy is to create an environment where everyone's input is welcome and where employees are trusted to do their jobs with complete autonomy, meaning no micromanaging from supervisors. Whether it's sales, engineering or research and development, Fortushniok invites the cross-pollination of ideas

between departments, believing that suggestions shouldn't be limited to certain regions of the building and that when employees feel valued they do better work.

Peter Knoll, one of IGB's research and development engineers, says he doesn't feel any pressure to be a 'yes man.' Knoll says that many decisions are made after discussions about a plan or design and that his input is often requested by other employees with different areas of specialty.

"We have group discussions," said Knoll, whose major project at the moment is working on a ventilated seat using a procedure involving the "evaporative cooling effect."

"Whether it's the development (department) or not, it's open for discussion. You don't want to be a 'yes man' here, and you don't have to agree with the next person up on the totem poll. There's not so much red tape here either," said IGB engineering manager Mike Bevan.

"Our jobs aren't like clear lines drawn in the sand. There's lots of multi-tasking. Peter and I get pulled in all areas, whether it's here or on the production floor."

Another ingredient in Fortushniok's success is in creating a happy and productive work environment is acknowledging that valued employees sometimes make mistakes.

The dedication of each staff member and the other employees at IGB can be traced to the team environment Fortushniok has created. The former hockey coach with a background in aerospace and engineering understands that the end result of treating people well is that the com-

pany's goals and objectives become their personal goals and objectives. As a result, people are happy to be at work. IGB's rate of absenteeism is less than one percent and employees tend to stay with the company.

"Everyone is motivated differently," Fortushniok said of the success he's had with his staff. "But I find that if you say, 'Can you do me a favour? I need this done tomorrow – well, actually it would be better if it could be done today' – that nine out of 10 times they'll say, 'I'll get it to you today.'"

IGB has plants outside Frankfurt, the Czech Republic, Slovenia, Korea, Mexico and in Canada. New developments are expected with Knoll's ventilated seats, which are expected to go into testing in the coming weeks. After that, it's business as usual.

Fortushniok says that goal No. 1 for IGB is to deliver a quality product on time at the price that was negotiated. He's doing that through a team environment and some management philosophies that although not original – have been successful.

"I coached hockey for 17 years (with players) from the ages of 11 to 21 and the key ingredients that can be applied to the automotive industry, to aerospace and engineering involves the team philosophy," Fortushniok said. "But I didn't come up with these ideas myself. I stole every good idea from every good manager I ever had, and I threw away the bad ones. Like this business, I can't take all the credit myself."

[www.igbauto.com](http://www.igbauto.com), an eliquidMEDIA website.



RAYMAX Construction has been building homes since 1987, bringing affordability and luxury to first time home buyers. With our innovative marketing and after sale service, RAYMAX Construction has consistently won the highest awards achievable for service excellence from the Ontario New Home Warranty Program, since our inception in 1987.

[www.raymaxconstruction.com](http://www.raymaxconstruction.com)  
Web Presence Developed by [eliquidMEDIA](http://eliquidMEDIA.com)

Building Today with Tomorrow's Technology

# RAYMAX Construction Ltd.



Manufactures of Quality Concrete Block, Interlocking Paving Stone's, Brick and Stone

At Santsar Industries Inc., we combine high-tech manufacturing capabilities to consistently produce quality concrete blocks, interlocking paving stone, brick and stone with our simplistic approach to value-driven service.

We believe good value is the foundation for good business. The cornerstone of our philosophy as a manufacturer, supplier and distributor is to provide value to our customers.

[www.santsar.com](http://www.santsar.com) [eliquidMEDIA](http://eliquidMEDIA.com)



**For years, I had debated whether a website would be a profitable venture for me.** As a singer/actress/writer I needed to get my work seen. Would a website help? Finally, one day I saw an advertisement for eliquidMEDIA and decided to give them a call. From the first meeting, they took all of my ideas and developed them exactly as I had envisioned them to be. They went above and beyond the call of duty! The enthusiasm of all those involved in the project was inspirational. With my website, people have been able to access it from all corners of the world. Therefore, I have been able to book my cabaret show in both North America and Europe, get my writings published and inspire children as well. I am very happy that I called, and am very happy that eliquidMEDIA is my Internet presence provider!

# Amy Rivard

[www.wherintheworldisamy.com](http://www.wherintheworldisamy.com)

*An excerpt of an article which appeared in WOW magazine - By Cheryl Vigh*

Should you be fortunate enough to meet singer Amy Rivard you will appreciate and possibly even envy her ability to live life in each moment, soaking in every new experience and enjoying the diversity of every unique cultural background she meets.

Bursting with contagious enthusiasm, likable Amy is that rare breath of fresh air who is fortunate to have her passion for singing be her paycheck, with a career that has led her to some amazing places with many memorable experiences. Amy is a performer: a singer, an actress and a dancer, although without reserve she admits the latter isn't her strongest ability. In her twenties, Amy has already caught the 'boat

ride of a lifetime' with a performance career that has taken her to more than 30 countries around the world and throughout the United States.

Despite numerous aspirations, singing remains her first love. A successful audition by the talented soprano landed her a six-month performance gig in 2002 on the elite Silver Cloud Cruise Ship. Prior to setting sail, Amy spent a month in Los Angeles rehearsing long hours for three shows: music of the '70s; British music; and music from the last millennium.

Amy recalls life before cruising the seas – a very good life that also mixed business with travel. It came with her involvement in the North American Touring Company of River Dance.

For Amy, the opportunity to perform in River Dance was a dream come true.

Amy has never been able to stay in one place for too long. Hotels have become her 'home away from home' as she travels with theatre companies and remains in search of the next great performance opportunity.

"Music is a universal connection and just knowing you can make someone smile or cry ... just to be able to open people up to emotion is very gratifying," she says.

Undoubtedly, Amy will also continue to travel. Someday, Amy could be bitten by the 'settle down bug' if she finds the right person. But this go-with-the-flow kind of woman is happy to live in the moment and see where life leads, which for this young talent could be anywhere.

If you would like to follow her unique travels visit her web site at **[www.wherintheworldisamy.com](http://www.wherintheworldisamy.com)**



**MARTINDALE  
WINDOW & DOOR  
INC.**



**“Choose the windows that  
the better builders use.”**

**Len Martindale  
-President**



eliquid**MEDIA**  
INTERNATIONAL INC

## Video Production Services

Television Commercials  
Corporate and Instructional Videos  
Animation and Graphic Design

---

We have produced Web Videos, Corporate Videos, Training Videos, and Television Commercials for a number of our clients, including:

