



Tree Works



Portfolio

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As far as you're concerned as beneficiaries, we are first and foremost the sum of our achievements.

We have a 4-year history and clients that have stuck with us for all this time. Most of them did, in fact. We are a small firm, but we can handle big projects (covering the entire life-cycle of a project - planning, development, maintenance, support, upgrading).

We're different from large corporations because we cannot work on tens or hundreds of projects at once. And that is why we care more, both for our clients - because the loss of a client can be a significant blow, and for the projects - because we are judged by them.

We care because we are a small firm, and it's the quality of our projects that brings us clients, not advertising or connections.



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Content Management System





InfoPro.ro

(Content Management System)

URL: <http://www.infopro.ro/>

Used Technologies: PHP, MySQL, HTML, Flash, JavaScript

General presentation:

InfoPro.ro is the website of one of the most successful Romanian radio stations. Its sections are characteristic for big media websites: news, shows, DJs. Other sections can be added easily depending on the station's needs.

Objectives:

InfoPro wanted a **dynamic website** which would appeal to its young audience. The system had to allow **real-time content updating**, in answer to the station's needs.

Solution:

Using its **Content Management System** platform, TreeWorks created a sleek website, whose sections are easy to update through an **administrative interface** which can be operated without computer expertise. InfoPro can maintain contact with its listeners through the message board and the newsletter, as well as through the InfoPro Reporter contest. To help its listeners access information easier, the website offers them the possibility to **listen to the radio program** online both for broadband and dial-up users.



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ProTV

(Content Management System)

URL: <http://www.protv.ro/>

Used Technologies: PHP, MySQL, HTML, Flash, JavaScript

General presentation:

ProTV, the most important Romanian television station, decided to celebrate 10 years of age by refreshing its virtual image. TreeWorks created a modern concept which emphasizes the fact that ProTV was and is the Romanian media leader.

Objectives:

ProTV wanted to communicate with its viewers easier and more efficiently. The station wanted a simpler, easier to navigate interface for its visitors.

Solution:

The ProTV website is organized in sections characteristic for other big media websites: stars, shows, series, movies, TV schedule, news. New sections can be added depending on the station's needs. The conception of the website also allows for including multimedia materials and photo galleries.

Because the contact with its viewers is a characteristic of the ProTV brand, the website has a great variety of **features for interacting** with them: a message board, a newsletter, daily recommendations, as well as the ability to alert viewers through email when the station shows movies with their favorite actors or directors.

The website can be administrated very easily through a **web interface** which allows for continuous, **real-time** content updating. The website respects the international standards, and it is **optimized** for top ranking on search pages for relevant keywords (ProTV stars and shows).



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Cheetah Find

(Content Management System)

URL: <http://www.cheetahfind.com>

Used Technologies: PHP, MySQL, HTML

General presentation:

CheetahFind is a web portal and a free resource provider of templates, clipart, photos, news and more. The purpose of this website is to offer an one-stop center access to free information, a basic trait of the internet. The visitors can add their website to the **web directory**, through an easy-to-use interface.

Objectives:

CheetahFind had to be a **competitive website**, distinguished from the multitude of similar websites through its high usability and attractive design.

Solution:

TreeWorks created an easy to maintain website with a friendly interface. The website's design is user-friendly and allows the visitors to scan its content rapidly. The visitors can look through a web directory organized in ten basic sections, using an **integrated search engine** which offers fast and easy access to the desired information. The website contains a series of **useful applications and resources**, such as a search engine for personal websites, hit counters for monitoring the number of visitors, free templates and photos and many more.



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Gustos.ro

(Content Management System)

URL: <http://www.gustos.ro>

Used Technologies: PHP, MySQL, HTML, JavaScript

General presentation:

Gustos.ro is a Romanian cooking portal with more than five thousand recipes, both traditional and international. The visitors can print the recipes, they can send them to their friends and rate them. The Gustos.ro team has also created **three cooking e-books**, which users can download or send to their friends.

Objectives:

Gustos.ro aimed to be a website with a **simple, user-friendly interface**, easy to navigate and interact with.

Solution:

Using its **Content Management System** platform, TreeWorks created a website whose content can be easily updated. The website has a **search engine-friendly structure**, thus increasing its ranking and visibility.

The interface is simple and easy to use. The recipes are **categorized** by type (soups, deserts, beverages) and by country. The visitors can search for recipes using the **classical search engine**, or the **Gustos Mixer feature** (the results will only show recipes that contain the ingredients chosen by the visitor). Registered members get twice a month the **Gustos newsletter** which contains cooking articles and recipes selections.



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Facts jokes n fun

(Content Management System)

URL: <http://www.factsjokesnfun.com/>

Used Technologies: PHP, MySQL, JavaScript, HTML

General presentation:

Facts Jokes N Fun is an entertainment portal, home for many jokes, funny pictures, weird news, famous quotes, video and audio clips, film and TV reviews and many other materials which are bound to make anyone laugh. The visitors can register and **contribute** to the website, and also rate and comment each item.

Objectives:

TreeWorks wanted to develop a website which would be **easy to navigate** for visitors and **easy to use** for the members. Because the content needed to be easily and continuously renewed, the administrative interface had to be easy to use.

Solution:

TreeWorks created the website using its platform of **Content Management System**. This allows for easy and fast updating of all the sections. The **design** has a cheerful feel, and the interface is easy to use for visitors.

Facts Jokes N Fun has a **search engine-friendly structure**, which favors top positions on the results page.

The content can be exported through an **RSS feed**. This method helps spread the information very fast, thus increasing the website's visibility. The **online administration system** can be used without computer expertise, allowing for easy content management and traffic monitoring.



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RecipesLive.com

(Content Management System)

URL: <http://www.recipeslive.com/>

Used Technologies: PHP, MySQL, HTML, JavaScript

General presentation:

RecipesLive.com is a cooking portal with more than five thousand recipes, both traditional and international. The recipes can be printed, sent to friends and rated by the visitors. The ingredients' quantities can be shown both in metric units and in US/English units.

Objectives:

TreeWorks aimed to develop an **user-friendly website**, with an easy-to-use interface.

Solution:

Using its **Content Management System** platform, TreeWorks created a website whose content can be updated very easily. Due to its structure, RecipesLive can be easily **indexed** by search engines, thus getting a top ranking.

The visitors can search for recipes using the **classical search engine**, as well as the **Food Mixer** feature. The Food Mixer only shows in its results the recipes containing certain ingredients chosen by the user. Another way of finding relevant recipes is by listing other similar recipes on the personal page of each recipe. The recipes are organized by their type (stews, soups, salads) and by their country of origin.



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BusinessHighlight.org

(Content Management System)

URL: <http://www.businesshighlight.org>

Used Technologies: PHP, MySQL, HTML, Java Script

General presentation:

BusinessHighlight is an ever-growing virtual community of expert writers. It offers more than 15 thousand free-for-reprint articles about entrepreneurship, small business, online business, marketing, computers and internet subjects.

Objectives:

The purpose of this site is to promote free speech and the free circulation of information.

Solution:

The website is based on the Content Management System platform created by TreeWorks, with a sleek, simple design. To boost the search engine rankings, TreeWorks implemented a source code that makes BusinessHighlight easy to **index** by search engine spiders. The **author interface** and the **visitor interface** are very user-friendly. To facilitate the contact between writers and readers, each author has a **small homepage** at his/her disposal. This page contains a short bio and their list of written articles.

Content is easy to export due to the **RSS feed**. This fast and easy to use method presents a clear advantage to authors and recipients, disseminating information with great speed and increasing their visibility due to the possibility of exporting content to other websites and RSS feed clients. Users can also email and generate a printer friendly version of any article. The **back-end system** (the online management system of the content) allows for easy **monitoring** and management of the content and the members of the portal, without any need for technical know-how.



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HomeHighlight.org

(Content Management System)

URL: <http://www.homehighlight.org>

Used Technologies: PHP, MySQL, mod_rewrite, Java Script

General presentation:

Home Highlight is an ever-growing virtual community of expert writers. It offers more than 15 thousand free-for-reprint articles about home, family, recreation, lifestyle, entertainment and self-improvement subjects.

Objectives:

The website's purpose is to promote free speech and the free circulation of the information.

Solution:

The website is based on the **Content Management System** created by TreeWorks, with a sleek, simple design. To boost the search engine ranking, TreeWorks implemented a source code that makes Home Highlight **easy to index** by search engine spiders.

To facilitate the contact between writers and readers, each author has a **small homepage** at his/her disposal. This page contains a short bio and their list of written articles. Content is easy to export due to the **RSS feed**. This fast and easy to use method presents a clear advantage to authors and recipients, disseminating information with great speed and increasing their visibility due to the possibility of exporting content to other websites and RSS feed clients. Users can also email and generate a printer friendly version of any article.

The **back-end system** (the online management system of the content) allows for easy monitoring and management of the content and the members of the portal, without any need for technical know-how.



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HelpfulHomeIdeas.com

(Content Management System)

URL: <http://www.helpfulhomeideas.com>

Used Technologies: PHP, MySQL, Java Script, HTML

General presentation:

HelpfulHomeIdeas is a content portal with more than 15,000 articles about home, family and other household subjects. The website provides families with a wealth of helpful tips about everything from food to legal advice, in an elegant format containing both text and images.

