

# Why Pixel Head?

Because some people  
are just too busy  
fighting terrorism,  
reducing taxes and  
balancing the budget  
to worry about  
their Web site.

How important is your Congressional Web site? Considering that a recent survey indicates 55% of those with access have used the Internet for specific political purposes in the last year, it should be very important. From learning about specific issues to finding out what their Representative is doing, constituents are logging on in record numbers.

Will your Web site meet their needs? Does it reflect the image you wish to project? Is your content timely and up-to-date? Let Pixel Head show you how a Web site built with BlueLava Studio can effectively meet the needs of your staff and constituents.

BlueLava Studio is a complete web-based application that enables non-technical staff members to easily build, publish and maintain their own Web sites. Using a browser-based interface and a simple click of the mouse, staffers can incorporate and update a wide variety of features such as text, online surveys, an online schedule, a press/communications manager, polls, photo galleries, email forms and much, much more.

Pixel Head is an approved Congressional vendor with servers in the HIR data center. For more information and to discover why BlueLava Studio has been chosen by so many Congressional Members to power their Web sites, call Jim Schiefen at 607-732-4540 or email him at jim@pixelhead.net.

It's one less thing to worry about.



## BlueLava Freedom

Whether you're at home, on an airplane, or in your district office, 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.