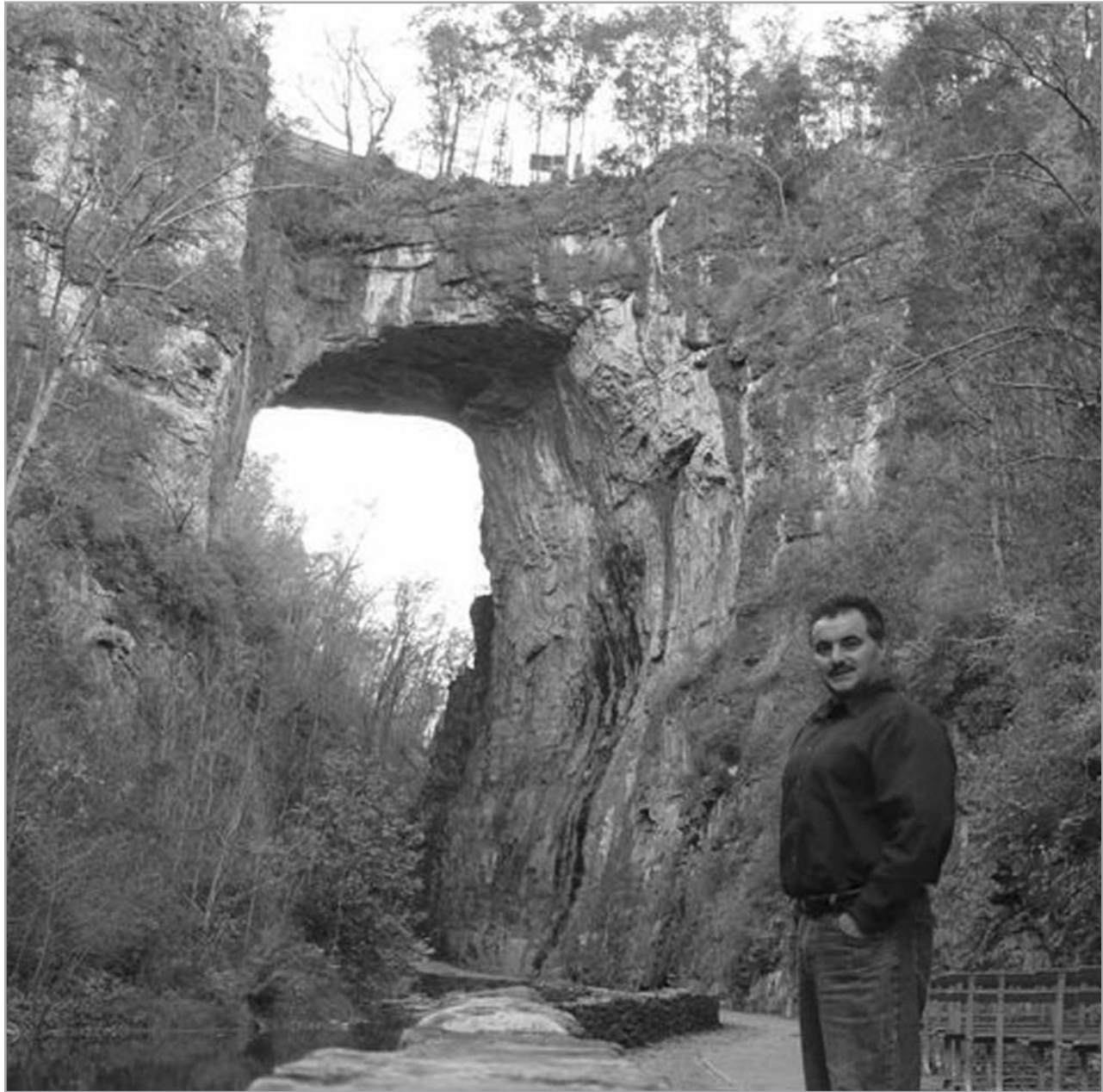
**WLEI**

**Detroit Tigers Baseball Club**

**Bedroom Depot**

**Seven Lakes Golf Course**

Visit our Video Portfolio to view more





# Time, Romance & Lives

## converge in Lou tortola's Bridge of Time

### **eliquidMEDIA CEO releases debut novel to much deservead praise**

Was it physics, mysticism or maternal bonds that transported William back into 19th Century America? Will his love for his modern day family be strong enough to grant his return passage to the second millennium or will the Natural Bridge tie him to a past he never knew?

A Bridge of Time is the debut novel by local author, and CEO of eliquidMEDIA, Lou Tortola. Following is an excerpt of an interview with Melanie Devoe, of AM800 CKLW.

**Melanie:** This is AM 800, I'm Melanie Devoe. I bet a lot of people in our community are familiar with the name Lou Tortola. He was involved for a very long time with Habitat for Humanity and many other community groups, he's an entrepreneur, and now he can add novelist to his long list of credentials and he joins us now to tell us about his first novel, "A Bridge of Time."

**Lou:** This is something that I've wanted to do for many years and finally I've been able to complete this project. I'm very excited and very proud of what I've done with it.

**Melanie:** I really am enjoying it. If I wasn't I wouldn't say anything. I think it's fabulous.

**Lou:** Thank you so much. It's the kind of reaction that I am receiving and I'm so excited and overwhelmed with because when I first wrote this, I liked it and I was having fun with it. But I never really thought that perhaps it was going to have so much success and a lot of great feedback. And I think the first indicator was when the editor in San Diego that worked with it who was a published author and an editor with Harper Collins looked at it and said, "This is

amazing. This is perfect." And she really didn't change too much of the story other than tighten it up a bit all the way through, and she did a great job. But, her first reaction was what really got me excited and it's been uphill since then. It's just been amazing.

**Melanie:** I can't believe it's a first novel. It's really incredible. Now, I'd like you to tell the listeners a little about it because I'm afraid if I do I might give away too much, so why don't you describe the novel.

**Lou:** Well, I guess it's hard to do that without giving a lot away, but it is a fun story about someone who's trapped in time. The setting is the natural bridge in Virginia. My family and I visited the bridge in '99 and I was inspired by its sheer beauty and the magnificence of it. You know, it's just so amazing and natural; actually it is one of the seven natural wonders of the world. It's over 200 feet tall, 90 feet wide and it spans a canyon, imagine a rock bridge spanning like the Grand Canyon. So, when I first saw it I was just overwhelmed and inspired by it, and that evening when I'd left the location, a story came to mind which was someone trapped within this bridge, traveling through time. The novel commences with an infant being lost in time, and then it progresses through an individual who returns in the turn of the century and is trapped in that time frame and how that individual tries to return to his family and who he encounters when he does this. I did a lot of research for the book; I had so much fun putting it together. I really enjoyed the whole thing. I'm not sure what else I can say without giving the whole story away.

**Melanie:** No, I think that's a good description of it and

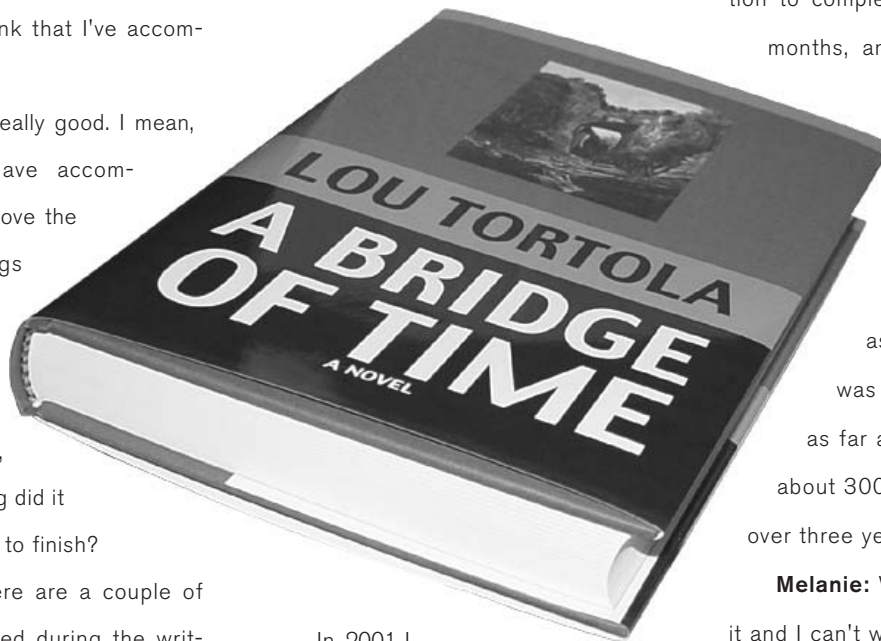
how people's lives are intertwined.

**Lou:** Yes, a lot of intertwining. I'm an avid movie go-er, and I love good quality films, and a lot of the stories that I've seen over time that have really captivated my attention I've called back. You know that kind of pattern, I wanted to have an innovative twist to the story and I think that I've accomplished that.

**Melanie:** It's really good. I mean, you know you have accomplished that and I love the way certain things keep repeating themselves throughout the book. And it's great, it really is. How long did it take you from start to finish?

**Lou:** Well, there are a couple of events that occurred during the writing of this book that were amazing and almost even life changing. In '99

that story." And I started writing what I thought would be kind of a visual screenplay and then that manifested itself into more of a novel and I worked on it towards the end of '99 for a few months and then put it aside and didn't really touch it in 2000.



In 2001 I spent a little bit of time with it. In November of 2001, some-

ory. He is my age, 41, and two weeks after I wrote about him, he died in a tragic accident and I flew to Italy on an hours notice to his funeral. His funeral just was totally responsible for ensuring that the book was finished. And so in 2002, I dedicated my attention to completing it in the first few months, and I did. And then we

spent about three months with editing and publishing. It was printed in October of 2002. So as far as the time line it was about three years, but as far as actual time, probably about 300 hours of real attention over three years.

**Melanie:** Well, I'm really enjoying it and I can't wait to get home tonight and finish it. And for those of you who want to pick up a copy, and I really

there are a couple of events that occurred during the writing of this book that were amazing and almost even life changing.

when I visited the location, that evening I sat down for a couple of hours and wrote a bullet point list of the story line that I thought could be the story. And then I left that alone for maybe three months. And three or four months later I said, "You know I should start writing my thoughts on

thing happened. I wrote about a friend of mine in the story who is my dearest friend in the world. He is the Italian boy that the main character recalls.

**Melanie:** Hmmm, right Cosmo.

**Lou:** Cosmo, well, you know the book has been dedicated in his mem-

recommend you do.

