

PRESS INFORMATION

AMPHEON WINS INTERNATIONAL WEB DESIGN AWARD

British owned web design company Ampheon has scooped a coveted international Interactive Media Award for their work on a client's web site, www.rentright.co.uk. The international award is judged by leaders in web design, advertising, public relations, publishing, news and other industries from companies such as American Express, Cadbury's, Deutsche Bank, Microsoft, OgilvyOne, Time Warner and Verizon. Judging covers web site design, content, functionality, usability and standards compliance.

The IMA judges commented that the Outstanding Achievement award is an extremely challenging award to win and that the website has excelled in all areas of their judging criteria and represented a very high standard of planning, execution and overall professionalism.

Malcolm Wright, Managing Director of Ampheon explained that such awards are not easy to achieve "It's necessary to have an extremely competent team in all areas of the agency, not just in design or development but across all disciplines including business consulting so that one can really understand the client's goals."

Wright goes on to explain that the web design industry is unregulated and highly competitive and that this has a significant impact on the UK economy. He said, "There are tens of thousands of companies out there that have paid large sums to build underperforming web sites. We are frequently approached by companies that have experienced problems with their existing developers and lost significant sums of money. One must wonder what impact this has on the effectiveness of online trade in the UK, and of companies' perceptions of trading online. This award helps to vindicate that there are good companies out there who can take the lead in producing effective, profitable web sites."

Meanwhile Rentright is going from strength to strength with their new site; The company, which provides a portal site for UK letting agents to advertise rental properties to tenants, has seen a transition in just a few months from a brand new web site with a small amount

of traffic to over a thousand active letting agent branches and thousands of visitors every day.

Ampheon is a London-based web development agency which has been in business since 1994. It specialises in tailor-made web solutions including custom-build web sites, web hosting, search engine optimisation, Google Adwords management and logo design and corporate branding.

Further information is available from Ampheon on 0203 355 0930, email: contact@ampheon.com, or by visiting the new website directly at www.ampheon.co.uk

Ends.

Ampheon
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For further editorial information contact Malcolm Wright of Ampheon on 0203 355 0930

*Issued on behalf of Ampheon, 90 Long Acre, Covent Garden, London, WC2E 9RZ,
www.ampheon.co.uk*

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