Objectives:

The website needed to be highly functional, user friendly and easily updated.

Solution:

The website is based on the **Content Management System** created by TreeWorks, thus providing an easy update solution for all the sections. The system is very user-friendly as well as search engine friendly. In less than two weeks from the launch, all the HelpfulHomeIdeas' content was **indexed** by the most important search engines, ranking highly for a large variety of keywords. The **back-end system** (the online management system of the content) allows for easy monitoring and management of the content and the members of the portal, without any need for technical know-how.



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HomeDecorConcepts.com

(Content Management System)

URL: <http://www.homedecorconcepts.com>

Used Technologies: PHP, MySQL, mod_rewrite, Java Script

General presentation:

The HomeDecorConcepts portal contains numerous articles about home, house improvement and gardening related subjects. Visitors can find helpful tips about healthy living, holiday decorating, money saving and many more.

Objectives:

The authors needed to have an easy-uploading interface for submitting their articles.

Solution:

TreeWorks based the website on its own Content Management System, the cornerstone of a coherent, up-to-date and successful Web site. Using this system, the administrators can easily update every section. The **design** is sleek, with green tones and emphasizes the site's profile. HomeDecorConcepts has been **optimized** for search engines. The **back-end system** (the online management system of the content) permits easy monitoring and management of the content, without any need for technical expertise.



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TheaterOffers.com

(Content Management System)

URL: <http://www.theater-offers.com/>

Used Technologies: Flash, Action Script, XML, HTML, CSS, PHP, MySQL

General presentation:

TheaterOffers.com is the new face and name of the **SeasonofSavings** program. This program promotes the most important Broadway and Off-Broadway shows, by offering low-price tickets and bringing inside New York's theatres more that 5 million spectators. This campaign is supported by some of the most prestigious Broadway theaters. It aims to bring to the theater people that cannot afford tickets normally.

Objectives:

The promoters of this program wanted a new website to celebrate the 2006 winter season, and to replace the previous version (also created by TreeWorks). The website's aim was to offer **information** and to **strengthen the TheaterOffers program in the minds of the audience**. **The website had to be user-friendly and to allow for easy continuous content update**.

Solution:

The new graphic interface for the website is simple and elegant, inspired by the classical image of a theatre with chairs draped in red, luscious velvet. The website has sections that present the shows offered by the program, as well as additional information (addresses for restaurants and bars that support this program, maps, parking tickets).

The website's visitors can participate at an **online contest** and subscribe to an informative newsletter about American musicals. The **administrative interface** allows for continuous content updating, exporting the email addresses database, and backups.



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Minority.ro

(Content Management System)

URL: <http://www.minority.ro>

Used Technologies: PHP, MySQL, HTML

General presentation:

Ombudspersons for National Minorities Association - Helsinki Committee, defenders of the minorities rights, particularly the enforcement of the Council of Europe's Framework Convention for the Protection of National Minorities, wanted TreeWorks to develop a website with the goal of raising human awareness.

Objectives:

The clients wanted a website which would emphasize the goals of the organization, which would be user-friendly and easy to update.

Solution:

Starting with preliminary discussions to the final approval of the Web design and ending with the launch, our team developed the website in record time (less than a week).



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Humanism.ro Website

(Content Management System)

URL: <http://www.humanism.ro>

Used Technologies: PHP, MySQL, HTML

General presentation:

The "**Solidarity for Freedom of Conscience**" NGO is an organization that takes important actions in defending the humanistic principles.

Objectives:

The association wanted to get closer to the civil society through a website containing articles, studies, reports, documents, specific national and international legislation regarding human rights, as well as links to the most important humanitarian organizations.

Solution:

TreeWorks built a website including a message board, giving visitors the opportunity to communicate their ideas and defend their beliefs, and a newsletter system. To allow Humanism.ro's staff to easily update the site, TreeWorks built an easy-to-use content management system allowing them to upload photos and documents, to edit new pages and to update poll results.



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The National Central Office For Special Affairs Website

(Content Management System)

URL: <http://www.ocsp.ro>

Used Technologies: PHP, MySQL, HTML

General presentation:

The National Central Office for Special Affairs (OCSPS) is a department within the Romanian Government whose job is to ensure people's safety in emergency cases.

Objectives:

OCSPS approached TreeWorks to build an online presence, intended for communicating its specific activities to the mass media and the public, and at the same time, communicating with the regional offices. The primary objective behind the OCSPS.ro project was to build a web-based system offering the citizens an easy way to get in touch with the National Central Office for Special Affairs.

Solution:

The website contains details about the purpose of this organization, its duties to the public, history, NATO and UE rules, its administrative structure, laws, and details about OCSPS's projects.

The easy-to-use content management system allows the administrators to update the site content by posting new articles, documents and photos, and adding new pages, even if they have no qualification in Internet programming. Another purpose of the site was **high usability**, so that information would be available for every citizen, regardless of his or her level of education.

All graphical elements were designed in **accordance** with Communication and Information Technology Ministry's **general guidelines** regarding governmental websites design and usability.



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B2C portals





ForexCentral.net

(B2C portals)

URL: <http://www.ForexCentral.net>

Used Technologies: PHP, MySQL, CSS, JavaScript, HTML, Pear, SOAP

General presentation:

The **ForexCentral.net** portal contains various types of data: analysis, predictions, financial reports, real time quotes, databases with brokers, tutorials, site directories, lists of books, FAQs.

Objectives:

The client needed a portal specialized in **FOREX** information, with the goal to become one of the most important destinations in the field. Due to the large volume of information as well as the need for frequent content updating (sometimes hourly in the case of certain sections such as reports and predictions), it needed a **solid solution** which could be administered online without any knowledge of programming.

Solution:

TreeWorks' solution had to take into account the various types of materials and the different forms of presentation for each, as well as the need for 100% uptime.

Based on the standard framework created by TreeWorks for content management, we designed **specific modules** (FAQ, rich text for articles, products list, link directory, reports, glossary, tutorials) which allow for the creation of webpages on an unlimited number of levels with **total maneuverability** (moving in other categories, moving up/down within the menu, activation/deactivation automatically). We also **optimized** the website for search engines, through the structure of the site and the creation of optimized links.

Another interesting characteristic of the ForexCentral.net project was the development of the **administrative module**, with several levels of users who had the possibility to make alterations only in certain sections of the website.

Beginning with the concept stage and continuing even after the website's launch, TreeWorks collaborated with the client during all the stages, developing a product meant to fulfill all the needs of the final users.



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Find-a-Broker.com - FOREX Search Engine

(B2C portals)

URL: <http://www.find-a-broker.com>

Used Technologies: PHP, MySQL, CSS, HTML, Pear, SOAP

General presentation:

The client is a Japanese company that provides consultancy, services and organized information related to foreign currency transactions (FOREX).

Objectives:

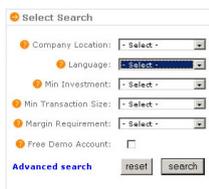
The company wanted an efficient search engine for firms operating on this market, which would rank results according to **relevancy**. The system had to allow for easy changes of the **relevancy parameters**, as well as adding new search parameters. Also, the system needed to allow **exporting** results to other website, using web-services.

Other important aspects of the project were **the reports** (access ways, searches, pathways through the website - organized according to the calendar), and the development of a system for easily adding **content** (articles, links, reports).

Solutions:

TreeWorks has created a complex algorithm for the search engine, which allow ordering results depending on the number of **criteria** (in the advanced search version-more than 20, with different options) fulfilled by a company. The algorithm also permits adding new search criteria, as well as changing their importance in establishing relevancy. The system also searches **other websites** and transmits the data through web services (SOAP).

While creating the identity, the **user interface**, and the administrative module, we aimed to improve usability and clarity in the way the information is structured. For the **content management section** (adding links, sections, articles, editing content, traffic statistics), we used a system developed by TreeWorks, optimizing and modifying it to fit the client's needs. The system is optimized for search engines through a structure containing **quasi-static links**.



| Company Name | Founded | Country | Language | Min Investment | Max Transaction Size |
|----------------------|---------|---------|---------------------------------|----------------|----------------------|
| CTFC | 1993 | USA | English, Spanish | 100000 | 20000 |
| ESTRADE PROFESSIONAL | 1999 | Europe | English, German, French | 20000 | 50000 |
| FOREX.com | 1997 | USA | English, Chinese, Japanese | 10000 | 1000000 |
| CFE | 1997 | USA | English, Spanish, Dutch, German | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |
| FOREX.com | 1997 | USA | English, Spanish, Japanese | 10000 | 100000 |



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Vertical Marketplaces



VacationHomeRentals.com

(Vertical Marketplaces)

URL: <http://www.vacationhomerentals.com/>

Used Technologies: PHP, MySQL, HTML, CSS

General presentation:

As renting during the holidays (villas, cabins, apartments) has exploded on the American market, an offers portal was needed to give those interested the possibility to find a location for spending their next vacation and thus VacationHomeRentals.com was born.

Objectives:

The system needed to have the following features:

- **posting complex renting ads** complete with photos, prices for various seasons, reviews, links to external resources, facilities, attraction spots;
- searching for locations using an **advanced search engine**, including, for example, calculating average prices for various seasons, availability;
- **online payment** for listed ads, as well as the means for **traditional payment**: check, cash;
- **automated email alerts** for interested persons through search agents;
- saving ads in **favorite ads lists**;
- **easy management system** through an online module with multiple features.

