

PIXELSPACE FACT SHEET

pixelspace®

Helping Clients Identify, Attract, Engage and Retain Revenue

Who We Are: Part Artist. Part Programmer. Part Analyst. All Communicator.

PixelSpace is a strategic design and communication company providing marketing and sales organizations with strategies to attract, engage and retain customers. We specialize in developing customer-focused, results-driven, technology-enabled communication tools that create competitive advantage.

PixelSpace's technology-enabled solutions will help you develop or improve your marketing strategy by broadcasting more directly and effectively. Our experience allows us to execute integrated design solutions across different media, providing a rich and consistent user experience. Our core services are strategy, brand identity and marketing communications for both print & interactive. We believe well-communicated company positioning strengthens customer relationships and in-turn leads to more business, shorter sales cycles and satisfied customers. Our work is built on simplicity, necessity and clarity. Our experience allows us to implement design and communication strategies across an array of new and traditional media.

We view each opportunity as a unique challenge and take time to understand your business by asking good questions and listening to your answers. After developing a solid understanding of your needs, we adjust our approach to fit the project and deliver on our promise, on schedule and on budget.

PixelSpace helps companies develop new customers and support existing ones by providing the following services

Graphic & Traditional Media Design

| | | |
|------------------------------|-------------------------|--------------------------|
| Branding Strategy | Identity Design | Collateral Design |
| Graphic Standard Development | Promotional Materials | Publication Design |
| Book Design | Business Systems Design | Packaging |
| Environmental Graphics | Exhibition Design | Point-of-Purchase Design |

Web & New Media Development

| | | |
|--------------------------|-------------------------|--------------------------|
| Web & New Media Strategy | Website Development | Interface Design |
| CD-ROM Development | Application Development | eCommerce Development |
| Multimedia Development | Flash Development | Information Architecture |
| Presentation Design | Usability Consulting | Website Management |

With each engagement we take time to understand each business's unique environment and work with key players to chart a take-action course for achieving the desired communication goals. So, if you are looking to generate more sales leads, improve customer relationships or introduce a new product, you can count on PixelSpace. We work hard to ensure your marketing and communication tools serve your business — not the other way around.

Our Results-Driven Development Process Means Business

Our clients present us with unique and interesting challenges. We take the time to learn about their business, asking good questions and pay close attention to the answers. After developing a clear understanding of the business needs and project requirements, we tailor our process to fit the project. Our goal is to provide innovative and effective design solutions, on schedule and on budget.

Pixelspace brings a strategic, user-centered approach to all our initiatives called CAP™ (Communication Action Plan), a five step methodology that provides a flexible framework for the development of each project. While the nature and the specifics of each project may differ, the five stages of development remain consistent.

CAP: Our Development Process

Discover

The objective of the first phase, Discover, is simply to get to know each other. This is the first step in building a successful working relationship and requires no obligation. During this stage, we will tell you about PixelSpace and how we can add value. Most importantly, though, this time will allow us to get to know your company. We will discuss the products and services you offer and your struggles and successes. We will determine whether it makes sense to work together. And if it does, our next step will be obvious.



Define

The objective of phase two, Define, is to understand, at a granular level, your business objectives, target audience and overall strategy. This step requires investing the proper, front-end review and analysis of your company's current position and desired goals. With this information in hand, we can map the course of action and set milestones and key indicators. The result of the Define phase is an official statement of your company's current position and the desired destination. Some of the tasks that we complete during this phase include:

- Review Competitive Landscape
- Interview Key Project Stakeholders (to understand the business proposition)
- Outline Marketing Strategy
- Assist in the Articulation of Project Attributes
- Understand Target Users and Market Segments
- Identify Possible Marketing and Communication Options
- Review all Project Parameters (timing, budget, etc.)

Decide

During phase three, Decide, we choose from the options identified during the Define phase. This stage involves reviewing each marketing and communication option and evaluating each for individual merit, return on investment and affect on established assets. The final result is an implementation plan outlining a statement of work and division of labor. Some of the tasks that we complete during this phase include:

- Review and Select Tactics
- Set Milestones and Key Indicators
- Establish Rollout Schedules

CAP: Our Development Process (continued ...)