**Lou:** Thank you so much, oh, you've made me so happy.

**Melanie:** It's called "A Bridge of Time". Thank you.

**A Bridge of Time is available at selected bookstores, or at [www.amazon.com](http://www.amazon.com).**

For the client who is  
focused on building quality content

**Windsor Laser Eye Institute**

[www.wlei.com](http://www.wlei.com)

**Breeze Freeze, Inc.**

[www.breezefreeze.com](http://www.breezefreeze.com)

**Sylev Translations Inc.**

[www.sylevtranslation.com](http://www.sylevtranslation.com)

**Electrozad Supply**

[www.electrozad.com](http://www.electrozad.com)

**Giovanni Caboto Club**

[www.cabotoclub.com](http://www.cabotoclub.com)

**The Floor Store**

[www.thefloorstore.ca](http://www.thefloorstore.ca)

**mp3.tv**

[www.mp3.tv](http://www.mp3.tv)

eliquidMEDIA offers Professional Writing Services  
INTERNATIONAL INC

Client Interviews   Market Research  
Product Knowledge   Content Creation Editing

# Hosting & Maintenance

When it comes to Internet solutions, it is important to understand that there are two elements to the existence of a functional website. The first element is the design and development of a front-end, or graphical user interface of the website, and the back-end, or code driven application engine that stores and manipulates data based on the clients requirements.

eliquidMEDIA specializes in both the front-end and the back-end development of Internet based solutions. It is rare that an agency such as ours can be relied upon for both of these elements and do them well. Many Internet solutions agencies specialize in strictly front-end design, or strictly back-end development. eliquidMEDIA has been able to successfully deliver both elements of development as an industry leader expert in both areas by recruiting specialized designers who only work in that realm of the project. The IT department of eliquidMEDIA specializes in back end applications, architecture, and programming including server administration. They are in constant communication with the design team, while our project management team keeps the project on target and synchronized.

The second element to every web solution is the hosting and ongoing technical maintenance of that solution. Whether we are describing a very simple HTML brochure wear website, or complicate

## **The technical specifications of the servers include the following:**

---

- Dual OC-192 fiber optic connectivity
- Multiple DS-3 backbones: UUnet, AT&T, Sprint, Cwix
- Dual OC-12 Lucent and Alcatel multiplexers
- Bay switches and Hubs
- Cisco 7000 series routers
- Ultra-fast, multi-processor RAID servers
- SONET technology for maximum redundancy, fault tolerance, and load balancing
- Routes IP traffic down the fastest path using BGP4 protocol
- Modern support center / state-of-the-art all fiber optic NOC
- Super cooled and powered to guarantee maximum up time for your hosting needs
- Rigorous physical, electronic, and personal security measures protect your data

database driven functional dynamic driven web-site, both require space on a server that is connected to the highest level of redundancy, bandwidth and reliability for Internet broadcasting.

From the beginning, eliquidMEDIA has not attempted to set up servers that are housed at the business location of the company. The servers are co-located and dedicated. At any one time they manage three to four dedicated web servers. These servers are located in multi million dollar facilities with 24/7 network operations centers and a connectivity guarantee that is 99.99% up-time.

Ninety percent of eliquidMEDIA clients are on a monthly maintenance agreement ranging in price from \$120.00 per month to \$3,500.00 per month. The maintenance agreement covers any minor to complex adjustments to a website depending on the maintenance level.

Items covered under the maintenance agreement include any changes to the complete content of the current website, all required maintenance and repairs to the existing site code, including internal links as well as links to external sites, the inclusion of any new text content within the makeup of the existing site throughout, as well as being added to the inventory of sites maintained by eliquidMEDIA. This includes a proactive effort by eliquidMEDIA to ensure that the site is performing at its best. At the higher level maintenance packages eliquidMEDIA acts as the clients full time I.T. departments and is involved with the maintaining a website extensively on a daily basis.



**" I just got dual citizenship!"**



**Cross Border  
Two-Way  
Is Here!**



FM Communications is a Telus Mobility Authorized Dealer

**Now offering cross border  
"Walkie-Talkie" service**

**Telus Mobility takes the lead in BlackBerry,  
offering the latest models. The BlackBerry  
7510, powered by Mike, is the only BlackBerry  
with built in speakerphone. BlackBerry 7510 is  
exclusive to Telus.**

**For more information,  
please call 1.877.279.8978**

**Number one dealer in Canada based on growth  
Number three dealer in Canada based on activations**



**Video Production for F.M. Communications by:**



# Help Desk Service

eliquidMEDIA prides itself in providing exceptional help desk service to its clients. Our standard office hours are Monday through Friday 9:00 am to 5:00 pm. However, we do have staff members who faithfully arrive at our offices daily at 7:30 am, and a number of our staff members remain at our offices typically to 7:30 pm. Therefore, 75-80% of the time we do take calls and service our client needs from 7:30 am to 7:30 pm. We guarantee that our availability remains constant from 8:00 am to 5:00 pm.

Any client that hosts their website with us receives all required technical support via our help desk. Support is available for any technical question relating specifically to the hosting of the website and the server that the website is hosted on.

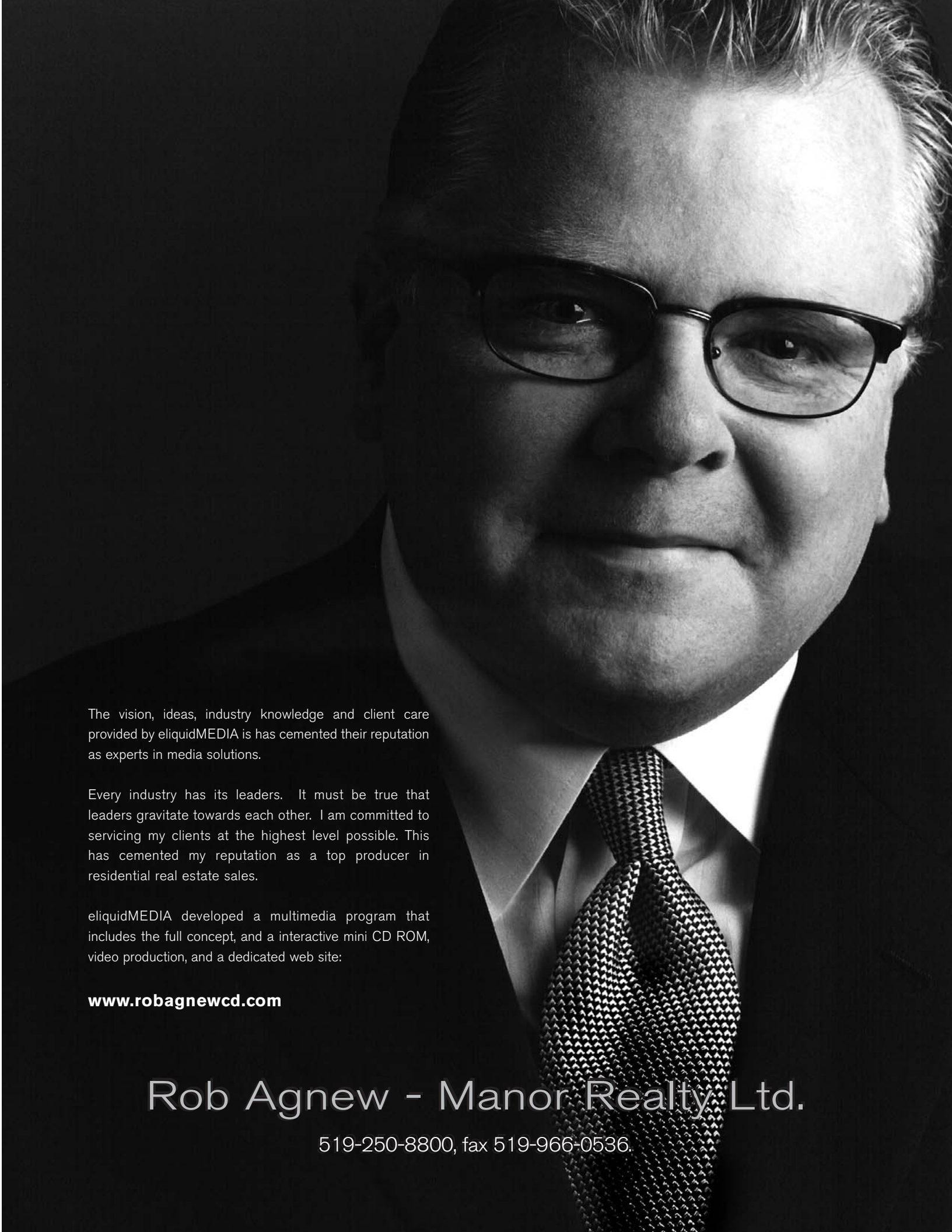
We treat each technical support call with the urgency it

merits. A technical support dedicated programmer is assigned to the call, and the client is assisted via telephone support. All calls are documented and archived for future reference.

eliquidMEDIA accepts service requests made via email to [support@eliquid.com](mailto:support@eliquid.com). Our email is monitored after hours, until 11:00 pm and on weekends and holidays from 11:00 am to 11:00 pm.

