

---

FOR IMMEDIATE RELEASE

## Evolution 7 launches slick new website for Dimension Studios

Melbourne – 27/06/2011

Dimension Studios, the creative services arm of integrated marketing solutions group PMP Limited, unveiled a slick new website this week, developed by Melbourne digital agency Evolution 7.

In an increasingly crowded marketplace for creative services, it's all important to stand out from the pack. This is something that Dimension Studios understand well – the site launch is a landmark for the team who have been working at the forefront of digital photography in Australia for over 20 years.

With an enviable client list that includes household names Big W, Kmart, and Hyundai, Dimension Studios take their work pretty seriously. A quick perusal of featured campaigns reveals some of the biggest names in fashion, retail and FMCG. This website serves as an online portfolio showcasing a breadth of expertise spanning photography, CGI, online and print.

This is one sophisticated site that brings to life the team's talent and energy. The design concept is bold and powerful with campaign imagery emblazoned across the full canvas for maximum impact. The work is clearly the focus here – all calls-to-action point toward the Showcase, site structure is clean and refined and the emphasis is on delivering a rich user experience with an utmost level of polish.

"We're thrilled to be engaged by PMP and have a chance to work with the guys from Dimension Studios," said Evolution 7 Managing Director Mack Nevill. "They're artisans at their craft and we have massive respect for their work, so we really immersed ourselves in their brand and it was a pleasure to work with creatives from another industry. We understand the challenges of presenting visual work online, and wanted to deliver a site with impact along with a sophisticated showcase and deep social media integration, and the result meets this promise."

A key aspect to this project was how to handle Dimension Studios' growing portfolio. The solution – a custom-built Showcase Manager that dynamically controls content across campaigns, disciplines, photographers and clients, allowing for filtering via different pathways. Subtle social media elements are embedded in the design, helping to propagate content and strengthen brand mindshare as the Dimension Studios name and client base continue to grow.

PMP Limited Brand Manager Melena Birtles said, "We really enjoyed working with Evolution 7 on this project. One of our biggest challenges was finding the best way to demonstrate our growing portfolio quickly, without complicated updates or script changes. We also wanted to ensure we gave users the best possible experience when visiting our website."

"The team at Evolution 7 created a stunning showcase and an easy to use content management system that allows us to update the site quickly and effectively. The integration of search and share functionality also ensures users can interact with the site via their preferred media platform."

### About Dimension Studios

Dimension Studios, a PMP Limited company, is one of Australia's leading suppliers of creative and photographic services, working with some of the biggest names in fashion, retail and FMCG. With experienced in-house photographers, stylists, designers and digital artists, and 16 world-class photographic studios across Australia, Dimension Studios deliver high quality visual communications from concept to photography to finished campaigns.

<http://www.dimensionstudios.com.au>

### About Evolution 7

Evolution 7 is a Melbourne-based digital agency bringing together talented creatives and developers to produce stunning, innovative, and inspiring work. We design and implement creative and unique websites, customised applications, and digital strategy. Our clients range from boutique firms to well-known Australian companies and international brands. With a proven track record and over ten years of experience, we consistently deliver work at the highest standard with diligence, passion, and skill.

<http://www.evolution7.com.au>

--ENDS--

### Media enquiries

For further information please contact Evolution 7 on +613 9429 0033

Or

Melena Birtles at PMP Limited on +61 3 9936 3000