Deploy

During phase four, Deploy, we develop and present design directions for client review and approval. The objective of this phase is to arrive at approved design concepts. The Deploy phase puts your strategy into full-scale production. The result of Deploy is the production of all necessary electronic files and specification documents that allow our clients to execute on their strategic plans. Some of the tasks that we complete during this phase include:

- Conceptual Brainstorming
- Design Development
- Design Refinement
- Design Approval
- Development of Final Artwork
- Creation of Final Production Assets
- Documentation of Guidelines and Standards

Derive

During the final phase, Derive, we examine the results of our labor. We take an honest look at the execution of the strategy and where we are relative to our goal. Results are reviewed, key indicators are measured and course corrections are made. Additionally, new opportunities are evaluated and potentially fed into the CAP cycle. This allows for adjustments to be made along the life-cycle of your company's marketing strategy. Tasks completed during this phase include:

- Reporting/Auditing of Results
- Adjustment in Tactics
- Maintenance and Support Activities
- Evaluate New Opportunities

Reasons Pixelspace Should Help You With Your Next Design Project

We Understand Business

As business owners we understand budget and time constraints. Our strength lies in helping you define, organize, implement and measure your strategies.

Real-World Experience

Engage Pixelspace and you get real-world experience. We have launched successful campaigns for Fortune 500 companies, small start-up ventures and many in between. We rely on proven methods and technology to deliver sustainable results with a measurable return on investment.

Quality, Right On Time

Even under the tightest deadlines, we deliver a high-level of quality in all of our solutions. Pixelspace believes in doing things right the first time.

Reliable and Available

Our clients enjoy our level of personal, client contact. Pixelspace works very hard to communicate our intentions, explain our processes and set proper expectations during each step of a project. In other words, we do what we say and say what we do.

Useful Deliverables

Pixelspace doesn't try to impress you with unnecessary documents or convoluted processes. We give you the advice, documents and solutions needed to ensure positive results for your customers.

No Second String or Unnecessary Layers

Once committed to a client, Pixelspace is on the job. Big or small, you will not feel second to any other client we are working with. You will talk directly to the people working on your project.

Plain Language, Not Geek-Talk

We believe in clear, understandable and straightforward communication. We do not hide behind acronyms, buzzwords, or industry jargon. With Pixelspace, you get answers you can understand.

We Learn By Listening

Pixelspace starts each engagement by learning about you. We will understand your business goals and interview your customers to find out what is needed. The result is a clear action plan that ensures results for you and a great experience for your customers.

Bigger Isn't Always Better

We believe bloated agencies claiming to do everything excel at nothing. Many clients, who put their faith in big companies often wind up disappointed and under appreciated. We take our client relationships seriously and deliver on our promises.

An Honest Point-Of-View

Pixelspace brings an honest, unbiased point-of-view to each project. And since our success is tied to your success, we won't hesitate to raise a red flag when necessary.

Client Results: Our Work Speaks For Itself

Improved Website Enhances Consumer Confidence in Managed Care Organization

In the complex world of health care delivery, physician and hospital service management company Piedmont Health Alliance wanted its website to be more appealing and simpler to use.

They wanted the site to be both more personal and more hip, inspiring consumer confidence in the stability, size and professionalism of the organization while giving the user a more individualized experience. In the effort to add even more value, they also wanted to provide different levels of access to the various subscriber levels. Finally, they wanted the ability to create and manage all content in-house.

In just under eight weeks, Pixelspace worked with the organization stakeholders to determine the look and feel of the website and to develop content – all while keeping in mind the existing marketing pieces and branding in order to strengthen the existing branding effort.

Working closely with Piedmont's IT department to ensure adherence to the organization's IT standards, Pixelspace created a user-friendly website that more accurately projects the organization's desired brand image. The content and operation of the site can be completely managed in-house through updates made in the Microsoft SQL-based database or Active Directory server, or using Macromedia Contribute, a simplified Web content management program that enables Piedmont to create and publish Web pages without having to learn HTML. To add value for Piedmont's physician users, Pixelspace created a secure Extranet where both members and doctors could search and review details about the physicians in their specific network, as well as access employer specific information.

Piedmont's physicians and consumers report that the new site is easier to use and more visually appealing, enhancing the experience of the website and Extranet, while inspiring confidence in the organization as a whole.

