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MILWAUKEE BASED TECHNOLOGY FIRM WINS DESIGN AWARD.

Local eBusiness firm, Lanex LLC, was recently honored with GDUSA's (Graphic Design USA) 2007 American Graphic Design Award in the category of Internet and Interactive Design for the website www.cometothebrook.org. GDUSA is a nationwide industry design publication. GDUSA teamed up with Adobe Systems, Inc. to organize this competition.

Lanex, LLC has a rich history in the technology field, and continues to grow, both in backend programming and frontend design. Founded by partners Matthew McCoy and Herb Guenther, Lanex has built a reputation for providing skilled Web and eCommerce development, timely project delivery, and attentive customer service.

Lanex currently employs a staff of eight, including specialists in web development, application development, interface design and multimedia, network administration, and systems integration. Our office is located in Brookfield, Wisconsin with a network operations center in New Berlin, Wis.

The GDUSA Design Award may be a shock to those who have known Lanex for a long time. "A lot of people think of us as only a technologies business, or a programming company," said Lanex President Matt McCoy, "But we are so much more than that. We are a company that offers everything from award winning design to complex backend applications."

When asked about the design award, Creative Director Jake Rohde stated, "We are just doing what we do best here at Lanex, offering our customers the best in both front end design, and backend stability and flexibility. Come to the Brook was a team effort in tying a beautiful front visual design, with a robust backend."

Project Manager Stacy Sandee pointed out that Lanex is successful because they offer so much. "Everyone that works here offers a unique skill set and style. It is really the depth of knowledge, intellectual diversity and creative minds working together that make us who we are."

Come to the Brook (www.cometothebrook.org) is a media delivery site for Brookfield based ministry Elmbrook Church. The site offers new content every week in the form of video, audio and textual

content. Creative Director Jake Rohde designed the website around the idea of a “digital stream”. “The design is really simple and monochromatic to allow the content to really stand out.” Rohde said.

The site was built in a hybrid design, allowing it to take advantage of rich media, while still offering the fast load times, easy readability, and search engine visibility of standard html based websites. On the backend of the site, Lanex built custom tools to allow administrators of Come to the Brook the ability to maintain many aspects of their site, including media and text content.

“It was a genuine pleasure working with Lanex to bring a new concept for delivering multimedia to reality. Everyone at Lanex, from project management, programming, and design, took our ideas and worked them to the final outcome. The process was collegial and collaborative, and we feel the best is yet to come.”

Mel Lawrenz, Ph.D., creative director for The Brook (cometothebrook.org); senior pastor, Elmbrook Church

www.lanex.com

www.gdusa.com

www.adobe.com