



Arrow Consulting & Design, Winner of DotNetNuke Site of the Year, Announces Sponsorship of “Southern Fried DNN” April 12-13 in Charlotte, NC

Interactive agency Arrow Consulting & Design, winner of DotNetNuke’s 2012 Site of the Year for the DNN-based Hilton Grand Vacations mobile site, announces it will be a sponsor of the “Southern Fried DNN” user conference, April 12-13, 2013 in Charlotte, NC

WEST PALM BEACH, FL, April 2, 2013 – [Arrow Consulting & Design](#) will be sponsoring “[Southern Fried DNN](#),” a two-day DotNetNuke user conference, slated for Charlotte, NC on April 12-13, 2013. Arrow has long been an active member of the DotNetNuke community, and recently won the coveted Site of the Year award at DotNetNuke World 2012 for its implementation of the Hilton Grand Vacations mobile site.

“We’re exceptionally proud of the Hilton Grand Vacations mobile site, and it’s a true testament to the capabilities of DotNetNuke,” stated Ryan Morgan, co-founder, managing partner and software architect of Arrow Consulting & Design. “We put DNN’s mobile chops to the test and produced a site that delivers a superior mobile-friendly experience regardless of the device being used.”

The mobile site was built with DNN with semantic XHTML in combination with CSS and JavaScript. The performance capabilities built-in to DotNetNuke enabled the Arrow team to configure the website to minimize page sizes for maximum speed.

“The site achieves maximum simplicity, accessibility and elegance,” continued Morgan. “A delightful user experience requires high functionality without sacrifice of form.”

DotNetNuke is a web content management system (CMS) based on Microsoft .NET. The DotNetNuke open source project has attracted a massive developer following, with over 6 million downloads. The DNN community is devoted to shared knowledge, and is based on collective contribution, so participation in forums, user groups and events is critical to its vitality.

“Arrow has been committed to the DotNetNuke community from our inception. We recognize the value of participating and supporting the efforts of the open source project,” added Morgan.

“It’s through the collaboration of the community that the platform has achieved such robust functionality and breadth of scope. So it’s a natural for us to sponsor events like Southern Fried DNN,” Morgan continued. “It’s not just a bunch of engineers talking about source code and site architecture. We’re talking about how the platform can enable us to deliver superior user experiences and optimized performance for our clients.”

View Arrow’s Hilton Grand Vacations mobile site [case study](#) or reach out to the team to request a no-obligation consultation for your [web application, website or custom software project](#). Or just come to Southern Fried DNN in Charlotte in April and join us for a tall glass of sweet tea.

About Arrow Consulting & Design

Based in West Palm Beach, FL, Arrow Consulting & Design is an interactive agency dedicated to creating complete [web-based solutions](#). Founded in 2005, the agency has a long track record of exceptional results, with a portfolio demonstrating [hundreds of websites, applications and solutions](#). The Arrow team is composed of professionals focusing on the three areas fundamental to delivering superior web projects: enterprise-grade software development, beautiful

user experience and graphic design, and sales-focused internet marketing and SEO. Arrow is committed to delivering software and solutions that are not only elegant and intuitive, but highly functional. And by incorporating the insights and expertise of their marketing and creative team, every web application is designed with a defined sales funnel in place, and content that will be indexed by search engines for high organic ranking.

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