Waterfront Technologies

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OLD FASHIONED QUALITY PORTRAYED VIA HI-TECH ON THREE NEW SITES

An executive recruiter's thoroughness, a chef's artistic flair and an auto restorer's craftsmanship all reflect pride in work, a concept web site developers struggle to bring alive on the Net.

Not at Waterfront Technologies Inc. Using eye catching animation and other hot-button web techniques, the Baltimore-based technology company has given these three professionals a web presence distinctly portraying the unique services they deliver to clients and customers everyday.

Canny, Bowen Inc. of New York, N.Y., *www.cannybowen.com*, required a web site with a unique tone: Old-world tradition fueled by hi-tech innovation. In business for nearly 50 years, this is where America's corporate elite turns when seeking to fill executive positions paying seven figures.

Waterfront illustrates each page with animated images of old into new: A photo of man with binoculars fades into a computer screen busily searching data.

"We are known for our personal, boutique approach,'' said Canny, Bowen principal Greg Gabel. "We employ an old-world work ethic using modern tools. Our web presence now illustrates this perfectly."

GS Auto Upholstery in Millersville, Md., *www.gsautoupholstery.com*, can handily fix the leather seat of your Lexus that your 5-year-old tore, as expected. But illustrating GS' huge array of repair/restoration services for modern and classic vehicles on a web page is more difficult. Waterfront uses drop down menus accompanied by before/after pictures. A cartoon hotrod with its engine gunning entertains during picture loading.

"We have a lot of experience, which allows us to offer our customers a lot,'' said owner Gil Spirlet. "I was worried about fitting that on a web page. I'm not anymore."

Peter's Inn of Baltimore, Md., *www.petersinn.com*, needed an eclectic web site because that's the word reviewers use when raving about the inn's gourmet level cuisine served in a Bohemian style. Pictures of the inn are intermixed with menu samples plus photos of the bar owners on major magazine covers. "We needed something simple and strong, because that's who we are,'' said owner Karin Fuller. "We have that now on the web."

Waterfront Technologies President Janice Kaufmann said the pages accomplish their tasks because Waterfront took the time to learn about the craft of the site owners. This allowed Waterfront to apply it's own craft: Hi-tech delivery of clear, vivid messages. "These are creative companies delivering high quality goods," she said. "They have a lot of spirit. Getting to know them to produce these pages was a lot of fun."

ABOUT WATERFRONT TECHNOLOGIES INC. -- We are a woman-owned and operated technology company in Baltimore City. Our services are software, graphics, web and e-commerce. Our value proposition is simple: We offer software engineering and development in combination with graphic design and development. By having experience with a broad array of technologies and by not being biased towards proprietary solutions, Waterfront Technologies, Inc. has the edge over the competition. Specializing in offsite development services and utilizing quick network technology, we have successfully capitalized on the failure of traditional in-house software, web and graphics departments. By consulting on a project-by-project basis, we offer financially feasible solutions to companies that need to tighten their belts.

For more information on Waterfront Technologies, Inc. visit
http://www.waterfronttech.com