Solution:

We used a **semantic informational-architecture** (breadcrumbs, pyramid structure) who offers a high degree of usability. The website was also **optimized** for search engines.

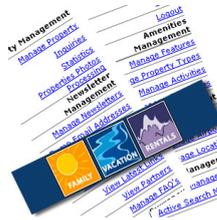
An interesting feature is the inclusion of **relevant ads** on each property's page, this being achieved



through a **complex algorithm** which takes into account the behavior of previous visitors and calculates relevancy scores for all the properties on the website.

Because the **access speed** to this type of site had to be high, we applied methods of compression to the code, so most of the pages have **under 10 kB** (under three seconds on a normal dial-up connection).

We also gave special attention to the **statistics system**, so that the website administrators would know at any time what are the **most searched for destinations**, depending on various parameters (time, price range, regional criteria). The system takes into account the number of views for a property as well as the number of times it was added to a favorites list.



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BuildZone.ro

(Vertical Marketplaces)

URL: <http://www.buildzone.ro>

Used Technologies: HTML, JavaScript, PHP, MySQL , HTML

General presentation:

BuildZone.ro is a project developed by TreeWorks for the Romanian constructions market. It is a portal for construction companies and persons/companies from other fields who wish to contract a construction firm. The **graphic interface** enables the users to get in touch with more than one service supplier using a single email, to download electronic catalogues of various products, companies and services, to create presentation web pages for free and much more.

Objectives:

TreeWorks wanted to develop a highly-functional, competitive website that would offer all the features necessary for communications between construction companies.

Solutions:

BuildZone.ro is the most **complex online solution** for the Romanian construction market. It offers an extended set of features through an **user-friendly graphical user interface (GUI)** :

- The **suppliers registration module** allows them to upload MS Word, Pdf and Excel files, describing products, services and offers;
- Companies can register **services and products** (RFQ / RFO) and send them to all the potential suppliers;
- Buyers can create **customized contact lists** and download their online catalogues;
- **Online B2B auctions**;
- Personal web pages;
- Optimized **search engines** according to the EU and USA usability standards;



- Dynamic information management system (legislation, press releases, news, business opportunities);
- E-mail alert system;
- Newsletters system.

Update:

The BuildZone.ro portal was updated in the autumn of 2005, both design-wise and usability-wise, in order to help the members use the system as efficiently as possible.



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ESunkar - A Screen Printing And Embroidery Market Place

(Vertical Marketplaces)

URL: <http://www.esunkar.com>

Used Technologies: HTML, JavaScript, PHP, MySQL

General presentation:

ESunkar.com is a B2B portal containing a reversed auction system for printing services and promotional materials.

Objectives:

The client, a North-American company wanted this portal to be a virtual shop for clothing articles, integrated with an **online payment system** and an **online advertising system** (banners and newsletters).

Solution:

eSunkar.com is an advanced and complete solution (technical characteristics, hosting, corporate identity, promotional materials and banners, search engines optimization) completed by TreeWorks in a record period of time of just 6 weeks.

This portal also includes a **rating system** (feedback) for providers as well as buyers, a **messaging system** for auctioneers and buyers and an **online payment system**. The online shop can be used by the website's clients and by other users as well, the payments and the orders being processed **directly online**.

The website's **management module** offers accurate information about buyers and suppliers, active members, all ongoing and accepted auctions and their level of completion, and orders.



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ASP (application service provider)





NetRealinTouch.net

(ASP (application service provider))

URL: <http://www.netrealintouch.net/>

Used Technologies: HTML, PHP, MySQL, JavaScript, Flash

General presentation:

A NetReal product, NetRealinTouch.net is a newsletter marketing system created especially for the American and Canadian Real Estate market. It offers both the technical platform and the content of the newsletters.

NetRealinTouch.net comes with **two types of newsletters**: the weekly Farming newsletter (with information on topics of general interest: Family, Food and Drink, Gardening, Health, Home, Leisure, Pets, Tips) and the monthly Prospecting newsletter (with specialized real estate information about Home, Seller Tips, Buyer Tips, Moving/ Relocating, Mortgages Info, Real-Estate Investments). Aside from the quality articles created or picked up by the editorial team, the newsletters also contain **local information** about movies, books, weather forecast and mortgage rates.

Objectives:

TreeWorks wanted to develop a system which would be easy to use for all the members, regardless of their knowledge of computers.

The system should allow users to change the **look-and-feel** of the newsletters using templates, without modifying the content. The NetRealinTouch members would have **control** over the newsletter content, by being able to choose the articles from the offered selection.

Solution:

TreeWorks created a website with an intuitive interface, very easy to use by members lacking knowledge in operating computers. The **system of mailing list management** is flexible and accessible, allowing for the creation of an unlimited number of specialized lists. Each of these lists receives personalized newsletters thus publishing targeted marketing campaigns.

The members can also send **individual emails**, making for a better communication between real estate agents and their clients. The design team has created a series of **professional templates** that can be used to change the appearance of the newsletters.

The recipients' reaction to the newsletters can be monitored closely through a **complex statistics module**, which contains general data about the whole campaigns, and personalized data about each client. Beside the basic campaign operations, the NetRealinTouch system also offers **additional features** such as the ability to insert the newsletters and subscription forms into personal websites.



[Back to ASP \(application service provider\)](#)



McNair Extranet Application For Legislative Monitoring

(ASP (application service provider))

URL: <http://www.mcnairmonitoring.com>

Used Technologies: HTML, CSS, PHP, MySQL, Pear

General presentation:

McNair Law Firm is a reputed law firm from South Carolina, founded by former Governor Robert E. McNair, who served in office between 1965 and 1971.

Objectives:

For their law politics and lobby division, the firm wanted an extranet application which would provide **real time informations** for its corporate clients (daily tracking of specific bills depending on the client, informations regarding changes in the structure and components of the chambers and law committees, information about the activities of senators and representatives) and collect and organize the clients' points of view concerning bills.

Solution:

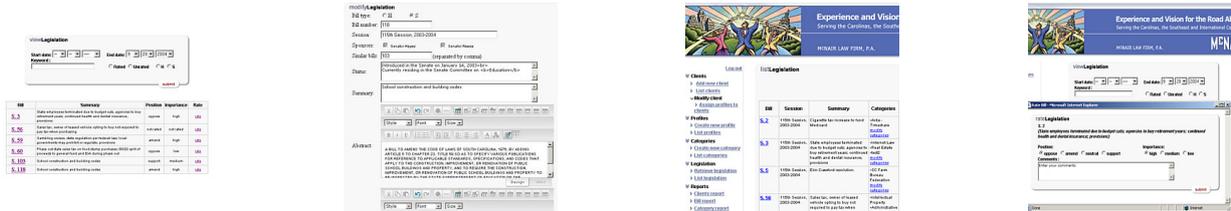
The application offers a high level of security, which protects the confidentiality of the clients' opinions about important bills, as well as the features necessary to operate the system for the clients and the administrators.

- **Automatic retrieval** of bills, activities related to them and informations about the representatives;
- Organizing bills in categories and profiles, each client receiving only the projects of interest;
- Numerous possibilities of **organizing and reporting the clients' "reactions" depending on the bills, categories and profiles**;
- **Automatic email** alerts for clients;
- **Generating** PDF or printable versions for all the information on the site (bills, representatives' bios, reports);



- Advanced search capabilities.

We have given special attention to the user interface, in order to maximize clarity and **decrease the number of mouse clicks** necessary for day-to-day operations.



[Back to ASP \(application service provider\)](#)

Emergency Solutions

(ASP (application service provider))

URL: <http://www.emergencysolutions.org>

Used Technologies: Templates, PHP, MySQL, HTML

General presentation:

iNetwork Fusion wanted TreeWorks to build a system that creates interactive websites for the emergency services companies (fire department, police department, ambulance).

Emergency Services Solutions is run by a team of dedicated professionals with a background in Law Enforcement, Fire Fighting and Emergency Medical Services (from both a paid and volunteer perspective).

Objectives:

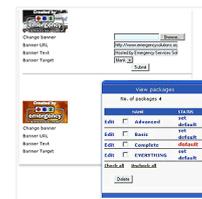
One of the most important and difficult requests was to generate customized templates, all updated and maintained through the **client administration panel**, so that the users would be able to change the **look-and-feel** of their website with one click, while maintaining the content. This project had to integrate an **online payment system** within the website.

The TreeWorks team had to create the **corporate identity** as well as do the **web promotion**.

Solution:

As one of the most difficult projects designed, developed and promoted by TreeWorks, EmergencySolutions.org developed new abilities for our programmers and designers. **Advanced programming technologies** (HTAccess file editing, FTP features, template classes, wildcard DNS) and more than 50 templates existing at this moment, allow users to change their website's **graphical user interface** (GUI) in an instant. The generated websites have **dynamic sections** (articles, personnel lists) that can be uploaded through **FTP** from any hosting account.

The site's management system provides easy **customization tools** for posting / editing / removing pages. This website includes password protected sections and online donation features, as well. EmergencySolutions.org users have the opportunity to **promote** their own website through an online newsletter system and search engine registration.



