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FOR IMMEDIATE RELEASE

CONVIA.COM POWERS UP WITH VIS-À-VIS CREATIVE CONCEPTS

Vis-à-vis Creative Concepts Creates Innovative Web Site Design for Convia, A Herman Miller Company, Leaders of Innovation and Design

November 13, 2008

CHICAGO, IL – Vis-à-vis Creative Concepts is pleased to announce the launch of the new corporate Web site for Convia – A Herman Miller Company, located at www.convia.com.

The renovated site is the result of design, development and programming collaboration between Convia Creative Director Michelle Talbot, and Web applications developers at Vis-à-vis and our strategic partners.

As a new business venture, Convia delivers the promise of its parent company, Herman Miller. Through the lens of high style and useful functionality, Convia provides sustainable, reusable and fully programmable power distribution systems that create environmentally friendly spaces for businesses, universities, healthcare and retail facilities. The site is geared towards people who recognize the Herman Miller approach to design and innovation, and specifically to Mechanical, Electrical and Plumbing contractors seeking green building solutions.

The smart design of the site is evident from the Home Page, where users are encouraged to engage in two Flash movies that introduce them to who Convia is, and what Convia does. The movies act as the access point to the rest of the site, which features interactive elements, technical resources and design steps.

The initial movies keep a visitor engaged on the Home Page longer, and introduce users to a theme used throughout the site: the 1-2 “punch.” From section to section, people can navigate either a left- or right-side navigation option, which has proved to be an easy and unique way to explore sometimes challenging content.

The site is built on a comprehensive Content Management System (CMS), so Convia employees can update content, including movies, graphics and text, in real time. The CMS also enables non-technical staff the ability to edit images, move pages and links, and revise Search Engine

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Optimization techniques, including the use of relevant terms, tags and descriptions, with minimal training.

“Convia is committed to providing our customers with solutions that help them achieve sustainable spaces, as well as the tools to educate them throughout the process,” said Randy Storch, president of Convia. “With our new interactive, hands-on Web site, our goal is to help familiarize the mechanical, electrical and plumbing engineering (MEP) and architecture and design communities with the Convia platform and better understand how they can maximize their energy savings strategies.”

The site went live in mid-September. George Simkins, President of Vis-à-vis Creative Concepts, said, “We’re excited to be working with Convia. Like many of our clients, Convia and Herman Miller have made a commitment to sustainability and style. That’s a space where we feel quite comfortable, and I think the results bear that out – the site looks great, and is ready to help Convia tell their story.”

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About Convia, Inc.

Convia, Inc./A Herman Miller Company, seeks to change the way people design, build, personalize and manage space. Founded in 2006 and headquartered in Buffalo Grove, Illinois, Convia offers agile and modular building platforms that enable radically flexible spaces and easy adaption to address evolving user needs and new technologies. For more information about Convia Sustainable Infrastructure, visit www.convia.com.

About vis-à-vis Creative Concepts

Vis-à-vis Creative Concepts (www.visaviscreative.com) is a strategic marketing, advertising and design firm, based in Chicago, with a reputation for award-winning work that stirs the imagination and produces tangible results.