Not only do we provide state-of-the-art scalable applications, we bring those applications a customized level of flexibility based on monthly or quarterly maintenance agreement with our clients, thus implementing new features, making design changes and performing quarterly security audits, keeping your Internet presence highly up-to-date, functional and secure at all times.





The vision, ideas, industry knowledge and client care provided by eliquidMEDIA is has cemented their reputation as experts in media solutions.

Every industry has its leaders. It must be true that leaders gravitate towards each other. I am committed to servicing my clients at the highest level possible. This has cemented my reputation as a top producer in residential real estate sales.

eliquidMEDIA developed a multimedia program that includes the full concept, and a interactive mini CD ROM, video production, and a dedicated web site:

[www.robagnewcd.com](http://www.robagnewcd.com)

**Rob Agnew - Manor Realty Ltd.**

519-250-8800, fax 519-966-0536.



This group of images can be found on the Motivate theme of the eliquidMEDIA website.

Three other themes are available, including Technology, Inspire, and Imagine.

[www.eliquid.com](http://www.eliquid.com)

Photos by: Lou Tortola, CEO; eliquidMEDIA. The people featured in this collection are residents of: Miranda, Molise, Italy.





Since 1944, the Art Gallery of Windsor has served as an invaluable local cultural resource, with a mandate to collect, conserve, and exhibit Canadian and international art.

As a cultural and educational institution, the AGW provides the community with a vibrant public space that inspires creativity and an interest in the visual arts for people of all ages.

The AGW recently had the opportunity to partner with eliquidMEDIA in the development of a dynamic multimedia presentation on behalf of the Gallery's ArtWorks campaign. The continued support and investment of businesses, such as eliquidMEDIA, in the AGW and the ArtWorks campaign provides us with the resources to ensure that the Gallery is sustained for future generations.

# AGW

## Art Gallery of Windsor

401 Riverside Drive West  
Windsor Ontario N9A 7J1 Canada  
519 977 0013  
[www.artgalleryofwindsor.com](http://www.artgalleryofwindsor.com)



# eliquidMEDIA

INTERNATIONAL INC

Website Design and Development - Writing Services - FLASH Presentations - CD Multimedia Presentations - Video Production Services  
Online Technical Support - Back-End Systems - eBusiness Management - Internet Strategy Consulting - Internet Marketing Campaigns

**experts in creating media rich web content**

**800.561.7525 [www.eliquid.com](http://www.eliquid.com)**

# eliquidMEDIA Web Theatre

Offer advanced functionality with multimedia presentations that reflect today's technology on your website.

We specialize in streaming Flash movies and the development of our own video productions.

We web enable high quality features provided by our clients.

eliquidMEDIA  
INTERNATIONAL INC

# The Internet Can Get Sticky

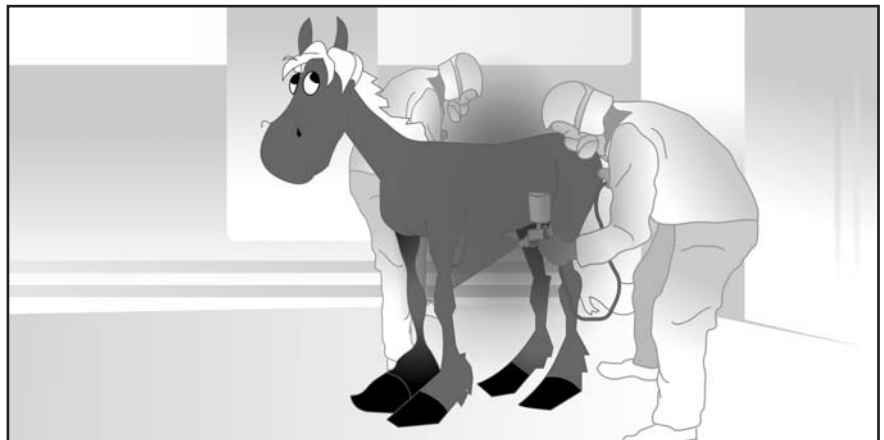
sometimes even viral

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions. Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing."

Often times, you will also hear the words "sticky content" to describe presentations that are found on Internet websites. This term refers to content that visitors to the site enjoy reading pay attention too, and follow closely. The visitor is "stuck" to the presentation.

The use of animation or cartoons in television advertising has been a popular effective method of accomplishing the above. EliquidMEDIA has developed numerous cartoons as web based movies for many of its clients. These animations are visually compelling with a full range of sound effects. Cartoons may be serious in nature, such as the animation developed for Lanier Health Care, or they may incorporating humor to relay the clients message.

Each cartoon developed by EliquidMEDIA includes the involvement of a creative team that envisions a message the cartoon can deliver for the client and creates a movie that is both sticky and viral.



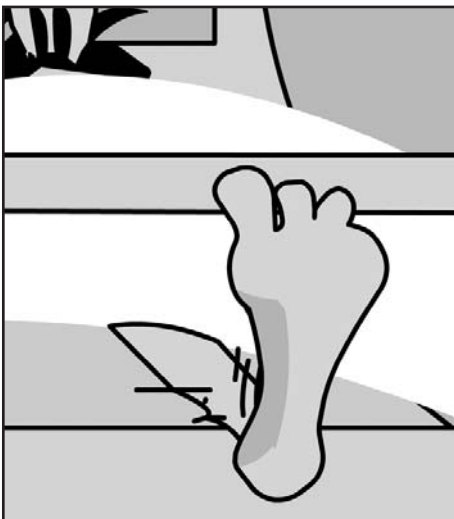
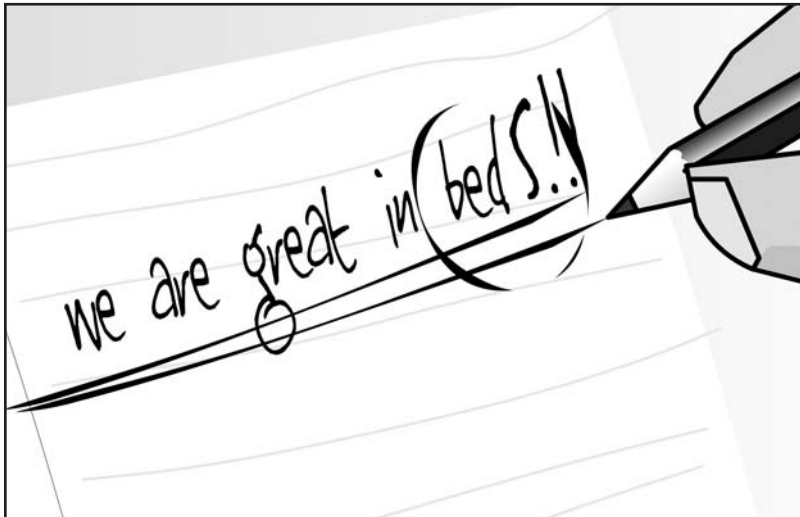
# Cartoon

[www.aesworks.com](http://www.aesworks.com) - AES delivers results!



# Cartoon

[www.bedroomdepot.com](http://www.bedroomdepot.com) - We're great in BEDS!





toll free 877-663-3311 • local 519-250-0237 • [steve@saunakits.com](mailto:steve@saunakits.com)

### **OUR E-BUSINESS IS THRIVING!**

We have been building saunas since 1978 and as our name indicates in the last four years we have moved our business more and more to the internet. Just as always, we supply and install custom saunas for our Windsor area clients. As a direct result of the success of our company Web site, we also ship saunas extensively in the USA and Canada and to offshore locations including Guam, Hawaii, England, Trinidad and Puerto Rico. Eliquid.com provides us with all of our Internet needs.

With such clients as Borics Hair Care, The Rosati Group, Dr. Tayfour, Prestressed Systems, The Ambassador Bridge and Russel A. Farrow, and other international clients; Eliquid is skilled at keeping our site up-to-date functional and well ranked on all major Internet search engines.

When it comes to the sauna business there is no other company in the Windsor area that even comes close to our level of experience, performance and client care. When it comes to the Internet we rely heavily on Eliquid. Thanks Eliquid for your excellent services.