[Back to ASP \(application service provider\)](#)



NetReal.net

(ASP (application service provider))

URL: <http://www.netreal.net>

Used Technologies: HTML, PHP, MySQL, JavaScript, Flash

General presentation:

A project created by TreeWorks for the American real estate market, **NetReal.net** was conceived as a complete **website generator** for real estate agents. NetReal.net is an e-commerce site that uses TreeWorks' e-commerce and content management solution. This portal is perhaps the most difficult project our team has ever created, developed and promoted.

Objectives:

One of the most difficult challenges was to create a template-based solution, allowing the users to quickly change the look-and-feel of their websites, while keeping the content intact.

Solution:

Due to the complex programming techniques (template classes, wildcard DNS) and more than 200 templates (designs), NetReal.net's users can change the **graphical user interface** (GUI) of the website with a click of a button, while maintaining the existing **content**.

Our team also integrated an **online payment system** within the site, and created the **corporate identity**, along with the **promotion** of the site on the Web. The **information management system** enables users to easily modify and customize their websites by activating/modifying/removing the default pages: "About Me", "My Properties", "Rental Properties", "More Listings", "Calculators", "Buy a house", "Weather", "Contact us".

Other important features of the NetReal.net portal are: an article system, a newsletter system, a technical support module and many others. All registered users can use the E-marketing module available on NetReal.net to advertise their websites through newsletters, search engines registration, and MetaTags.

Update:

In the winter of 2005, the NetReal portal went through a make-over, courtesy of our designer team. The external informative pages were reorganized for better user access to information. The **template gallery** now has more than 330 items.

New NetReal pages were made available for the structure of the NetReal websites (for the VIP members): specialized pages for every type of listing (commercial, industrial, land, apartments, vacation rentals), resource pages (mortgage center, relocation center, glossary) as well as additional custom pages.



[Back to ASP \(application service provider\)](#)



NetRealCampaigns

(ASP (application service provider))

URL: <http://www.campaigns.netreal.net>

Used Technologies: HTML, PHP, MySQL, JavaScript,

General presentation:

NetRealCampaigns is a complete system for sending **drip mail campaigns** created by TreeWorks especially for the American and Canadian real estate market. It offers both **high-quality content** and an easy-to-use **technical platform**.

A drip mail campaign consists of sending a series of highly-targeted, personalized emails to specific contacts for follow-up. These messages have a pre-established frequency (every few days, or weeks) and a period of time to cover (from a few weeks to years). Though the campaigns are usually managed automatically by specialized software, the content needs to appear as if it were written especially for the individual recipient.

Objectives:

TreeWorks wanted to develop an easy-to-use system, a basic characteristic of all the NetReal products. The system needed to allow for **easy management of large contact lists**, as well as complete **control** over the assignation and the content of the campaigns.

Solution:

The NetRealCampaigns interface is very accessible to every user, including those with little or no computer knowledge. The **mailing lists** can be easily managed. The users can add contact emails both manually, and automatically by importing address books from Outlook and Outlook Express.

The campaigns can be **assigned to entire mailing lists**, as well as to **individual prospects**, therefore answering their every informational need. The users have complete **control over the content** of the campaigns. They can easily edit or erase the existing messages, and also create new campaigns from scratch.

The designer team has created a series of **professional templates**, which can be used to change the appearance of the messages, without modifying the content. The system also comes with a **complex statistics module** which allows users to monitor the success of their campaigns.





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NetRealExpo.net

(ASP (application service provider))

URL: <http://www.netrealexp.net/>

Used Technologies: HTML, PHP, MySQL, JavaScript, FLASH

General presentation:

Yet another NetReal product, **NetReal Expo** is an online tool for real estate agents, which creates and deploys remote-controlled **visual presentations**. Unlike other applications out there, NetReal Expo was built with both its clients, and their prospects in mind. As a result, the members can create a professional presentation in less than 15 minutes, and then invite their prospects to view it via the internet, while they control its flow from their end.

Objectives:

Minimizing the effort of creating a professional presentation was one of TreeWork's primary objectives. Assuring that the prospects will be **impressed** was another. The system needed to be **easy to use** for every member, regardless of his or her computer experience, with total control over the content.

Solution:

NetRealExpo's design, while consistent with the NetReal line, veers from its usual simplicity into a **riot of colors**. This matches the orientation of the website, and it's meant to support and emphasize the importance of the **visual element** of the presentations. **The process of creating a presentation is divided into logical steps, permanently assisted by guides and tips.**

Our designers have created a large collection of high **quality templates**, with various themes. Whatever the presentation is about, members will surely find (at least) one that perfectly suits their needs. Advanced users can also customize their templates, by selecting different color schemes, navigation bars and header images

Members can create a **.pdf version** of their presentation with the push of a button, enabling their prospects to view the contents offline or print them for easier reading or for reference. Presentations can be **included** into personal websites. This makes for easy **dissemination of the information** and enriches the use of a presentation from an one hour deal to a permanent fixture, a resource that can always be found by prospects. The **monitoring tools** allow the members to check who and when has seen their presentation, which presentation has the most views and much more.





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HostZone

(ASP (application service provider))

URL: <http://www.hostzone.ro>

Used Technologies: HTML, PHP, MySQL, Flash

General presentation:

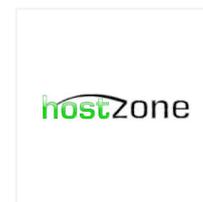
HostZone.ro was created especially for web-design and web-development companies and offers domain registration and hosting services, giving them access to low-cost high-quality hosting plans.

Objectives:

TreeWorks wanted a provider of advanced web hosting solutions, targeting the Romanian Internet market.

Solution:

A custom interface was created for the **Control Panel** used by customers to manage their hosting accounts. The system provides information about **placed and confirmed orders**, their processing level and an **online technical support application**.



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Online Presences





DCgroove.com - Take 3

(Online Presences)

URL: <http://www.dcgroove.com/>

Used Technologies: PHP, MySQL, HTML, Macromedia Flash

General presentation:

DC Groove is the organizer of famous Brazilian and South-American parties, one of the chief attractions of Washington's nightlife. The 2006 version of the DCGroove.com website was a new challenge for TreeWorks, especially because we had also created the previous versions.

Objectives:

Due to the dynamic nature of the entertainment industry - an industry heavily influenced by fashions and trends, the client wanted a new image for the DCGroove.com website. It had to be a modern image that would contribute to the company's high standing among other top party organizers.

Also, the site needed to maintain its high usability standards, which allowed visitors to find the information they needed fast.

Solution:

TreeWorks created a modern and lively website, which reflects the warm and party-loving spirit of South America. The design is based on two strong, powerful colors, the green and the yellow of the Brazilian national flag. It has elegant lines, inspired by a human body caught in the hot, Latino dance motions, and an avant-garde concept.

The website's sections are characteristic: a presentational section for the company and its owners, the party venues, the events and parties' calendar, photo galleries, an online reservation module, and, of course, contact information. The visitors that want to be kept informed with the DC Groove events can subscribe to a newsletter.

The website has an audio-streaming module whose songs can be changed by the administrator without interacting with the Flash source. Actually, the entire website content can be easily changed through the CMS administrative interface (Content Management System).



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RittenHouseMovie.com

(Online Presences)

URL: <http://www.rittenhousemovie.com>

Used Technologies: PHP, MySQL, HTML, Macromedia Flash

General presentation:

Rittenhouse Square is a documentary about a small Philadelphia park, considered by the urban planning guru Jane Jacobs as a model of everything a city park in the should be. TreeWorks has created a **presentation website** designed to inform and attract potential buyers of the **DVD** version.

Objectives:

TreeWorks was asked to create a website that would reflect the community spirit of the documentary, an unique website that would support and enhance its value, all the while keeping with the typical structure of other similar media websites.

Solution:

TreeWorks created an easy-to-use website, which resonates with the spirit of the documentary. **Macromedia Flash** was used to confer a dynamic and modern air. **The design** conveys a restful atmosphere, its **color palette** being dominated by greens and grays. **The sections** are typical for other media websites: informative sections (cast and crew bios, latest news and press cuttings), a media center (trailers, pictures, wallpapers) and an online stop section.



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Epana.com

(Online Presences)

URL: <http://www.epana.com/>

Used Technologies: PHP, MySQL, HTML

General presentation:

Epana is an American company which provides high-quality, low cost, consumer communication services specifically targeted to the Hispanic population. The website showcases the company and its brand values as well as its products.

Objectives:

Epana wanted a website both modern and elegant that would emphasize its brand values.

Solution:

TreeWorks created a website which is easy to navigate and maintain. Its sections include a comprehensive presentation of the company and its brand values, descriptions of its products, as well as a special section about career opportunities.



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Equinox Agency

(Online Presences)

URL: <http://www.Equinox.ro>

Used Technologies: Templates, HTML, Java Script

General presentation:

Equinox.ro is the presentation website for Equinox Agency, one of the most important real estate agencies in Ploiesti, Romania.

Objectives:

The client needed a new website that would reflect its image and its company values better than the old one. The website's platform had to be based on the **template system** of the **Imobiliare.ro** real estate portal.