Deliverables

- New visual image and branding of website
- Software and training for Macromedia Contribute
- Searchable Physician Network Directory
- Integrate Website with Active Directory for Security
- Work with Existing Microsoft SQL Database
- Install & Setup Web Servers
- Consult on Domain Name Services and Network Security

Results

- Simplified experience for the website user
- Enhanced image of organizational professionalism and stability
- Strengthened the brand in the eyes of all audiences
- Added value for consumers and physicians
- Increased organizational control of the website
- Increased consumer and physician confidence

Client Results: Our Work Speaks For Itself

New eCommerce Website Reduces Hosting Costs and Maintenance Time

Recognizing the increased use of the web by customers searching for information and products, high performance outdoor fabrics maker Outdura wanted a totally new website on which they could sell their products directly to manufacturers and consumers.

With a tight timeframe - their busy season was starting in three months – and an even tighter budget, Outdura turned to Pixelspace for the creation of completely custom eCommerce website.

Taking all these needs into consideration, Pixelspace first identified a cost-efficient hosting company that gave Outdura more bandwidth and a more responsive server at a lower cost than they were previously paying.

Pixelspace then created a user-friendly, dynamic, database-driven website that appears to the user like it is being continually updated through the use of revolving images and content. For easy in-house administration of the new site, Pixelspace created a secure custom administration system that allows product managers to modify web content on their own, eliminating the added cost and time of going through a third-party programmer.

To allow Outdura to capture serious prospect information, visitors must first register on the site to see pricing. Once registered, customers can make secure transactions via purchase order numbers or credit card and track their orders shipped by UPS.

To enhance customer service, Pixelspace integrated the website administration system to Outdura's CRM database, which allows the sales force and customer service team to send branded emails, increasing the quality and frequency of customer communication, before, during and after the sale.

Deliverables

- Consistently branded, fully customized eCommerce website
- Customer shipment-tracking component
- Secure shopping cart component
- Additional channel to capture prospect information
- Branded email capability via existing CRM system
- Secure, in-house content management

Results

- Decreased hosting costs 50%
- Faster content changes
- Improved customer service
- Reduced maintenance costs and time
- Enhanced image of company via consistent branding

Client Results: Our Work Speaks For Itself

Branding Strategy Shortens Sales Cycle and Lowers Costs for Consulting Group

A successful customer satisfaction research and consulting provider for the health care industry, The Jackson Group realized it needed assistance with its own branding efforts in order to continue growing and competing profitability.

The 25-year-old firm wished to apply their well known existing logo into a new branding image that could be readily applied to multiple marketing vehicles, including a trade show booth and sales materials. They needed something easily customizable to clients' needs so that they could cost-effectively test and refine new service offerings while reducing time and printing costs associated with the sales process.

PixelSpace worked with the sales force to identify changes in the sales process that could lower costs, increase the frequency of contact with prospects and speed up the sales cycle. PixelSpace then created a new brand image using the exiting logo, applying it to a pocket folder which serves as the vehicle for client deliverables and the firm's marketing communications materials; to a new 12' x 6' trade show booth; and into a dynamic website that features a custom content management system that allows the organization to make content changes on demand and with little to no programming knowledge.

The multi-purpose folder provides high level branding in a long-shelf life, quality vehicle that can be reproduced in higher quantities at a lower cost. To enhance the sales process and further reduce costs involved in the sales process, PixelSpace created a branded sales sheet template that can be customized and produced cost-effectively in quantities from 1 – 1000. Finally, PixelSpace applied the new branding along with custom photography into a customizable eight-postcard direct mailing campaign template that would increase the frequency of contact with the prospect during the sales process.

Armed with these versatile tools, The Jackson Group can quickly create highly customized marketing communications pieces, economically test new service offerings, and create content that is more targeted to each customer's individual needs – all in less time and at a lower cost.

Deliverables

- New Brand Image
- Pocket Folder
- Customizable Sales Sheet Shell
- 12' x 6' Trade Show Booth
- Dynamic, Database-driven Website
- Custom Photography
- Customizable Postcard Campaign

Results

- Enhanced image and perception of stability
- Lowered printing costs
- Shortened sales cycle
- Increased frequency of contact with prospects
- Engaged the entire staff in the sales process, gaining buy in and participation
- Improved lead quality and increased sales

Client Results: Our Work Speaks For Itself

Search Engine Campaign Increases Qualified Lead Generation 169%

A maker of high performance outdoor fabrics, Outdura wanted to increase sales but didn't have the budget for a major marketing effort.

