



Build Your Own Blues Gets Bronzed

Identity Developments, November 22, 2005

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Identity Developments, a web presence development firm in Madison, Wisconsin, receives the bronze design award from Webthrower.com for the BuildYourOwnBlues.com website.

PR9.NET November 22, 2005 - Websites come and go with the click of a mouse and a few taps on a keyboard. For site owners and designers, the main goal is always to make sure the website achieves whatever goals are at hand. BuildYourOwnBlues.com not only achieved the needed goals, but also was awarded the Bronze award from Webthrower.com.

Build Your Own Blues Festival was a music event created by 105.5 Triple M that covered the entire Madison area. BYOB was unique as festivals go as it featured simultaneous performances across several stages and venues, hence the "Build Your Own" theme.

Identity Developments, a web presence development & management firm in Madison, designed the BYOB website for 105.5 Triple M. "With such a unique concept, we felt the website for BYOB should be just as unique as the event," states Brian Brown, principal for Identity Developments. "We developed a way for visitors to make their own schedules by selecting the bands they wanted to see, and then printing them out. As the entire site was developed in less than a month, we had to keep this part fairly simple. The real uniqueness came from the ability for visitors to select different visual themes for the website. Because we develop XHTML, CSS, table-less designs, we were able to create multiple designs and allow the visitor to 'build their own blues website'... this simply would not have been feasible the way most sites are developed."

"The staff at 105.5 Triple M are extremely satisfied with our experience and could not recommend a more highly qualified web development organization," states Eric Fleming who oversaw BYOB and handles new business development for Entercom Radio Group, parent of 105.5 Triple M. "Identity Developments represented our brand and our event flawlessly... an instrumental part of our overall success."

"Being a part of such a great event and working with the team at Triple M was rewarding enough. Receiving a bronze award from Webthrower is great icing on the cake though," says Brian. "Meeting the needs of clients is always first and foremost, but it is truly an honor to be recognized by your peers. Webthrower features a lot of Flash developed sites, so having an XHTML site even recognized in that group... well bronze is as good as gold in our book."

BuildYourOwnBlues.com previously won a design award from DesignFirms.org, receiving 98 out of 99 points.

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About Identity Developments

Full service web design and web hosting provider, specializing in the needs of small to medium-sized organizations. Focus on CSS, XHTML, table-less designs and accessibility which yield greater efficiencies, better search engine indexing, and lower overall costs. Also providing web promotion, search engine submission, search engine optimization, website optimization, official domain name registrations, and more.

Website: <http://www.i-devs.com>

Address: Madison, WI

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