Solution:

Based on the **Imobiliare.ro** template system, **TreeWorks** created an unique visual identity for Equinox Agency. Our team kept the full compatibility offered by Imobiliare.Ro to its partner agencies, therefore offering the client the best of two worlds. Equinox.ro has a **powerful visual identity** characteristic for a custom-made website, combined with the established system of Imobiliare.Ro, a system which makes for a **great promotion platform** (especially due to the ImoAdmin interface).

The development of the Equinox website represents a successful example of **integrating** two internet-services companies (TreeWorks and RealMedia), thus offering the client a quality product. The development process was **seamless**, Equinox.ro keeping its **constant uptime** and connection to Imobiliare.Ro.

Below, you can see a comparison between the old website and the new.



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MediWel.com

(Online Presences)

URL: <http://www.mediwel.com>

Used Technologies: HTML, DHTML, PHP

General presentation:

MediWel.com is a website created for Praxis Health Management; an US company specialized in health management services.

Objectives:

MediWel wanted a website containing a health-at-workplace management system with the purpose of integrating companies' strategies of ensuring the best health services for their employees.

Solution:

TreeWorks created an online interactive presence, highlighting the company values with a friendly design, as well as the entire service line. The management system is easy to use, and the administrator can add new pages, images and texts, as well as editing the old ones.

TreeWorks also created the visual identity of the company. The MediWel.com website is a new phase in our partnership with Praxis Health Management, a partnership that will continue with the creation of brochures, advertising posters and other promotional materials for the MediWel brand.



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Mentarex.ro

(Online Presences)

URL: <http://www.mentarex.ro>

Used Technologies: PHP, MySQL, HTML

General presentation:

Mentarex.ro is the presentational website for psychotherapist Lena Rusti. It's an elegant website that contains, beside the typical biographical and services description sections, a wealth of informative resources for visitors.

Objectives:

The client wanted a modern website that would emphasize her values, easy to navigate and to maintain.

Solution:

TreeWorks created a bilingual website (both in English and Romanian), with a modern design based on red and gray, an unusual and original choice for this type of website. Its sections contain Lena Rusti's biography, Mentarex's presentation, the services she offers (personal and corporate), and an exhaustive resource of information (articles, guides, dictionaries).

The website was build on our own CMS platform (Content Management System), that allows for easy updating in real time for the content. The administrator doesn't need any special knowledge of computers to manage it.

The content was optimized for search engines, to ensure that the website will obtain a top position in the searches for specific keywords.



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GilmoreMassageTherapy.com

(Online Presences)

URL: <http://www.gilmoremassagetherapy.com>

Used Technologies: HTML, CSS

General presentation:

GilmoreMassageTherapy.com is the presentation website for a therapeutic massage office in Austin, Texas.

Objectives:

The owner of wanted a presentation mini-site for her services. The website needed to match the relaxed atmosphere of a massage office.

Solution:

The website uses warm, pastel colors to convey a feeling of relaxation (generally associated with massage), trying in the same time to strengthen the trust a masseuse needs from her clients, by employing special chromatic elements and graphic motifs. The result was a calm, warm website, filled with information.



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Babies2Kids.com

(Online Presences)

URL: <http://www.babies2kids.com>

Used Technologies: PHP, MySQL, mod_rewrite, Java Script

General presentation:

Babies2Kids is a content portal with a wealth of articles about children and family related subjects. The website provides families with many helpful tips dealing with every stage of a child's life, starting with birth up to the teen years. Authors have an **easy to use interface** for uploading their articles. The simple and modern design supports the website's profile.

Objectives:

The client wanted an **easy to use website, with a graphic interface** that would match the family theme of the portal.

Solution:

TreeWorks based the website on the Content Management System platform, the cornerstone of a coherent, up-to-date and successful Web site. This allows for an easy updating solution for every section. The website was designed to be very **user-friendly** and it has been **optimized** for search engines. The **back-end system** (the online management system of the content) permits easy monitoring and management of the content, without any need for technical expertise.



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Palmetto Process Service

(Online Presences)

URL: <http://www.palmettoprocessservice.com/>

Used Technologies: HTML, CSS

General presentation:

PalmettoProcessService.com is the presentation website for a a paralegal services firm from South Carolina.

Objectives:

The client wanted a **micro-site** for presenting the company's activity online.

Solution:

Even if this wasn't a large project that would ask for special abilities, the **TreeWorks** team gave it all its attention, trying to find a balance that would allow for maximum satisfaction for both our client and its customers.



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DCgroove.com - Take 2

(Online Presences)

URL: <http://www.dcgroove.com>

Used Technologies: Flash, Action Script, XML, PHP, MySQL, Pear

General presentation:

The owner of **DCGroove.com**, a website created by TreeWorks, decided to change the site's layout, in order to keep pace with the new tendencies in music.

Objectives:

They wanted a **vibrant online presence** to emphasize the south-american atmosphere of most of the parties they organized. Also, they wanted a **Flash interface** with easy editable content and an **audio-streaming module** that would allow for changing the songs, without changing the Flash source.

Solution:

The new **DCGroove.com website is characterized by fresh, lively visuals** which take the visitors inside the DCGroove's clubs and parties. Visitors can make **reservations** for future parties, print participation tickets and subscribe to the newsletter.

The text content can be modified using the **Content Management Module** (synchronized with the Flash interface through XML files). We gave special attention to the **back-end section of the Email Marketing application**. Considering its importance within the website, we created a strong application that allows for easy handling of the large DCGroove database, integrating various features (the opening rate, the click rate, the bounce rate) as well as bounce management features.



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Your Maui Paradise Website

(Online Presences)

URL: <http://www.yourmauiparadise.com>

Used Technologies: PHP, MySQL, HTML

General presentation:

YourMauiParadise.com is an useful resource for the people who want to travel to Maui Island and rent an apartment for their vacation. The website offers the possibility of renting a condo online, matching each person's style and desire.

Objectives:

Needing to create a detailed offer presentation about vacations and condo-renting in Maui, the client required a **web-based management system** that would allow users to reach the needed information.

Solution:

The site features a robust content management system for the maintenance of the photo gallery of the most attractive sights of the Maui Island. Even though this project did not show a high level of complexity, our team added a special feature to the site by integrating it with an **attractive graphic interface**. The content management system assures an easy and quickly update for images, webpages and texts.



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Strut The Movie Website

(Online Presences)

URL: <http://www.strutthemovie.com>

Used Technologies: PHP, MySQL, HTML

General presentation:

Every New Year's Eve, Philadelphia - the City of brotherly love - becomes the world's capital of surrealism. Electricians, longshoremen, plumbers, policemen, and other working class wizards transform themselves for 14 hours, into story characters that remind us of "Commedia del Arte".

Max L. Raab Productions, the company of one of the producers of the well-known "A Clockwork Orange", has created a documentary about the **most famous mummers parade** and this movie has achieved great success and many awards.

Objectives:

StrutTheMovie.com's purpose is to promote the famous mummers parade from Philadelphia.

Solution:

StrutTheMovie.com is both an **informative** and **e-commerce website** (the movie DVD and merchandising items). It contains a general presentation of the movie, online video clips, online DVD and soundtrack CD orders, online post-cards, photo gallery, free banners and a newsletter system.

The **administrative interface** allows a flexible website management; adding up new materials and sections, and **monitoring** the traffic. It's easy to use for anyone, regardless of training.



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Minority Logo

(Online Presences)

Used Technologies: Adobe Photoshop, Adobe Illustrator

General presentation and objectives:

When creating the Minority.ro logo for Ombudspersons of the National Minorities association - the Helsinki Committee, our team members did their best in coming up with new ideas in order to help spread the fundamental values of this organization.

Solution:

The Minority logo is a combination of the colors and of the circular arrangement elements that define the European Union. This logo makes the user think of the sun or of the abstract representation of people around a bonfire, symbols that stand for warmth, community and humanity.



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Evidence Matters Website

(Online Presences)

URL: <http://www.evidence-matters.com>

Used Technologies: HTML, PHP, MySQL

General presentation:

Evidence Matters Ltd. is a company specialized in Computer Forensics and Computer Investigations in UK and Ireland.

Objectives:

The client wanted a presentation website and a dynamic module for news, that could be managed online.

Solution:

The site was built in HTML, allowing the company to publish their specific content. The client can easily add and update news and other contents using an online interface in PHP/MySQL. TreeWorks also created Evidence-Matters.com's **visual identity**: logo, business cards.



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The Romanian Institute of Psychodrama

Website

(Online Presences)

URL: <http://www.psihodramaclasica.ro>

Used Technologies: PHP, MySQL, HTML

General presentation:

Psychodrama, a psychotherapy method exploring a person's issues through action was proposed in the beginning of the 1920's by Dr. Jacob Levi Moreno and it is now used in various fields where people learn, change themselves or interact with others: in training, in the educational, clinical, organizational or the artistic field.

Objectives:

The Romanian Institute of Psychodrama turned to TreeWorks to build a bilingual website (Romanian and English) that would include information about the Institute, training courses, and a bibliography. Our challenge was to create a Web presence that is **interactive, properly branded and informative, that would enable the future growth of the site.**

Solutions:

Our content management system allows the administrator to easily update the content of the site without having a special qualification in this field. The site also contains a psychodrama **dictionary** and a **photo gallery**.