After identifying Outdura's differentiators and analyzing the best marketplace for their products, Pixelspace recommended pay-for-click search engine marketing as the most cost-effective strategy to communicate the company's value proposition to the greatest number of potential customers. Pixelspace recommended this strategy of placing small text-based ads in search engine results in the effort to effectively put Outdura's brand at the marketing crossroads where today's savvy self-help consumers and trade customers search for information and products.

In phase one of the project, Pixelspace chose text for the copy and search engines for placement based on research of how many people searched for a particular phrase in a given time period and the cost per click on each search engine. In phase two, Pixelspace managed the implementation of the ads, placing them on each search engine, setting up the corresponding landing pages on Outdura's website and managing activity for the first three months to ensure that placement costs were appropriate to the placement investment.

The strategic creation and placement of these search engine ads significantly increased the number of qualified web-based leads by 169% and increased telephone inquiries by 131%. Overall web-generated product information requests increased from zero to an average of more than three per day.

Deliverables

- Identification of the best key phrases to use in ads to get the most cost-efficient search engine placement
- Set-up of search engine accounts
- Determination of correct monthly budget for click-through
- Management of campaign for three months

Results

- Increased qualified sales inquires by 169% in two months
- Increased overall search engine-generated traffic 1100% in two months
- Increased web-generated requests for product information from none to an average of 8 per day in the busy months and averaging 3.5 per day the rest of the year
- Increased telephone inquiries 131%

Client Results: Our Work Speaks For Itself

Website Saves Over \$15,000 Per Year In Publishing Costs

As publishing and distributing costs continued to increase, Autec, a leading manufacturer of automatic carwash systems, wished to provide access to sales support material to its national network of distributors in a more cost effective manner.

Working with Autec's internal web and marketing department, Pixelspace helped identify the project goals and requirements which led to the development of a secure, web-based distributor area hosted at Autec's website. The area provides authorized users the ability to download current marketing information. Autec staff own the site's content by making real-time content updates via a web browser and internet connection. This secure website made the previous method of creating, distributing and updating CD-ROMs obsolete while reducing both time and expenses in the areas of development, distribution, postage and technical support.

Deliverables

- Secure Dealer Area
- Document Upload Application
- Client-Managed User Access Management

Results

- Reduced Distribution Time from Quarterly to Real-Time
- Decreased Expenses by \$15,200 Per Year
- Around-the-Clock Access to Sales Support Material
- Client-Managed Site and Server
- Improved Website Hosting Package

Client Results: Our Work Speaks For Itself

Conference Registration System Increases New Memberships By 43%

BICSI, an international telecommunications standards organization with offices in 11 countries, wished to create a web-based registration system for its 10 annual conferences.

Working closely with BICSI's internal web, marketing and publication departments, Pixelspace identified and constructed a scope-of-work document outlining the project goal and requirements. The document described a web-based registration system capable of collecting a large amount of dynamic and conditional user detail with the ability to gather payment information in a secure manner. Additionally, the system needed to be multi-language friendly, provide conference-specific social event opt-ins, present dynamic pricing and have the ability to accept frequent updates. Since all of these features could not be found in an off-the-shelf product, a custom application was developed.

Pixelspace created a secure administration area that allowed authorized BICSI staff to create, modify or time-out conferences in a quick manner. Once complete, a new conference could be created within an hour and could be pushed live on the website immediately. Future modifications were implemented through the same administration mechanism in real-time.

Deliverables

- Custom Conference Registration Application
- Dynamic Regional Language Support
- Intelligent Opt-in Membership with Dynamic Price Adjustments
- Multiple Currency Functionality
- Opt-in Conference-Specific Social Event Registration
- Collection of Demographic Data
- Dynamic User-Specific Pricing
- Secure Administration Area
- Client-Managed Content
- Automatic Conference Time-Out Feature
- Application Integration with Legacy System

Results

- Generated \$30,000 per Month in Registrations per Conference
- Reduced Time and Expense in Management, Production and Fulfillment
- Around-the-Clock Access to Conference Registration
- Increased New Memberships by 43%

Client Results: Our Work Speaks For Itself

Collaboration System Reduces Publication Time By 50%

BICSI, an international telecommunications standards organization with offices in 11 countries, wished to communicate more effectively with editors and reduce the amount of time manuals and publications spent in development and review.

