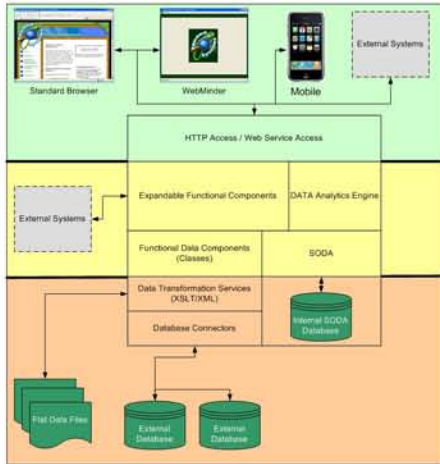


Chameleon Framework System

Our Chameleon FrameWork System incorporates solid fundamental technology components driven by "best practice" business processes and methodologies. It's the chameleon of technology systems. Chameleons are naturally colored for their environment as a camouflage and as a way to communicate. Our technology is no different. It is built upon the standard principle of systems containing a presentation layer, a business layer and a data layer. These layers allow for different process flows, data analytics and communication with external systems and user interfaces.



Presentation Layer

The Presentation Layer allows for different end user interactions. The key is that you want to have the same data and exposure no matter what the presentation device is. If you need to expose your business to an end consumer, you may use a web browser. If you have an internal user, you may want the added benefit of a full blown application.

Business Layer

The business layer is built with open technology constructs. It follows a Service Oriented Architecture (SOA) for interacting with all internal and external systems through several communication channels.

Data Layer

The data layer contains its own internal database with the components required to incorporate external databases and flat file systems like comma delimited files, excel and formatted text files.

“Are you getting **traffic to** and **intelligence from** your web site?”



Chameleon
Internet Marketing Engine **Blue**



Iguana Systems Inc.
7602 Tuttle Ave
Sarasota, FL 34243
Phone: (941)870-0101

“turn your stagnant **web site**
into a **marketing engine**“

Technology For Managing and Deploying Dynamic Web Sites

Chameleon Blue is a technology
that helps create, manage, and
deploy dynamic web sites.



Chameleon Blue sites are database
and template driven allowing for flexible
updates and management of the look,
feel, and functionality your customers
experience.

Utilizing the standard web components,
your business will have the ability to
communicate and exchange valuable
information with your customers.

Web Components:

- Articles
- Contact Us
- FAQs
- Image Galleries
- Promotions
- Random Images
- Advertising

Powerful and User-Friendly Tools

Chameleon WebMinder empowers
you to manage your own sites
content and functionality



- Web Page Editor (WYSIWYG)
- Component Management Tools
- Custom HTML Template Loader
- Graphics Management
- Detailed Site Statistics
- Ability to Work Online and Off

Manage Web Site Navigation
Place application Components Where You Want them
Keyword and Description Tools for Search Engine Optimization
Multiple Users with Security

**What does your
web site portray?**
comprehension
intelligence
knowledge
awareness



When a customer visits your site, is the customer
getting the correct perception of your strengths and
offerings?

Professional and comprehensive online communication with your
current and potential customers has become a necessity. Content
must be targeted, easily comprehensible and, more importantly,
compelling to the customer. Your web site should be more than
just an online brochure. You should have the ability to
communicate and exchange information in a manner that portrays
your professional abilities, products and services.

Are you getting customers to visit your site?

Today's search engines provide a valuable tool for consumers to
find and research products and services. The importance of
keywords and content optimization for search engines is a key
to getting better placement in the search results. Without the
proper optimization, your site has less chance of being discovered
by potential customers.

Are you able to easily update your site and schedule
content by start and end dates?

Web sites should contain up to date information and be relevant to
your current business offerings. The ability to take control of your
site and deliver targeted content through promotions and advertising
is a key to bringing traffic back to your site over and over again.

“power for the **IT Professional**
user-friendly for the **Business User**“


Chameleon Blue Versions
Chameleon Light Blue
Chameleon Blue Pro
Chameleon Blue Affiliates

* Versions sold as a license to run in your own
hosted environment or Iguana Systems can
host as an ASP model.


**Industry Specific Sites
and Services**

With extensive knowledge and experience
in the Travel and Leisure Industry, Iguana
Systems provides specialty services
to Travel Companies and Agencies.

Some of our specialty services include:

- Booking Engine Development
- Targeted Web Components
- Integration of 3rd-Party Booking Engines
- Process and IT Consulting Services

With our experience and knowledge, we
can help your travel company succeed
in the online world.




Custom Services

Web Site Design
Logo Design
Managed Hosting
E-mail Services
Search Engine Optimization and Submission
Custom Chameleon Component Development