By using a user-friendly interface and a **distinct and discreet combination of colors and design elements** our team developed a **successful online presence** and a **corporate identity** for the Romanian Institute of Psychodrama.



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Noesis Website

(Online Presences)

URL: <http://www.noesis.ro>

Used Technologies: Flash

General presentation:

Noesis.ro is the presentation website of the Noesis Cultural Society.

Objectives:

Noesis Cultural Society approached **TreeWorks** to develop a website presenting its activity, achievements and future projects.

Solution:

TreeWorks developed an **unique web presence** for Noesis Cultural Society, as well the virtual encyclopedias I.L.Caragiale, Constantin Brancusi, Nichita Stanescu and the "Truly Caragiale!" multimedia CDs.



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Psihoterra Website

(Online Presences)

URL: <http://www.psihoterra.ro>

Used Technologies: PHP, MySQL, HTML, Macromedia Flash

General presentation:

The psychotherapist Anca Nicolae is the co-author of "An introduction in classical psychodrama - An Orientation In Experiential Psychotherapy" - 2000; "First steps - A guide for psycho-social assistance of HIV affected families and of the caretaker staff" - 1999; "Humor as therapy" - "Experiential Psychotherapy", 1997. **Psihoterra.ro** isn't just a presentation website, it also contains numerous resources for interested persons.

Objectives:

The client wanted to create an identity that would successfully represent its three different areas of expertise: psychological help, counseling and psychotherapy.

Solutions:

TreeWorks and Dr. Anca Nicolae worked in close collaboration to develop the site's structure, integrating the different sections suggested by the client. The website includes an short online presentation, the site's offer, articles, useful links, a message board, a FAQ and a small dictionary of psychology.

The main objective was to develop an **online instrument** helping Dr. Anca Nicolae advise the site's visitors by answering their questions, posted via the online message board system, and to present her activity as well. The online interface empowers the content administrator to easily update all sections using TreeWorks' **content management system**.



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Orlane Finance Logo

(Online Presences)

Used Technologies: Adobe Photoshop, Adobe Illustrator

General presentation:

Orlane Finance is a financial services company from Sydney, Australia.

Objectives:

Its corporate identity had to combine the two key values that represent the company: confidence, which is absolutely necessary for firms of this profile, and a warm, trustworthy **communication** style toward all the clients.

Solution:

These two requests were accomplished by integrating a classic design (fonts and layout) with **warm colors**.



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Caragiale Website

(Online Presences)

URL: <http://www.caragiale.net>

Used Technologies: HTML

General presentation:

Produced in collaboration with the Noesis Cultural Society as part of the I.L. Caragiale project, Caragiale.net's purpose is to promote the Virtual Encyclopedia "I.L. Caragiale" online.

Objectives:

The client wanted a complete presentation website of the great writer, with a graphic interface that would match the multimedia CD.

Solution:

Our designers and programmers' creativity led to a user-friendly interface and a rich content structured website (written works, critical studies, multimedia - audio and video files, photo gallery, documents).

This site was nominated for the "Best art and culture site" section at Internetics 2002 Awards along with the Virtual Encyclopedia Constantin Brancusi (developed by TreeWorks as well). This project was awarded the prize of the **best cultural content product in 2002**.



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McNair Website

(Online Presences)

URL: <http://www.mcnair.net>

Used Technologies: HTML, ASP, SQL Server

General presentation:

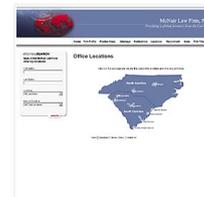
Robert E. McNair founded **McNair Law Firm, P.A.** in 1971, after he completed his term as Governor of South Carolina.

Objectives:

His law firm wanted its website to contain a short presentation of its practice fields, integrated with a content search engine, as well as a dynamic module of presentations for local offices and their lawyers.

Solution:

Our team streamlined McNair's structured information about its activity areas, lawyers, and publications. The site also contains news about the achievements of the firm and a lawyer search engine. TreeWorks content management system provides an easy update solution for all information included on website's sections.



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All For One

(Online Presences)

URL: <http://www.allfone.com>

Used Technologies: HTML, Flash

General presentation:

Allfone.com is the presentation website for "All For One", a French IT company.

Objectives:

All for One needed a website for showcasing its technological expertise and current achievements.

Solution:

TreeWorks organized in the website a variety of different services and organizational information. The website presents it in a clear, easy to use manner, ways of facilitating efficient maintenance of the existing business relationships, and enhancing the effectiveness of new business acquisitions. TreeWorks established an online brand for this company by creating the **corporate identity** including the logo, brochures and business cards.



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Bodystat Website

(Online Presences)

URL: <http://www.bodystat.com>

Used Technologies: Flash, HTML

General presentation:

Being a market leader in Bio-electrical Impedance Analysis (BIA), Bodystat's products are dedicated to body care and maintenance.

Objectives:

Bodystat turned to TreeWorks to help them develop a website, an online catalog specifically designed, meant to improve the way the company advertises its range of equipment (medical instruments for hospitals, athletes and ordinary people).

Solution:

TreeWorks and Bodystat worked in close collaboration to convey the company's message and to create a website that not only provides information about the company and its activities, but also transmits the very **essence** and success of Bodystat's attitude regarding health.



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Praxis Health Management

(Online Presences)

URL: <http://www.phmsys.com>

Used Technologies: HTML,, Flash, PHP, MySQL

General presentation:

Praxis Health Management is a health-care, cost-containment firm offering specialized solutions and services addressing the cost value concerns of any organization's healthcare benefits.

Objectives:

Praxis turned to TreeWorks to help them develop a presentation website for the company's activity and services on the market, and also for rebuilding their **visual identity** through promotional materials, brochures, and business cards.

Solution:

This project helped our team improve its technical and artistic abilities in order to get a high-level result. The site showcases the breadth and depth of Praxis' multiple offerings in a consistent virtual environment (website design, architecture, navigation, and functionality).

Our partnership with Praxis Health Management included also the creation of **PDF brochures, Flash presentations, advertising materials** and building of an **online survey application**.



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Adam Suerte Website

(Online Presences)

URL: <http://www.adamsuerte.com>

Used Technologies: HTML

General presentation:

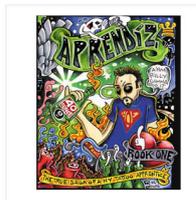
AdamSuerte.com is the presentation site of the graphical artist Adam Suerte and his portfolio.

Objectives:

Adam Suerte wanted TreeWorks to re-design his website and to integrate his portfolio with the new design.

Solution:

TreeWorks designed an entirely new look and feel for AdamSuerte.com, by following the client's design specifications. The portfolio was integrated using the frameset technology.



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The Noesis Corporate Identity

(Online Presences)

Used Technologies: Adobe Photoshop, Adobe Illustrator

General presentation:

The Noesis Cultural Society is a Romanian cultural organization, the creator of the virtual encyclopedias dedicated to some of the great Romanian artists: I.L. Caragiale, Constantin Brancusi, Nichita Stanescu, as well as the CDs Curat Caragiale! Parol!".

Objectives:

TreeWorks created the Noesis Cultural Society's corporate identity using the concept that names and defines the society (*noesis* means abstract thinking, knowledge based on rational thinking, in old Greek).

Solution:

This is a well-developed corporate identity that communicates the concept that defines the association's key activity for its targeted audience: the **delivery** of some of the most important Romanian and foreign cultural creations in contemporary, attractive forms, easily explored.

Our team has also developed the Noesis.ro Website for Noesis Cultural Society.



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Protica

(Online Presences)

URL: <http://www.protica.com/>

Used Technologies: HTML, ASP, SQL Server

General presentation:

Based in Lafayette Hill, PA, Protica is a research-based, innovation-driven nutraceutical company. Its products and people demonstrate the company's commitment to pioneering new products, to improve quality of life around the world.

Objectives:

The clients wanted a virtual store for their products, and also an **information center** for its clients.

Solution:

This project includes a number of features as online placement orders and an **online advertising instrument** through a referral program, and an advanced **search engine** system. Another online store built by TreeWorks, Protica.com allows the customer to use a **simple shopping cart solution**.



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International School Report Cards Website

(Online Presences)

URL: <http://www.isreportcards.com>

Used Technologies: HTML, PHP, MySQL

General presentation:

ISReportcards.com provides a venue for teachers and other professional staff to share information about the working and living standards in various schools and countries.

Objectives:

Our client wished to develop an online system that would evaluate the **educational institutions** all over the world (international schools), from kindergarten to high-school. The website's purpose was to help teachers who wanted to change their job location and parents who wanted to send their children to an international institution.

Solution:

Using the website, teachers have the opportunity to grade the educational institution they work for (or used to work for), by filling in a **complex** form. This gives others a chance to gain a better knowledge about a school. At the same time, teachers and parents have the opportunity to communicate freely by using a **message board**.



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Gheorghe Cristea University Website

(Online Presences)

URL: <http://www.ugc.ro>

Used Technologies: HTML

General presentation:

The Romanian University of Arts and Sciences "Gheorghe Cristea", a private-owned high-level educational institution was founded in 1990. UGC.ro is an information-rich website, targeting present and future students, as well as the teachers of the university.