Through the course of development a single BICSI manual required approximately 20 staff members and associates to make multiple trips to BICSI headquarters for reviews and editing sessions. Each editing session was very intense, with participants often being "locked in a conference room" until the task was completed. This effort required extensive planning and scheduling, both at a considerable cost.

PixelSpace recommended an off-the-shelf collaboration and workflow solution called Sitescape Forum®. Forum allows participants to securely collaborate in real or near-time while remaining in the comfort of their respective offices. The tool's built-in workflow features enable teams to checkout documents, review chapters and denote edit comments for administrator consolidation.

Deliverables

- Installation of Sitescape Forum Application
- Enhance User Interface to Integrate with BICSI Graphic Standards
- Provide Ongoing Support and Troubleshooting

Results

- Editing Sessions Reduced by 66% & Shorten Publishing Time by 50%
- Participants Work When, Where and How They Wish
- Shipping, Duplication, and Printing Costs Reduced by 83%
- Secure, Web-Based Workspace for Document Review
- Client Management of Content and Administration
- Ability to Grow as Needed

Client Results: Our Work Speaks For Itself

Continuing Education System Generates Recurring Revenue

BICSI, an international telecommunications standards organization with offices in 11 countries, wished to create a method for its members to receive continuing education credits online.

PixelSpace created a user-specific training system that allowed users to review, purchase and access training courses through a secure website. While working with BICSI's internal education department, PixelSpace was able to successfully incorporate the internally developed courses in the secure training environment and retain the existing design.

Once students study the selected course material, they can take the test for the specific course. Each test is built dynamically from a database of questions and presented in a browser-based, timed-tested environment. Upon completion, the test is submitted and graded in real-time with results being presented to the students. Passing students receive confirmation via e-mail and a screen receipt. The passing information is then logged and sent to BICSI's Education Department to be included on the student's continuing education file.

Deliverables

- Custom Designed Secure, Web-Based Registration, Course and Testing Environment
- Registration Integration of Opt-in New Membership Sign-Up
- Dynamic Testing and Grading "Take Many - Pass Once" Testing Feature
- Timed Testing Environment
- Student Passing Notification Functions
- Ability to Absorb New Course
- Student Auditing and Tracking Features

Results

- Generated Additional Recurring Revenue
- Provided Cost-Effective CEC Environment for Students
- Increased New Membership Registrations by 109%
- Enhanced Existing Continuing Education System

Client Results: Our Work Speaks For Itself

Extranet Helps Client Develop Overseas Market

BICSI, an international telecommunications standards organization with offices in 11 countries, wished to develop a cabling provider registration and management website for its South Pacific region. The website would allow Australian companies needing telephony products and services to verify provider registration and credentials as required by the Australian government.

PixelSpace, working closely with BICSI's Australian office and Australian Communication Authority (ACA), designed a client-administered website which allowed providers to register online, self-regulate personal data and allow companies to search the provider database for credential verification.

Working alongside BICSI's information technology staff, PixelSpace was able to provide a solution that worked with BICSI's legacy registration database. This in turn saved hundreds of hours of development time while respecting the existing information standards. Additionally, PixelSpace assisted the marketing department in the development of the website's visual design and several other printed support materials, such as registration certificates and membership cards.

Deliverables

- Secure, Web-Based Search Tool
- Client-Managed Content Functionality
- Member-Managed Data and Profile
- BRCA Logo and Identity System

Results

- BICSI Secured One of the ACA's Five Prestigious Registrar Positions
- BICSI Increased Memberships by 145%
- Integrated Website with Legacy System
- Client Established Stronger Presence in Australian Market

Client Results: Our Work Speaks For Itself

Website Redesign & Promotion Increases Website Traffic By 31%

Outgrowing its website, Corning Cable Systems, a division of Corning, Inc. the world's leading manufacturer of fiber optic cable, asked Pixelspace to develop a new website that took advantage of improved usability, newer web technologies and provided easier content management.