*Steve McDougall*

President - Saunakits.com

---

**experts in creating media rich web content 800.561.7525 [www.eliquid.com](http://www.eliquid.com)**

Website Design and Development - Writing Services - FLASH Presentations - CD Multimedia Presentations - Video Production Services  
Online Technical Support - Back-End Systems - eBusiness Management - Internet Strategy Consulting - Internet Marketing Campaigns

eliquidMEDIA  
INTERNATIONAL INC

# Moving Information

not people

**eliquidMEDIA partners with GoodMood for webcasting - [www.goodmood.tv](http://www.goodmood.tv)**



GoodMood is a world leader in digital video and Internet broadcasting. Headquartered in Helsinki, Finland, the company optimizes business to business communications through streaming media by developing and offering dynamic software and customized service solutions, creating innovative communications tools that focuses on moving information, not people.

The company's core focus is developing products that make it effortless for enterprises to use streaming media in their communication processes, across mediums - from desktop to mobile devices - to solve real business problems.

GoodMood's premier product is WIP 3.1™, Webcasting Information Platform, which bundles webcasting, web conferencing and desktop videoconferencing tools into one easy-to-use publishing package. GoodMood also offers clients full digital production and post-production capabilities for turn-key implementation.

In February 2004, at the 3G World Congress in France, the company raised the stakes in corporate communications by introducing the first interactive webcasting application for mobile phones. Selected features of GoodMood WIP 3.1, including video, is delivered via 3G networks.

GoodMood is building and supporting a worldwide network of production partners to service its global client base. The Webcasting Service Partner (WSP) program trains and accre its producers and production companies to ensure high-quality standards in production and webcasting fulfillment. In addition, GoodMood provides new sources of revenues and business opportunities for its WSPs through direct sales of the WIP plat-

form and webcasting services, as well as the global WSP network affiliation.

eliquidMedia CEO Lou Tortola was introduced to Good Mood at NAB, the world's largest media show, in Las Vegas Nevada. "This is a perfect fit for us!" commented Lou recently, "we have done webcasting for limited viewers. With the GoodMood technology available to us we can produce webcast events that can be viewed by an unlimited number of simultaneuos viewers."

## **Products, Services and Innovations**

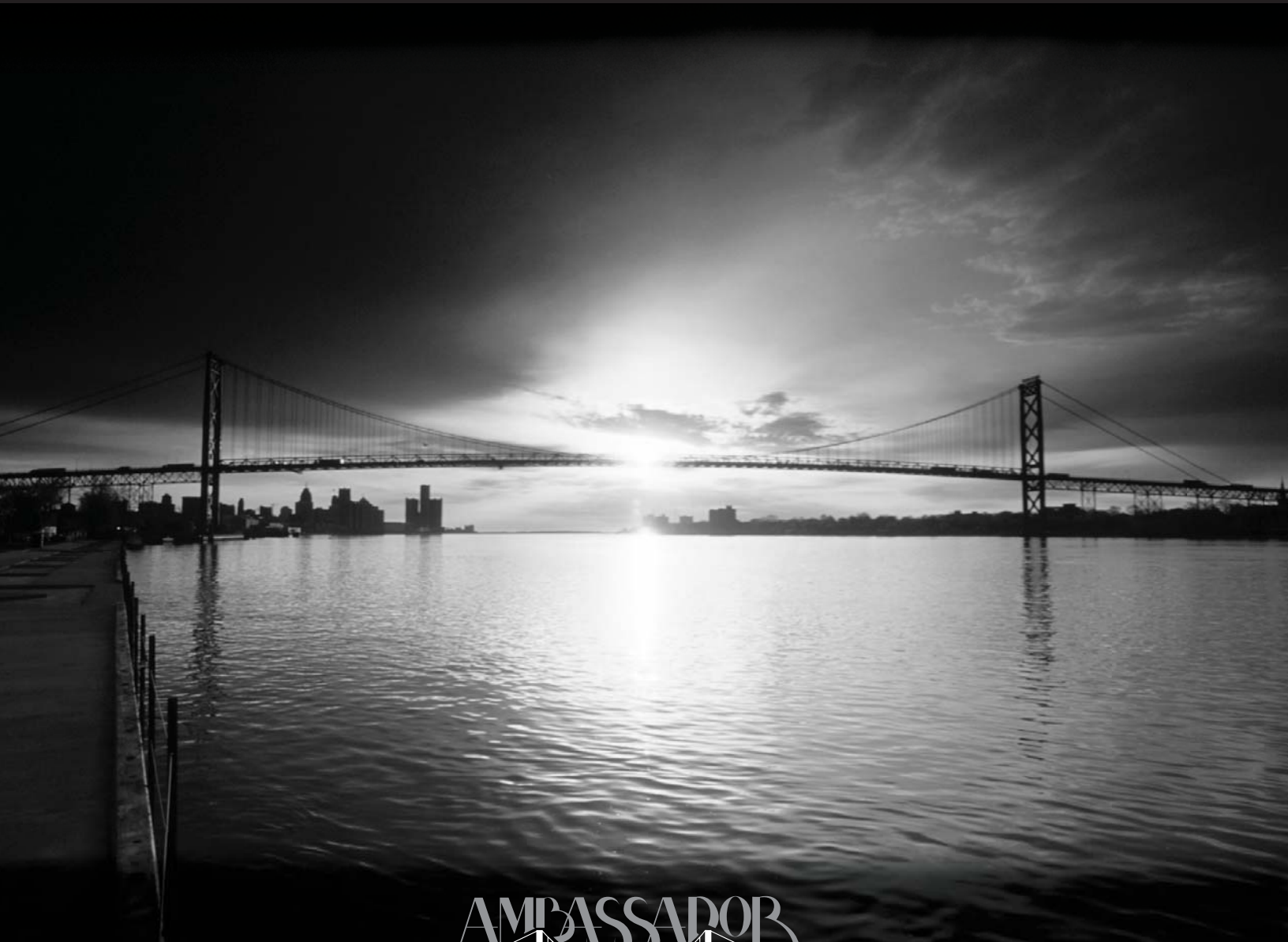
The flagship product, GoodMood WIP 3.1, integrates live and on-demand webcasting, web conferencing and desktop video conferencing. The easy-to-use WIP publishing tools allows users to be webcasting or video conferencing in minutes.

GoodMood has extended its webcasting experience into the mobile phone space - selected WIP features are now available for broadcast over 3G mobile devices.

The GoodMood WIP secure publishing portal allows administrators to organize, schedule, distribute and control presentations before, during or after an event. They can create an unlimited number of configurable webcast channels and access information about upcoming, live or recently published presentations via the user-friendly home page.

The GoodMood Webcasting Service Partner (WSP) program is a global production network offering clients highly experienced professionals to implement turn-key webcasting service packages including the creation, delivery and publishing of video presentations and online events.

GoodMood and its network of WSPs have produced webcasts in Finland, China, Denmark, Germany, Great Britain, Italy, Russia, Singapore, Spain, Sweden, Switzerland and the United States.



A client of eliquidMEDIA since 1996, the Ambassador Bridge required a solution to self post current traffic conditions on their website. It was determined that a handheld device was needed. A mission to design a solution for this client's requirement was embarked upon.

The customized technology developed by eliquidMEDIA allows the Ambassador Bridge to post current traffic conditions directly to their website via a hand held wireless device.

[www.ambassadorbridge.com](http://www.ambassadorbridge.com)

"At a time when everyone else said that a wireless device to dynamically update our website was not available, eliquidMEDIA developed a solution that met our needs and has proven to be very reliable."

- Dan Stamper  
President  
Detroit International Bridge Company





DATABASE NORMALIZATION



TROUBLESHOOTING



BUSINESS TO BUSINESS

This group of images can be found on the Technology theme of the eliquidMEDIA website.

Three other themes are available, including Motivate, Inspire, and Imagine.

[www.eliquid.com](http://www.eliquid.com)  
The rights of these images have been purchased by eliquidMEDIA.  
Each image was carefully chosen by the eliquidMEDIA creative team..



STRAIGHTFORWARD PROCESS

# eliquidMEDIA Writing Services

By far, one of the most important elements in any eliquidMEDIA project is content development. Most projects are driven by content provided by the client. However, in all cases, part of our responsibility remains to ensure that presentation of the content is clear, concise and correct. Writing content has become a service area that eliquidMEDIA specializes in.

In this regard, as part of the eliquidMEDIA team, they have three professional writers on staff. These include published author and company CEO, Lou Tortola, full time senior journalist/writer Cheryl Vigh, and Sarah George, an experienced magazine contributor who is certified in both communications and journalism.