Objectives:

The client approached TreeWorks to develop a bilingual website (both in Romanian and in English) to promote its educational offer online, locally and internationally.

Solution:

The site includes general information about its faculty, news about conferences and research centers, tips and articles. All sections are maintained through the **client administration interface**. TreeWorks' **most important contribution** to the project consists in the way the information was structured, the website being developed following the client's specifications. After the project was completed, the "Gheorghe Cristea" University remained our customer, benefiting of our **hosting and maintenance services**.



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Mac Dragon Graphics Website

(Online Presences)

URL: <http://www.macdragon-graphics.com>

Used Technologies: HTML, PHP, MySQL

General presentation:

MacDragon-Graphics.com is the presentation website for a well-known group of graphic artists.

Objectives:

The clients wanted **TreeWorks to rebuild** their website, in order to allow them to easily manage their portfolio.

Solution:

TreeWorks provided a fresh look and carefully crafted navigation to replace the inconsistent design and difficult organization of the old website. The client contributed to the **new design** significantly. Through our **content management system** the artist can quickly upload the content of his website. Our team succeeded in making the site **compatible with Windows systems and Apple Macintosh systems**, no matter what browser the visitor uses, as the client desired.



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DC Groove Website

(Online Presences)

URL: <http://www.dcgroove.com>

Used Technologies: Flash, HTML, PHP, MySQL

General presentation:

The DCGroove.com portal is the home of a famous production company from Washington, USA.

Objectives:

This well-known production company approached TreeWorks to build an interactive, dynamic and easy to update portal for the most important club in the area.

Solution:

DCGroove.com is a complex Flash and HTML website, easy to manage through its PHP/MySQL graphic interface. The site's most important areas are: "Online reservations", "Newsletter", "DJs and club music", "Future Events", "Photo Gallery" and "Sound Gallery". This website's web-hosting service is offered by TreeWorks.



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HarvestOfRaleigh.com

(Online Presences)

URL: <http://harvestofraleigh.com>

Used Technologies: Flash, HTML

General presentation:

HarvestOfRaleigh.com is the presentation website for the protestant community from Raleigh, North Carolina, USA.

Objectives:

The protestant community wanted to give its members the opportunity to get in touch with the local church using the Internet.

Solution:

TreeWorks created a **Flash** and **HTML website** giving Jeff Brantley (the reverend of the church) the possibility to express himself through sections like: "Bible Studies", "Sermons Library" (a real-audio library), "Gallery" and "Newsletter".



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Supply Chain Applications





E-Logistics Application - Intrepid Business Solutions

(Supply Chain Applications)

Used Technologies: PHP, MySQL, SOAP, XML

General presentation:

Intrepid Business Solutions LLC is an American company of online commerce who owns four virtual stores with thousands of products each. These stores were created using the **e-commerce platform** from Yahoo Small Business.

Objectives:

Intrepid contacted us because they needed us to develop a logistical middleware application.

This application was meant to **interface** with the existent in-house systems or with the systems bought from third-party solutions suppliers, as well as with the APIs and the partners systems.

Solution:

Essentially, the logistical application made by TreeWorks has the following functions:

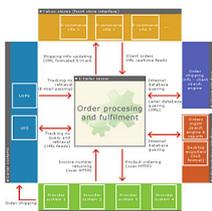
- **importing and processing** client orders from the Yahoo e-commerce system to the 4intrepid system (XML real time feeds)
- **separating products** by suppliers (direct shipping wholesale suppliers and shipping orders from the Intrepid warehouse)
- **automated batch-ordering** for direct-shipping products, depending on the providers' systems (using HTTP, SOAP, automated e-mails, generating Excel files with predefined formats and Pdf files with fax-sending)
- **invoice number returning** from the wholesale providers systems (HTTP parsing, retrieval and e-mail parsing, SOAP query)
- **tracking numbers query** and retrieval from the carriers systems (UPS, USPS, Fedex, Canada Mail, Endicia), tracking status and shipping route (XML feeds, e-mail parsing)

- **generating shipping numbers** and payments for orders from the Intrepid warehouse, for carrier services (interface with the Worldship application belonging to USPS through ODBC)
- **shipping info updating** (delivery numbers and status) into the Yahoo system (automated XML-formatted emails)
- giving clients the possibility to **monitor their order** (shipping status, location of the product and estimated delivery time) using a complex search engine with a front-end on each site and common database
- **payment management** through checks and Paypal
- complex management for **orders**
- generating **statistics** using various criteria

The application is especially complex. TreeWorks created it in several phases, giving special attention to scalability, security and **continuous uptime**. You can see a larger diagram of the system by [clicking here](#).

Update:

The back-end of the application was updated in the autumn of 2005. This update allowed for the addition of many more stores and suppliers.



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SportsFanfare E-Logistics System

(Supply Chain Applications)

Used Technologies: PHP, MySQL, SOAP

General presentation:

SportsFanfare.com is one of the most visited virtual stores that offer products with sports teams logos: basket, baseball, American football, hockey.

Objectives:

The clients wanted to optimize their shipping operations with a system that communicates to the providers which orders need to be shipped directly to the homes of the final clients.

Solution:

The system designed by TreeWorks allows operators to upload files with orders in a specific format (Excel with a sheet for each invoice). Afterward, these files are processed automatically.

These are some of the automatic operations:

- **optimal selection** of the carrier company, depending on the weight and the type of products;
- interaction with the **online-order systems** of some providers;
- **generating order files**, in various formats and then sending them through email;
- **report generating**.





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Multimedia Products





Romanian Broadcasting Society - 1928-1944 Archive

(Multimedia Products)

Used Technologies: Macromedia Flash, XML **General presentation:**

This multimedia CD was created for the 75th anniversary of the founding of the Romanian Broadcasting Society.

Excerpt from its table of contents:

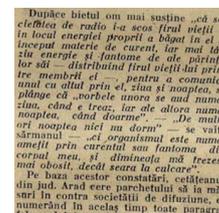
- History (chronologically - timeline media, the institution, the legislation, the radio program);
- The radio's broadcasting program (the first signals, radio bibliography, radio conferences);
- The Romanian Broadcasting Society's theatre;
- The music broadcasting schedule.

Objectives:

The client wanted a **high-class multimedia product**, with a graphic interface that would compliment the values of the Romanian Broadcasting Society.

Solutions:

Each section features an **audio gallery** (well known documents from the archive of the Romanian Broadcasting Society), a **photo gallery** and **articles** from all Broadcasting Society publications (images from the Written Archive of the Romanian Broadcasting Society's collections).



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The Nichita Stanescu Virtual Encyclopedia

(Multimedia Products)

Used Technologies: Macromedia Flash, HTML

General presentation:

This project was created in close collaboration with the Noesis Cultural Society and the Romanian Literature Museum, representing the first multimedia product dedicated to one of the greatest contemporary artists.

Objectives:

The clients wanted a modern and elegant multimedia product that would flatter the words of the great poet, through its content as well as through the graphical interface.

Solution:

The CD contains:

- Nichita Stanescu's **work** (26 volumes of poetry and prose - including 3 volumes with more than 200 unpublished poems from the archives of the Museum of Romanian Literature).
- **Audio recordings** with Nichita Stanescu (8 recordings from the archive of Romanian Broadcasting Society, including the last audio recording with the poet playing the piano and reciting the poem "Cum" ("How") - an emotional poetic testament).
- A video recording with Nichita Stanescu.
- Video recordings with Nicolae Breban, Alexandru Condeescu and Nicolae Manolescu talking about the life and work of Nichita Stanescu.
- More than 250 photos.
- More than 50 manuscripts.



- More than 20 sketches and drawings.

- Critical studies.

TreeWorks processed all the documents in **digital format**, and created the **integrated graphic and multimedia interface** as well as the **auxiliary materials** (CD covers, posters, flyer and booklet concept).

This encyclopedia was added to the Ministry of Education and Culture **curriculum for high school Romanian literature** classes and became an auxiliary material in the AEL study program (the e-learning national platform), being distributed in all the Romanian colleges.



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The Constantin Brancusi Virtual Encyclopedia

(Multimedia Products)

Used Technologies: Macromedia Flash, Multimedia Builder, HTML

General presentation:

This project was created in collaboration with Noesis Cultural Society, under the UNESCO patronage, and represents the first multimedia product dedicated to the great sculptor. The encyclopedia's content was supervised by Mr. Barbu Brezianu, the world's best-known expert in Brancusi's work. In addition, Microsoft Romania and HVB Bank gave their vote of confidence for the project.

Objectives:

The Noesis Society wanted the encyclopedia to be an easy-to use, complex resource of information, with an attractive graphical interface.

Solution:

The IT&C Romanian Awards' jury awarded TreeWorks the Romanian IT Prize for the best intercultural multimedia products - the Constantin Brancusi Virtual Encyclopedia and the I.L. Caragiale Virtual Encyclopedia (a tie between two products developed by us) - in 2002.

This CD contains:

- More than **900 pictures** (works of the great artist, documents, photos from his workshop, exposition photos, Brancusi's photos);
- **Books and studies** on Brancusi, both in Romanian and in English, written by Barbu Brezianu, V.G. Paleolog, Mircea Eliade, Sidney Geist, Carola Geidion-Welcker, Petru Comarnescu, Sorana Georgescu-Gorjan, Ion Pogorilovschi, Friedrich Teja Bach;
- A **documentary** (77 minutes), about the work of the man who revolutionized the modern sculpture, directed by Cornel Mihalache;
- A short film with Brancusi (65 seconds).

