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VIS-À-VIS CREATIVE SCORES BIG FOR CONVIA

Companies Are Honored with Silver W3 Award for Best Home Page @
www.convia.com

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CHICAGO, IL – Chicago’s own Vis-à-vis Creative Concepts, along with Creative Director Michelle Talbot, has been honored with a prestigious Silver W3 Award for Best Home Page for convia.com. The award recognizes excellence for both the arresting design and interactive functionality of Convia’s Home Page.



Convia offers energy savings solutions for businesses, schools and government facilities. As a subsidiary of Herman Miller, Convia Controls are thoughtful and intuitive, and the Convia Web site aims to deliver on the ingenuity of the company’s famous brand.

George Simkins, President of Vis-à-vis Creative, elaborates:

“When you begin to understand what Convia offers, you end up with a lot of ‘ah-ha’ moments. Our intention behind the Home Page was to create something that delivered on those moments – to give people one place where they could discover something about the company without having to do too much digging.”

The Home Page loads a flash-driven exploration, where visitors can become familiar with Integrated Controls, Energy Management and Performance Reporting strategies for energy conservation.

Convia is no stranger to recognition. The company has received a host of awards: they have been named to the Fast 50 List for Fast Company Magazine; they earned the NeoCon Gold Best Award in workplace technologies category; and they received the Grand Prize Award in the workplace flexibility category of Buildings Magazine’s Innovation Awards. Most recently, Convia won the 2009 Industry Innovation and Advancement of the Year Award, and Convia Controls were chosen for the US Green Building Association’s Washington DC headquarters, where the Convia system helped achieve Platinum LEED® Certification.

Convia's corporate site represents another creative partnership between Vis-à-vis Creative and designer Michelle Talbot. This is the second time the winning team has collaborated for Convia – an earlier version of Convia's corporate site was developed in 2008.

Sanctioned by the International Academy of Visual Arts, the W3 Award event is the first major Web competition to be accessible to large and small firms alike. The W3 honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award-winning sites, videos and marketing programs. The awards are sanctioned and judged by the International Academy of the Visual Arts, and recognition from the Academy proves to clients and peers that submitted projects are truly outstanding.

About Convia, Inc.

Convia, Inc./A Herman Miller Company, seeks to advance energy management strategies and change the way people design, build, personalize and manage space. Founded in 2006 and headquartered in Buffalo Grove, Illinois, Convia offers an end-to-end level of control that enables a building to adapt to the evolving needs of the people and organizations who occupy it while helping facility managers broaden their energy goals. Through Convia Controls, the company provides a control platform that fuels the adaption of flexible, sustainable spaces that can ultimately reduce real estate and building operating costs while improving employee productivity. For more information about Convia, visit www.convia.com.

About Vis-à-vis Creative Concepts

Vis-à-vis Creative Concepts 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. For more information, visit www.visaviscreative.com.

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