While Lou brings to the company over 20 years of business experience with a marketing savvy approach to delivering very impacting and catchy business verbiage and slogans, he has also authored countless technical reports, magazine articles, business plans and marketing summaries, as well as his Novel, "A Bridge of Time," and a second novel in the works.

Cheryl Vigh brings a decade of writing expertise to her role as creative content writer for innovative. She works in partnership with clients to create professional, well-written content that invite readership and produce a marketable message. In addition to her role at eliquidMEDIA, Cheryl also independently contributes to other publications.

Sarah George holds a diploma in Journalism, Print and New Media and is currently completing her BA in Communication Studies. A freelance writer for more than three years, Sarah has also offered her services as editor and publicist to several non-profit organizations.

# Russell A. Farrow Ltd.

Russell A. Farrow was established in 1911, and is one of the largest customs brokers between the Canadian and US border. They cater to clients such as Home Depot, Pepsi, Nestle, John Deere, and practically every Hollywood movie that crosses the Canadian and US border.

Over the last three years Russell A Farrow has entrusted the maintenance and hosting of their corporate developed website to eliquidMEDIA. All maintenance requests are completed within the business day, most times within the hour of the request.



**RUSSELL A. FARROW LIMITED**

CUSTOMS • LOGISTICS • SYSTEMS SOLUTIONS • GLOBAL SERVICE





The Windsor Laser Eye institute is world renowned for its work and contribution in vision correction procedures. The institute is often first to introduce new techniques and technologies in refractive surgery that produce superior results for the patient.

Since 1991, they have helped enhance the lives of thousands of people who have chosen us to perform their vision correction procedure.

Established over a decade ago by the Institute's Medical Director and Chief Surgeon, Dr. Fouad Tayfour, The Windsor Laser Eye Institute was the first to adopt LASIK as the procedure of choice to correct myopia, hyperopia and astigmatism.

Located in Canada, they have the ability to utilize technologies and methods not available in the United States.

Technological advancements aside, they continue to be a leader in the industry for the personable approach we take with every patient. The professional team provides exceptional serv-

ice and employs the highest standards of patient care.

Many eye surgeons refer their more difficult cases to the Windsor Laser Eye Institute, providing Dr. Tayfour the opportunity to determine the best treatment plan for the patient. This is a true testimony to the skill and knowledge of Dr. Tayfour and his professional team.

The Institute always strives to place patients first and their co-management program with other eye care specialists in Michigan, Ohio and Ontario is an example. With this service, their dedicated team can arrange all pre- and post-operative care for patients with optometrists closer to their home. The institute is readily available to respond to your questions and needs to make your experience at the Institute a pleasant one.

Windsor Laser Eye Institute has chosen eliquidMEDIA to be their Internet presence provider. As well, eliquidMEDIA produces their television commercials and corporate videos.





# eliquidMEDIA produced an exciting television commercial for the Detroit Tigers



*“...eliquidMEDIA Exceeded our expectations!”*

- Ed Sanchez,  
Marketing Director  
Detroit Tigers, Inc.

---

For tickets call  
**248 25-TIGER**  
or visit [detroittigers.com](http://detroittigers.com)

**DETROIT**  
*Tigers*™  
WE'RE EARNING  
OUR STRIPES

# Breeze Freeze

Breeze Freeze Inc. is a frozen drink company that specializes in supplying flavorful, healthy beverages to a global marketplace. Breeze Freeze is poised for outstanding growth as one of America's premier frozen beverage specialists.

Breeze Freeze granitas are healthy, fat free frozen beverages bursting with real fruit flavor. As society continues to make healthier choices this industry grows. Over the next ten years, the frozen beverage market is projected to be a 40 billion dollar industry! Opportunities for placement of Breeze Freeze products are endless. Their products are served at school cafeterias, hospitals, restaurants and bars, convenience stores, recreational facilities, concession stands and more!

Becoming a Breeze Freeze franchisee requires minimal capital investment. They offer a proven business model that, combined with your entrepreneurial spirit, allows you to grow your own business at your own pace.

The public likes franchising because franchised products offer known names and dependable standards of quality. And that's the real reason for franchising success—the customers give it their

wholehearted support at the cash register.

In 2003, most analysts estimated that franchising companies and their franchisees accounted for in excess of \$1 trillion in annual U.S. retail sales. The estimated number of franchised locations in the U.S. is more than 320,000 in 75 industries. Franchising is said to account for more than 40 percent of all U.S. retail sales.

If you are the type of person who wants to own your own business and be your own boss, there's a place in a Breeze Freeze franchise for you.

Breeze Freeze is a progressive, responsive franchiser. Their business approach is built on three legs of success. First: to provide the very best frozen drinks and a level of service to their customers that is second to none; Second: limitless profit potential for franchisees; and Third: excellent support for their franchisees and a continual investment in developing our brand and systems.

If you are interested in learning more about opportunities with Breeze Freeze Inc., visit: [www.breezefreeze.com](http://www.breezefreeze.com)

**The Breeze Freeze website, product cup design, and corporate video are produced by eliquidMEDIA.**

**Breeze FREEZE**

CORPORATE | PRODUCTS | FRANCHISING OPPORTUNITIES | SCHOOL PROGRAMS | MULTIMEDIA | HOME | CONTACT US

**A FRANCHISE OPPORTUNITY AWAITS YOU AT *Breeze FREEZE***  
CLICK HERE TO FIND OUT MORE

**MESSAGE FROM OUR CEO**

At Breeze Freeze we have made a commitment to build our organization by rewarding individuals who will grow with us. We invite you to take a closer look at the opportunities for you and Breeze Freeze in your community. We have a passion for our product, our success will be measured by the number of successful associates that share in our vision.

**VIEW OUR VIDEO**  
(high bandwidth recommended)

**Chester Mazzoni**  
President and CEO, Breeze Freeze Inc.

**Frozen Specialty Drinks**  
*Breeze FREEZE*  
Frozen Specialty Drink

© 2003 Breeze Freeze Inc. eliquidMEDIA | Powered by: Computer Associates

**MEMBER AREA** | USER:  | PASSWORD:  →



## THE IMMIGRATION LAW FIRM



### HULKA PORTER LLP "THE IMMIGRATION LAW FIRM"

The Immigration Law Firm, Hulka Porter LLP is a United States and Canadian citizenship and immigration law firm. Our clients demand prompt and accurate legal services. We have come to realize the potential and necessity to service our clients over international borders. eliquidMEDIA is a state of the art internet development company that has assisted us in leveraging the internet to better serve our customers.

### "IMMIGRATION IS OUR BUSINESS ... OUR ONLY BUSINESS"

Having used other Web services, we have returned to an exclusive partnership with eliquid in order to grow our business and service our clients. We know what works in North American immigration law and eliquidMEDIA knows what works online!



## THE IMMIGRATION LAW FIRM

**UNITED STATES  
CANADIAN  
CITIZENSHIP  
& IMMIGRATION LAW**

**254-5952**

**[www.imlaw.org](http://www.imlaw.org)**

*Give our team a call today to discuss your needs.*

110 Tecumseh Rd. E Suite 200, Windsor  
[enquire@imlaw.org](mailto:enquire@imlaw.org)  
**519-254-5952**

# Give Us A Sign

In a true sign of the times, a local municipal government has approved an amendment to the city's sign bylaw which will allow a local multimedia company to place a 7- by 5.3-metre electronic billboard downtown. This initiative is headed by Lou Tortola, CEO of eliquidMEDIA, along with Tony and Nick Rosati, of The Rosati Group.

"We strongly feel that this display will add flair to our city's downtown area, as it will showcase the finest Detroit - Windsor has to offer," said Tortola. "This is an exciting technological venture. It proves our city is not stuck in the past and will continue moving forward."

The proposed location for this billboard is on the South Wall of The Canada Building, at 374 Ouellette Ave. The facade is highly visible from almost any location south of the building and is especially prominent from the Detroit-Windsor tunnel's entrance to Canada.

Displays on the billboard will last five to 10 seconds and will show advertisements, weather reports, traffic updates and more. Each month, a specific charity will be chosen as the recipient of free advertising time on the screen.

"This will not be an 'advertising only' television," says Tortola. "It will include public service announcements such as area events, the promotion of non-profit organizations and current weather information."

The full-color, high resolution, LED streaming media billboard will be the only one of its kind in the



Detroit-Windsor region. Offering 37.2 square metre of display area, this type of display is common in large metropolitan centres such as Times Square in New York City and the financial district of Toronto. A display of similar size is located beside the Gardner Expressway directly opposite the SkyDome.