The Constantin Brancusi Virtual Encyclopedia was released as a **double CD**, due to the great amount of materials. Its attractive Graphical User Interface was completely **integrated** with its content, being appreciated as an ingenious solution as well. TreeWorks processed all the documents in **digital format**



, and created the integrated graphic and **multimedia interface** as well as the **auxiliary materials** (CD covers, posters, flyer and booklet concept).

This encyclopedia was added to the Ministry of Education and Culture **curriculum for high school Romanian literature** classes and became an auxiliary material in the AEL study program (the e-learning national platform), being distributed in all the Romanian colleges. This project was completed in the spring of 2002, and after 2 years, this encyclopedia reached its third edition.



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I.L. Caragiale Virtual Encyclopedia

(Multimedia Products)

Used Technologies: Swish, Multimedia Builder, HTML

General presentation:

This project was developed in collaboration with the Noesis Cultural Society. The I.L. Caragiale Virtual Encyclopedia had the support of some of the most prestigious Romanian institutions: the Romanian Academy, the Ministry of Culture and Cults, UNESCO, the Romanian Literature Museum, the National Film Archive, the Romanian Broadcasting Society and the "I.L. Caragiale" National Theatre.

In addition, Microsoft Romania and HVB Bank gave their vote of confidence for this multimedia project and the IT&C Romanian Awards' jury awarded TreeWorks **the Romanian IT Prize for the best intercultural multimedia products** - the Constantin Brancusi Virtual Encyclopedia and I.L. Caragiale Virtual Encyclopedia (a tie between two products developed by us) - in 2002.

Objectives:

The clients wanted a high-quality, complex multimedia product that could serve as a resource for literature fans as well as a learning material.

Solution:

The I.L. Caragiale Virtual Encyclopedia contains audio and video files (audio fragments from the great writer's work, film sequences, interviews with personalities), a rich collection of **illustrations** (sketches, old theater posters, I.L. Caragiale's photos, and photos with famous actors in his plays), as well as his **entire work** (plays, prose, articles, critical articles and letters). This multimedia CD contains a large selection of the most important **critics** of Caragiale's work, from Titu Maiorescu to Eugen Simion, the President of the Romanian Academy.

TreeWorks processed all the documents in **digital format**, and created the **graphic and multimedia interface** as well as the **auxiliary materials** (CD covers, posters, flyer and booklet concept).

This encyclopedia was added to the Ministry of Education and Culture **curriculum** for high school Romanian literature classes and became an auxiliary material in the AEL study program (the e-learning national platform), being distributed in all Romanian colleges.

This project was completed in the spring of 2002, and 2 years after its launch, it reached its third edition. As part of the project, TreeWorks created the Caragiale.net website - the author's website.



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I.L. Caragiale - Screenplays Collection, Two Volumes

(Multimedia Products)

Used Technologies: Macromedia Flash, Multimedia Builder, HTML

General presentation:

In the fall of 2003, as a result of the interest towards the I.L. Caragiale Virtual Encyclopedia, The Noesis Cultural Society decided to release two more multimedia products dedicated to I.L. Caragiale's works, starting the "Multimedia Archive" collection.

Objectives:

The clients wanted a multimedia product that would house I.L. Caragiale's best plays.

Solutions:

The first volume "Truly Caragiale!" contains the following plays:

- "Ghicitoare", with Horatiu Malaele
- "Cracanel", with Dan Condurache and Irina Duta
- "Tricolorul", with Valentin Teodosiu
- "Situatia politica", with Ilie Gheorghe
- "O inventie mare", with Valentin Teodosiu, Ionel Mihailescu, Radu Amzulescu, Traian Rocsoreanu
- "Meteahna", with Ilie Gheorghe, Traian Rocsoreanu
- "Sonet", with Radu Amzulescu
- "La mormantul unei artiste", with Radu Amzulescu
- "Opera nationala", with Ilie Gheorghe
- "Inspectiune", with Dan Condurache, Stefan Sileanu, Radu Amzulescu, Daniel Popa, Marius Chivu, Irina Duta, Gheorghe Simonca, Radu Zetu.

This CD includes the play "Inspectiune" which won the UNITER Prize for the "Best theatre TV show", in 2002.

The second volume "Truly Caragiale!" contains the following plays:

- "Catavincu" with Ilie Gheorghe
- "Declaratie simbolista", with Horatiu Malaele
- "Boul si vitelul", with Florin Dobrovici
- "Cazul domnului Pawlowski", with Dan Condurache
- "Da... nebun!", with Ionel Mihailescu
- "Parol Doner", with Oana Stefanescu, Ionel Mihailescu
- "Cum se inteleg taranii", with Horatiu Malaele, Valentin Teodosiu
- "Ironie", with Mircea Albulescu



- "Jertfe patriotice", with Geo Visu, Doru Ana, Radu Amzulescu, Constantin Cojocaru, Ionel Mihailescu, Zoltan Butuc
- "Situatiunea", with Valentin Teodosiu, Liviu Timus

This CD includes the play "Situatiunea" which won the UNITER Prize for the "Best theatre TV show", in 2002.



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The National Film Archive - Multimedia Presentation

(Multimedia Products)

Used Technologies: Macromedia Flash, Multimedia Builder, HTML

General presentation:

This multimedia project for The National Film Archive includes archive films, movie fragments, a photo gallery and the history.

Objectives:

The clients wanted a complex multimedia product, rich in content and with an attractive graphical presentation.

Solution:

The National Film Archive multimedia project was produced in 2003, the anniversary of 100 years of cinema in Romania. It is a bilingual edition and it was given to important Romanian and international film personalities.



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Online Software Applications





FOREX Mobile Quotes

(Online Software Applications)

Used Technologies: PHP, CHTML, WML, SOAP, MySQL

General presentation:

The client, an active Japanese FOREX company, wanted a mobile phone application that would allow the firm's clients to get foreign currency quotes in real time.

Objectives:

TreeWorks's system had to take the quotes from the data provider through the SOAP protocol. It would then transform and calculate the data using the margin errors specific to each company, then it would display the results on the clients' phones.

Solution:

The application was designed to be compatible with the three main mobile phone companies on the Japanese market (iMode- DoCoMo, CDMA-EasyWeb, GSM/WAP- Vodaphone), even if between their standards (display mode related) there are a series of differences. This compatibility issue once solved insured the success of our project.

Unlike the competitors' applications, which use three different links for the three mobile phone systems, TreeWorks's application detects the system used by the client's terminal and displays the content accordingly. This makes the promotion of the service much easier among the clients.

The application's interface is bilingual (Japanese/English).



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Yahoo Stores - Froogle Importer

(Online Software Applications)

Used Technologies: XML, PHP, MySQL

General presentation:

One of the regular clients of TreeWorks and the owner of several big e-commerce websites based on the Yahoo Stores platform, decided he needs to increase his websites' visibility, by promoting their products in **Froogle**, the dedicated e-commerce search engine owned by Google Inc.

Objectives:

Given the number of products (several thousands) and the variation of their prices, the solution needed to be fully automated.

Solution:

TreeWorks created a set of scripts that automatically retrieve the products inventory from Yahoo Stores in XML format, parse the contents and make the necessary changes in the products' data, in order to increase the **relevancy** for the search engines results, then the **CSV file** is generated (in a mandatory Froogle format) and uploaded automatically on the FTP account allocated to the e-commerce owner by Google.

Our solution allows work with **multiple e-commerce stores** based on the YahooStores platform and multiple FTP accounts allocated by Froogle.



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LocalReports.NetReal.net

(Online Software Applications)

URL: <http://www.local-reports.netreal.net/>

Used Technologies: PHP, MySQL, HTML

General presentation:

LocalReports is a product from the NetReal.net family, a project developed by TreeWorks especially for the American real estate market. LocalReports offers real estate agent **free reports** with useful information about American cities for their clients.

Objectives:

TreeWorks wanted to create an **easy-to-use** website, whose design would fit the other NetReal products.

Solution:

TreeWorks developed an **user-friendly website**, very easy to use for anyone, regardless of their computer experience. Real estate agents can get their local reports in **html format** online, or in **pdf format** through email.



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Application For Displaying Foreign Currency Quotes

(Online Software Applications)

URL: <http://www.fxonline.co.jp>

Used Technologies: Macromedia Flash, Action Script, XML, PEAR

General presentation:

The **FXOnlineJapan** mini-application, which lists the foreign currency quotes, was created in Flash.

Objectives:

FXOnline Japan wanted for its website (fxonline.co.jp) and its partner websites a mini-application that displays **foreign currency quotes** in real time.

Solution:

TreeWorks used **Flash** technology for the **front-end part**, because the development of the application as a Java applet would not have been the best solution. Browsers with Java Virtual Machine are fewer than those with the Macromedia Flash plugin, and a Java solution would have consumed much more resources on the user's computer.

The application extracts and processes quotes from a **SOAP feed** in real time. It saves the quotes (caching), querying the SOAP server once every 10 seconds, so as to decrease the number of queries to the server (due to the large number of website users).



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