



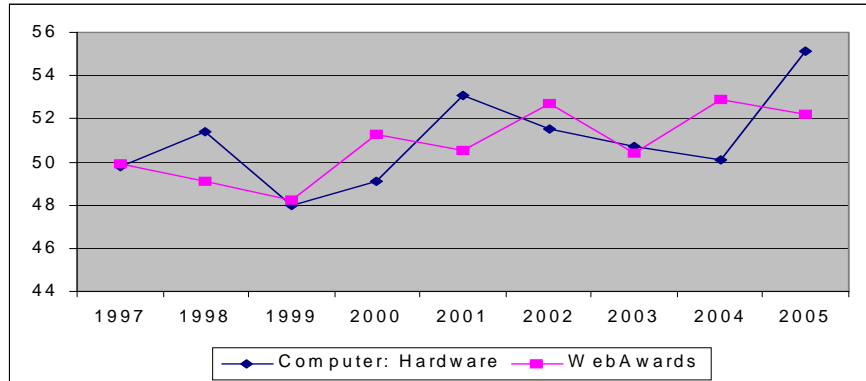
WebAward Internet Standards Assessment Report

Computer Hardware Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Hardware</u>	<u>WebAwards</u>
1997	49.8	49.9
1998	51.4	49.1
1999	48	48.2
2000	49.1	51.3
2001	53.1	50.5
2002	51.5	52.7
2003	50.7	50.4
2004	50.1	52.9
2005	55.1	52.2

Score out of a possible 70 points

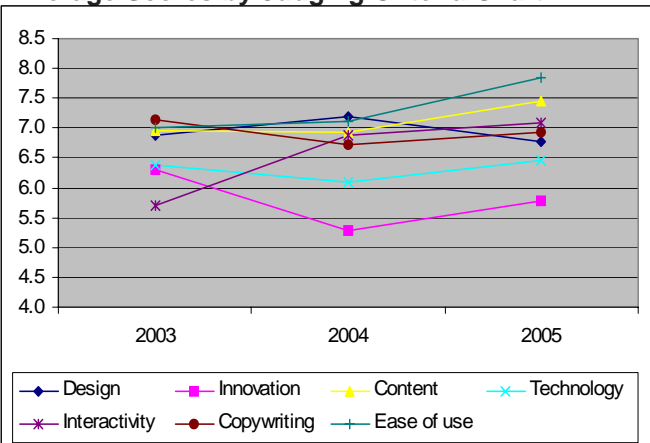


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.9	7.2	6.8	6.9
Innovation	6.3	5.3	5.8	5.8
Content	7.0	6.9	7.5	7.1
Technology	6.4	6.1	6.5	6.3
Interactivity	5.7	6.9	7.1	6.6
Copywriting	7.1	6.7	6.9	6.9
Ease of use	7.0	7.1	7.8	7.3

Score out of a possible 10 points

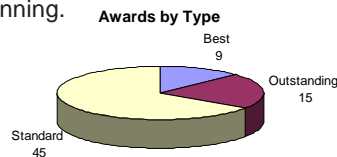
Average Scores by Judging Criteria Chart



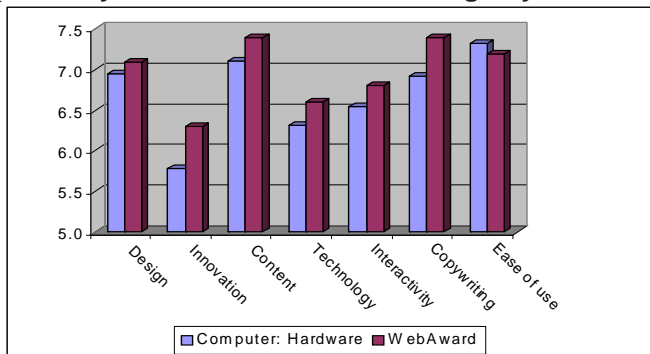
Commentary

Computer hardware Web sites are generally in line with overall ISAR Index for Web development, demonstrating an almost counter cyclical pattern to the index average. When the overall average zigs, computer hardware sites tend to zag. Hardware sites tend to excel in content and ease of use while struggling with innovation. Computer hardware Web sites as an industry have under performed each of the criteria averages, other than for ease of use, over the past three years.

HP.com has won the Best Computer Hardware WebAward three years running.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	HP.com	HP.com
2004	HP.com	HP.com
2003	HP	HP Public Web Site
2002	Palm, Inc.	Palm.com
2001	IBM	ibm.com
2000	EMC Web Team	EMC.com
1999	Four Points Digital	3Com HomeConnect
1998	AGENCY.COM/Online Magic	Compaq Website
1997	Anderson & Lembke, Inc.	Altec Lansing microsite

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org