Working with Corning's internal marketing and information technology departments, Pixelspace helped in the development of site architecture, visual design and programming. Additionally, consulting services were provided in user-experience, implementation, hosting and security.

Taking advantage of the dynamic abilities of web content, the website was reduced from 3,000 static pages to approximately 100 dynamic, database-driven pages. Each page is based on a series of custom templates dictating the manner in which diverse information is handled thus easing the pain of content management. In fact, management of several website areas was delegated to entry-level positions within various non-technical departments.

In addition to the website redesign, Pixelspace worked with Corning's marketing department to develop a series of printed promotional items featuring the new website.

Deliverables

- Custom Design Public Website
- Architecture and Visual Design
- Client-Managed Website Content
- Utilize Existing Server and Technology Architecture
- Training and Ongoing Technical Support
- Develop Website User Interface and Image
- Multiple Template Based Structure
- Traditional Website Promotional Materials

Results

- Reduced Website Page Count from 3,000 to 100
- Website Traffic Increased 31% in First Month
- Greatly Improved Website Usability
- Enabled Internal Development Teams to Manage Site
- Reduced Content Rollout Time by 61%
- Improved Customer Communications

Client Results: Our Work Speaks For Itself

Web-Based E-mail Marketing System Saves Over \$50,000 Per Year

With a desire to communicate more efficiently with customers, Corning Cable Systems, a division of Corning, Inc. the world's leading manufacturer of fiber optic cable, asked Pixelspace to develop a web-based custom e-mail marketing application. The goal was to enable Corning employees to create custom e-mail promotions in an effort to save in printing and fulfillment costs.

Pixelspace developed Regards, a secure, browser-based e-mail marketing application which provided users at every level with an easy-to-follow, step-by-step e-mail creation guide. Users were able to send personalized e-mails to individuals or entire groups of recipients. To streamline rollout and acceptance, Regards was designed to import contact lists from the existing CRM solution. The application has saved thousands of dollars per year in printing, postage and time and has been in service for several years pushing several e-mail campaigns per month.

Deliverables

- Custom E-mail Marketing Tool
- Easy-to-Use Wizard Style Interface
- Integration with Existing CRM Systems
- One-to-Many Delivery Functionality
- Secure Profile-Based User Access
- Secure Administration Area
- Administration Functions and Reporting
- Client-Managed E-mail Design and Content

Results

- Saved Over \$50,000 Per Year vs. Traditional Methods
- Improved and Encouraged Customer Communications
- Helped Open and Support International Markets

We Have Helped Many Companies Achieve Their Marketing And Sales Goals

Banking and Financial

- BB&T Financial Services
- Integrity Financial Corp.
- Lion Street Ventures
- Tri-County Insurance
- UBS Financial Services
- Universal Finance

Consumer and Retail

- Home Depot
- Huestone
- Thomasville Furniture
- Carrington Court Furniture

Healthcare

- Carolina Orthopaedic & Sports Medicine Center
- HealthCare Directions
- Piedmont Health Alliance
- Resources On Call
- The Jackson Group

Manufacturing

- Autec, Inc.
- American Solid Woven
- Birdsong Corporation
- Boom Environmental Products
- Hickory Brands
- Huffman Metal Works
- Julius Blum GmbH
- Mainline Supply Company
- Moretz Sports
- Outdura
- Shuford Mills
- Trade Shows, Inc.

Not-for-Profit

- Project Management Institute
- The Green Room Community Theatre
- Western Piedmont Symphony
- Palliative CareCenter & Hospice
- BICSI
- Catawba Science Center

Technology

- Australian Government
- Corning, Inc.
- Network Integrity Systems
- Tangent Analytics

Higher Education

- Appalachian State University
- Winston-Salem State University
- Lenoir-Rhyne College
- Catawba Valley Community College

Client References

Our clients appreciate great work delivered on time and on budget.

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PIXELSPACE FACT SHEET

There Are A Number Of Ways To Get In Touch With Pixelspace

If our approach makes sense for you, contact us. We will be happy to explain our process, outline the relationship and discuss the results you can expect. Our mission is to deliver the results you need.

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