"This is a culmination of three years worth of research, design and development toward this project," said Tortola. "This technology is an exciting addition to eliquidMEDIA's realm of media offerings."

*Reprinted from THE DRIVE Magazine issue 29.*

# Windsor Crossing

Windsor Crossing Premium Outlets is one of the most exciting retail developments in southwestern Ontario. Their collection of premium brand names specifically tailors to designer fashion, athletic apparel, shoes and home accessories, among others. In the open-air center, they have created an atmosphere that is conducive to a longer stay while providing the most unique shopping experience possible.

In 1999, when Windsor Crossing first opened phase one of their development, the mall included the anchor tenant, the Nike Factory outlet store. The goal of the developers was to complete five phases of construction that would take the mall to 255 thousand square feet and 1100 parking spaces. From the beginning, the concept of the mall included a vision to attract factory outlet stores of premium brand names to fill all five phases of the mall as quickly as the developer could build them. Today, some of the best premium labels make up the store roster of the mall.

The mall opened after the completion of phase one and at that time, eliquidMEDIA was called upon to develop a comprehensive state of the art interactive CD ROM presentation. The presentation would be used as a critical marketing piece to convince premium label stores to locate at the new mall. The multimedia presentation developed by eliquidMEDIA for Windsor Crossing proved to be a huge success. It included extensive interactive video messages, in-depth information relative to area demographic facts regarding the mall's location, as well as information regarding the architectural features of the malls interior and exte-

rior, and tenant testimonials.

The CD Rom was then sent to potential tenants throughout North America, and the mall was quickly filled. eliquidMEDIA recognized the value in investing in the development of the CD ROM beyond the budget allocated by the client. This was a substantial project to date for the company. The CD ROM circulated throughout large metropolitan centers proved to be a advantage to eliquidMEDIA as the production brought new inquiries and clients to the company.





## Web Theatre

The term Web Theater as a video gallery on an Internet website was coined by eliquidMEDIA. It was first introduced in 2004, on a new website for Rose City Ford. [www.rosecityford.com](http://www.rosecityford.com). The Web Theater showcases Ford-produced product videos and eliquidMEDIA produced client-specific theme cartoons, service videos, as well as a personal message from Rose City Ford president, John Chisholm.

In receiving both the 2003 President's award and the Number One Ford Retailer in Canada award, John wanted a website that would be the most innovative, informative and interactive over any other automotive dealer in Canada. A commitment to technology and informing his customers in an entertaining way is what brought Rose City Ford to eliquidMEDIA.

Other web sites have image galleries and guest books. This cutting edge in website technology, the Web Theater allows visitors to view high quality movies directly from their browser. eliquidMEDIA is able to stream video as imbedded design content, and so the visitor doesn't have to download any secondary software.

eliquidMEDIA is a pioneer in web-video content production. Known to constantly experiment with different formats, compressions and download rates to insure each web-video suits the client and the audience it is meant for, eliquidMEDIA has pushed the envelope in what can be done with rich media on a website..

All video shooting, editing and post-production work is done in-house by eliquidMEDIA video production experts.

eliquidMEDIA's Web Theater...The bridge between video production and the Internet.

To experience the eliquidMEDIA Web Theater, please visit [www.eliquid.com](http://www.eliquid.com).

## Commercial Production Services

eliquidMEDIA offers advanced in-house video production services, producing broadcast quality commercials. A combination of powerful scripting, animation, graphics, special effects and sound are pulled together on each project. If your spot is produced by eliquidMEDIA, rest assured it will get noticed.

The goal is to listen to the customer's wants and needs in regards to their advertising, and then add expertise and creativity to the mix. A commercial or infomercial that the client is proud of, while at the same time accomplishes their goals is the end result.

Key services available include creative development, copy-writing, on-camera talent and/or voice-over casting, and studio or location shooting.

Whether you have your own ideas or if you're in need of a creative hook, eliquidMEDIA will bring your business to life using sight, sound, color, motion and emotion. With broadcast quality cameras, non-linear editing systems, and cutting edge graphics and animations, their creative services department can provide advertisers with powerful and effective commercials, all at a very affordable price.

When the Detroit Tigers needed a television commercial to promote a brand new Comerica Park, they turned to eliquidMEDIA. To obtain a world class television production at a fraction of the cost, contact eliquidMEDIA.

# EPROP 5

## property inventory management system

eliquidMEDIA has developed a state-of-the-art property inventory management system called Eprop5. This application allows the site administrator to manage listings online through a very flexible administration suite and set-up user accounts for data-entry staff while restricting those accounts to data-entry duties.

Once a listing is created, it is immediately indexed in Eprop5's built-in search-engine and will become available for visitors of the website. Eprop5 is a modular application and new modules for this application are always being developed.

Common modules of EPROP-5 include:

### **Eprop5: :Property Locator**

This is an advanced search engine which allows site visitors to search for sale listings by matching them to specific criteria, which may include but is not limited to: Price range, location, and dwelling type. Each newly created listing is assigned a unique listing ID number that can be used to quickly locate that listing.

### **Eprop5: :Docs**

Eprop5's Document Management System module (Eprop5::Docs) can be activated quickly and offers the administrator of the site the ability to create entire suites of documents pertaining to a specific listing. Documents can be any format of image and any PDF document. Each Document Suite has its own management area that allows the administrator or any registered user with Document Management privilege to add/delete documents, rename existing documents, set a title for the document suite, etc...

### **Eprop5: :User Pages**

Once activated, this module allows any Eprop5 registered user to integrate any listing linked to his/her user account into any existing website without the need for complex data-import script. Simply pasting the few lines of HTML code provided by the application into any existing website will allow any user to have their own website dedicated to their own listing.

### **Eprop5: :Rent**

The Rental Management module allows administrators to



create and manage rental listings that differ in nature from traditional listings by allowing the visitor of the website to quickly contact the property manager and setting up prices according to time frequencies. This module features its own version of the Property Locator module to allow visitors to search for rental listings in a separate area, allowing you to have two very different websites that differ in layout, colour-scheme and nature of the listings, but all powered through the same engine.

### **Eprop5: :Bindings**

This module offers a way for software developers to bind their applications to your Eprop5 engine by providing them with a set of APIs (Application Programming Interfaces) that will allow other applications to interact with the internal functions of Eprop5. This is very useful if you are currently using custom software to manage your listings and would like your listings to become available online without having to enter every listing twice.

We can provide you with migration and integration services for the application you are currently using by activating the Eprop5: :Bindings module and developing routines to automatically import listings from your application into your Eprop5 database.

eliquidMEDIA provides all creative elements for front-end of the website. The nature of the design is determined between the client and eliquidMEDIA.

# www.rosecityford.com

Hi, I am John Chisholm, President and General Manager of Rose City Ford. Utilizing technology to inform our customers is a key element in our business. Our new website was developed by a local company, eliquidMEDIA. It is the most innovative, informative and interactive website in the automotive industry.

At Rose City Ford we commit the time to ensure our customers have the best possible service. It has been a pleasure working with eliquidMEDIA, who share this philosophy with us: Always exceed your clients expectations.

**To experience our commitment to customer service first hand, visit our showroom at 6333 Tecumseh Road East or call us at (519) 948-7800.**

**To experience the capabilities of eliquidMEDIA, visit our website: [www.rosecityford.com](http://www.rosecityford.com)**



John Chisholm, President and General Manager

**Building  
Loyalty  
For Life.**



BlueOvalCertified  
Ford



## experts in creating media rich web content

Website Design and Development    Online Technical Support  
Writing Services    Back-End Systems  
FLASH Presentations    eBusiness Management  
CD Multimedia Presentations    Internet Strategy Consulting  
Video Production Services    Internet Marketing Campaigns

[www.eliquid.com](http://www.eliquid.com)

eliquidMEDIA  
INTERNATIONAL INC

**Rose City Ford**  
[www.rosecityford.com](http://www.rosecityford.com)

**Windsor Laser Eye Institute**  
[www.wlei.com](http://www.wlei.com)

**Windsor Crossing**  
[www.windsorcrossing.com](http://www.windsorcrossing.com)

**dj.net**  
[www.dj.net](http://www.dj.net)

**The Drive Magazine**  
[www.thedriveonline.com](http://www.thedriveonline.com)

**Caffè Camardo**  
[www.caffecamardo.com](http://www.caffecamardo.com)

973-1930

# eliquidMEDIA...

working with clients in Italy since 1997

Il rapporto che instauriamo con il Cliente tende a fondere la "conoscenza estesa" che l'impresa possiede del suo mercato e del suo target di riferimento, con la nostra competenza specifica e la nostra expertise in merito alle logiche del business digitale.

