

## **SONY ERICSSON** *Product Selector*

# **Eliminating Excess**

### **What**

Sony Ericsson, a premier mobile phone development company, had such a wide, constantly evolving line of phones and accessories with different tech specs that their site had to be extremely clear and user-friendly.

### **How**

MediaCatalyst implemented various one-click filtering options, a process perfected by extensive user-testing, which helped customers find their ideal phone through process of elimination of features and specs.

### **Wow**

Because of the site's unprecedented usability, it was honored twice over by the Webby Awards and is still highlighted as best practice at conferences worldwide. Often imitated, its user-centric information architecture set the new bar.

## **NORMANDY REAL ESTATE PARTNERS** *New Corporate Website*

# **Giving Clients Creative Power**

### **What**

Normandy owns and operates one of the largest commercial real estate portfolios in the Northeastern US. They needed a site that reflected their status more accurately, and also communicated with their investors better.

### **How**

MediaCatalyst helped them re-design and magnify their brand, then built a new site with an easy-to-use content management system, a password-protected investor's section, and a dynamic Flash mapping feature.

### **Wow**

The CMS made it possible for Normandy to add, delete, or update properties and page sections, with the most up-to-date information and create whole new building sites with the Normandy branding – all without a web team.

## **COUNTRYWIDE HOME LOANS**

### ***Online Education Certification***

# **Keeping Houses Homes**

### **What**

Home Buyer Education (HBE) programs help buyers get better rates, and Countrywide had long had the option of certifying graduates over the phone. Now they were ready to bring their program online.

### **How**

MediaCatalyst developed a course for Countrywide's Home Ownership Mortgage Education website that allowed customers to register, take the exam, retrieve their test results, and even print their certification.

### **Wow**

This was more than a dollars and cents success. This program will help consumers increase their knowledge and decrease their risk of foreclosure, which should enable them to keep their homes for years to come.

## **TXU ENERGY**

### ***Corporate Redesign***

# **Making Energy Easy**

### **What**

TXU Energy, one of the leading energy providers in the US, wanted to update their brand, revitalize their copy, and—most important—simplify the user experience for their five residential and business audiences.

### **How**

MediaCatalyst used advanced AJAX programming to develop a streamlined enrollment process, an easy account management system, and an overall online experience that was much more user-friendly.

### **Wow**

With an improved platform that allowed users to quickly preview, filter, and organize large amounts of stored data, managing a TXU account became as easy as flipping a light switch.

**TISHMAN SPEYER**  
***Sub-Brand/Property Specific Websites***

## **Finding the Perfect Balance**

### **What**

Tishman Speyer, an internationally prominent real estate investment and development conglomerate, needed a way to highlight the uniqueness of their most coveted properties to potential brokers and tenants.

### **How**

MediaCatalyst designed and built intuitive, welcoming sites for many of their properties, which elegantly showcased the buildings and their individual brands while also subtly imprinting the company's signature.

### **Wow**

Today, clear navigation and light, modern looks invite the audience to experience the special features and singularity of each building—while the quiet whisper of the Tishman Speyer name provides reassurance.