



# It's almost as big as the commitment you made to your Web developer.

Let's face it, choosing a Web developer for your business is a decision that you'll have to live with for a long time. From making the smallest changes to adding a page or two, you're completely dependent on them. And of course, all those small changes come with not-so-small hourly fees.

Now you can maintain and update your site with no help (or bills) from a developer? Introducing BlueLava Studio from Pixel Head. BlueLava Studio is a complete web-based application that enables users to easily build, publish and maintain their own Web sites.

Using a browser-based interface and a simple click of the mouse, you can incorporate a wide variety of robust content elements into your Web site. Elements include online surveys, newsrooms, electronic newsletters, e-mail forms, photo galleries, polls and much, much more.

BlueLava Studio puts programming power in the hands of the people that need it the most - you. For more information and to discover why BlueLava Studio has been chosen by many Members of the United States Congress to power their Web sites, call Jim Schiefen at 607-732-4540 or email him at [jim@pixelhead.net](mailto:jim@pixelhead.net).

It just might be the beginning of a beautiful relationship.



## BlueLava Freedom

Whether you're at the beach, on an airplane, or in your basement, BlueLava Studio lets you update your website – anytime, anywhere. There's no special software to install, no proprietary plug-ins to download, and no per-user licensing fees – all you need is a browser and an imagination.

Because your organization deserves a flexible, custom solution, BlueLava websites are not restricted by a template-based design. BlueLava gives you the freedom to translate any design concept from your sketchpad to your website – after all, your creativity isn't limited, why should your website be?

## BlueLava Power

BlueLava Studio gives you the power to add dynamic feature-rich content to your website – content that engages users and encourages participation; content that provides a real business value to your organization; content that keeps your visitors coming back for more.

At the core of BlueLava's power are modular applications called Elements. They range in complexity from simple text or images to dynamic online calendars and news publishers – they're all ready to install at the click of a mouse, require no programming, and are flexible enough to meet your unique needs.

## BlueLava Control

The days of relying on a developer are over. You shouldn't have to wait two weeks for a press release to be published – by then it's already old news. You shouldn't have to deal with expensive hourly rates for updates – you've already paid enough. It's your website – you should be in charge of it.

BlueLava Studio transfers control directly to you by providing an intuitive interface to maintain every aspect of your website. Add pages, edit content, publish news, and build forms; you can do it all now – without programming, without delay and without limits.

With BlueLava's powerful administrator capabilities, you can also take control within your organization. Workflow features and permissions allow you to monitor who does what and track when they do it.