Internet rappresenta ormai il più grande strumento di comunicazione di cui la società ed il mondo del lavoro dispongano, per questo motivo ogni azienda ed ogni professionista dovrebbero garantirsi un'adeguata visibilità sulla rete.

Lasciatevi consigliare da personale attento e qualificato per pianificare i vostri investimenti nel campo della comunicazione in rete!

Lo sviluppo della rete ha aperto per tutti nuove grandi possibilità di comunicazione: se è vero però che con un solo click possiamo raggiungere milioni di persone in qualsiasi angolo del pianeta, è altrettanto vero che l'enormità di informazioni presenti rende il web una giungla inestricabile. Oggi una semplice presenza sulla rete corre il rischio di passare del tutto inosservata, vanificando investimenti pur sempre consistenti: un progetto web necessita di strategie che differenzino il proprio sito web da quello dei competitor, attirino navigatori li trasformino in clienti.

Per ottenere i migliori risultati progettiamo insieme ai nostri clienti campagne che possano sfruttare tutte le potenzialità della Rete:

**Maria Pia Pezza**  
**mpp@eliquid.com**  
**Via Pio La Torre #23**  
**Isernia, IS 87170**  
**Tel: 0865.59848**

**caffè**  
*Camardo*

dr



La Provincia Di Isernia



# Synergy At Work

Tecnovision is a leading manufacturer of LED displays located in Milano, Italy. In 2000, while taking part in Europe's largest information and communication technology trade show, SMAU, (a trade show with over 4000 high technology international exhibitors and over 500 000 attendees worldwide), eliquidMEDIA and Tecnovision were given the opportunity to initiate a relationship.

eliquidMEDIA is currently working with Tecnovision as a supplier of content development for its video screens worldwide, including the development of a new web presence for Tecnovision.

As a direct result of this relationship, eliquidMEDIA is also working closely with The

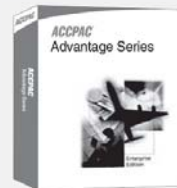
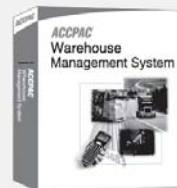
Meara Group, a non-traditional advertising and media company located in Boston, MA.

eliquidMEDIA is assisting The Meara Group in the development of content for a new screen project in the Boston Area.

eliquidMEDIA is also consulting with with Salvatore Bernini of SpotVision, a Montreal based company that specializes in outdoor advertising on LED displays.

Both Tecnovision and eliquidMEDIA have held reciprocal visits and meetings at each other's locations in North America and Europe. The companies have established a very strong synergy business understanding that leverages each others strengths so as to provide its products and services to worldwide markets.

## **SYNERGY PLUS SOLUTIONS, INC.** end-to-end business management applications



[www.synergyps.com](http://www.synergyps.com)

Web Presence Developed by eliquidMEDIA INTERNATIONAL INC.

# Dynamically Naked...



Z750

Z1000

*Legends* **MOTORSPORTS**  
(WINDSOR) LTD.

**NEW OWNERS!**  
**2690 Ouellette Place**  
**(519) 250-9003**

Following the stunning success of Kawasaki's brilliant Z1000 super-naked, Kawasaki proudly presents the new Z750, a middleweight naked sportbike, designed with the same aggressive attitude and in-your-face styling as its big brother.

[www.legendsmotorsports.ca](http://www.legendsmotorsports.ca) an eliquidMEDIA website



Proud Supporter



**Z750**

- Fiery 748cc liquid-cooled DOHC engine
- 34 mm throttle bodies
- Sleek 4-into-1 stainless-steel exhaust system
- Dual 300 mm front disc twin-pot caliper brakes
- Cockpit features all-digital instrumentation

**Kawasaki**  
Let the good times roll!<sup>™</sup>  
**KAWASAKI.CA**

# DE•LIV•ER

To produce or achieve what is desired or expected; make good.



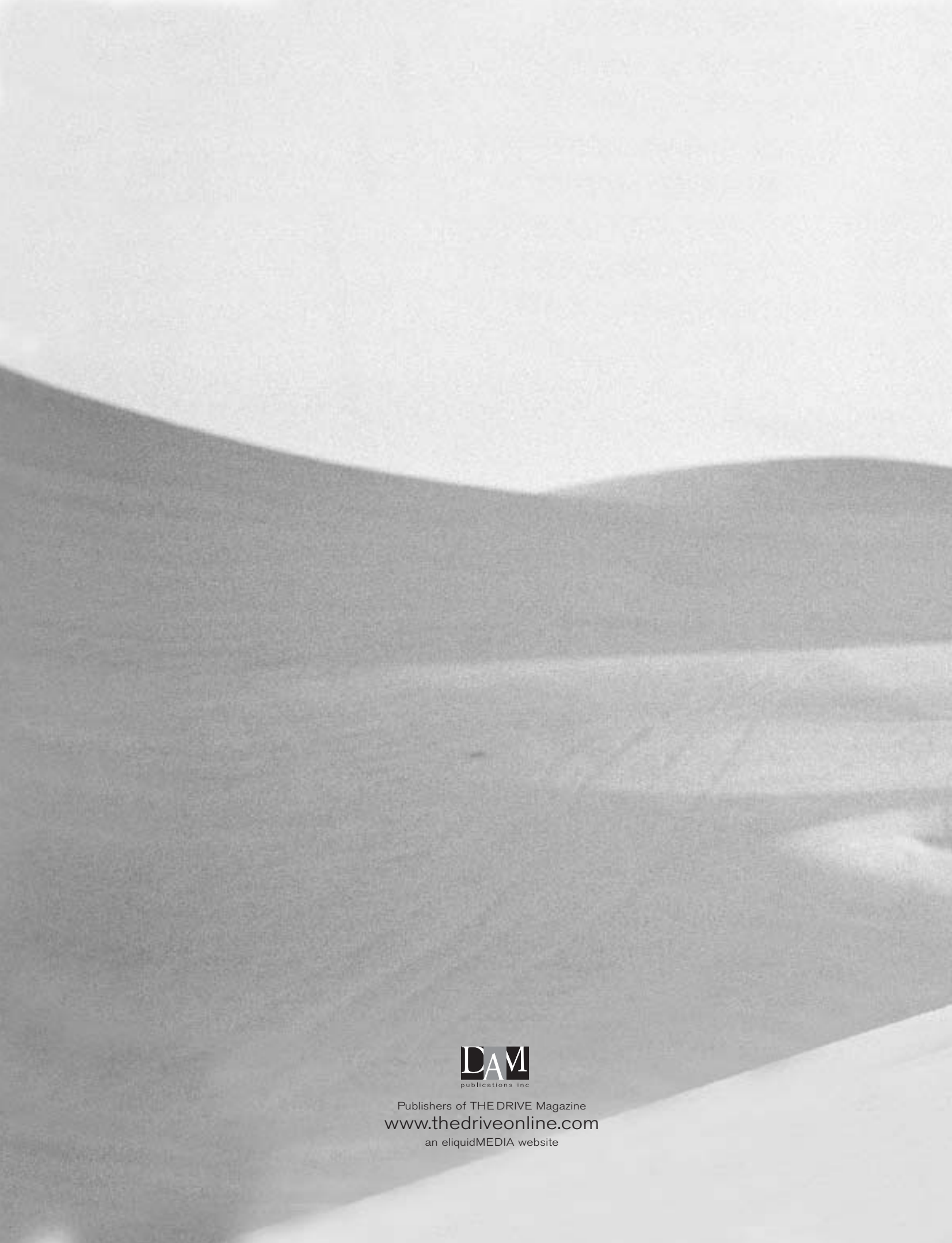
villageinitaly.com  
manitouana.com  
synergyps.com  
ciaoamericamovie.com  
tecumsehgf.com  
cabotoclub.com  
autometriccollision.com  
themusicsyndicate.com  
whereintheworldisamy.com  
dynetek.com

The **visionary direction** and **qualifications** of our team set the stage for **innovative design, functionality** and **state-of-the-art technology** on the websites we create. These components provide a **powerful virtual presence** for you. Through the creative and detailed process of our team, our Websites are **driven by your customers' needs** enabling you to meet **your online marketing goals**.



igbauto.com  
jamesbalfe.com  
wlei.com  
dominiongolf.com  
thedriveonline.com  
saunakits.com  
windsorcrossing.com  
caffecamardo.com  
superiorseal.com  
donmarland.com

eliquid**MEDIA**  
INTERNATIONAL INC



Publishers of THE DRIVE Magazine  
[www.thedriveonline.com](http://www.thedriveonline.com)  
an eliquidMEDIA website