



ID Digital Media - November 2009

Company Profile

ID Digital Media

ID Digital Media is one of New Zealand's largest independent online publishers and new media specialists.



has expertise in the following areas:

publishing

ID has developed IDenterprise to create and manage online social communities. We can provide a total online management system to ensure that websites can attract, retain viewers and generate revenue.



advertising

ID can plan and co-ordinate advertising campaigns across the internet using the network of sites we represent and our joint venture partner websites. We specialise in "New Media".



strategy

ID offers a full range of creative services with extensive experience in all media. ID has a high level of design capability, including strategic brand design and marketing communication design. ID has a video and multimedia production suite, which can produce webcasts, multimedia and streaming videos.



publishing » advertising » strategy

ID Ltd » www.id.co.nz

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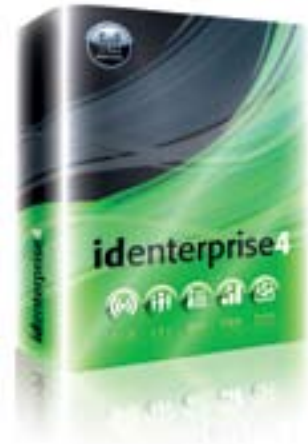


identerprise4

ID's flagship online publishing product is a custom built, fully flexible suite of mediaware called IDenterprise.

IDenterprise is a white label social networking platform designed to generate revenue. It allows you to build online communities using self generated content and user generated content. IDenterprise will always keep your website at the cutting edge. Rather than working on individual sites, ID's entire development team works to continually improve the core IDenterprise product, rolling out new features as they are built.

As a complete online publishing platform, IDenterprise is split into five simple modules, with a sixth module comprising of third party solutions that we add to sites that wish to run advertising and generate online revenue.



idmedia

Add, manage, categorise and edit your content (text, images, video, audio, office documents, PDFs etc.) on your website from multiple sources. A full content management system designed to run large content websites.



idsocial

Manage and grow your community of users with user generated content from videos to personal blogs. All facets of user interaction are covered including forum style discussions, polls, user comments, competitions, content rating, private messaging, personal profiles and e-mail newsletters.



idstore

Sell your services and products directly to users by adding e-commerce to your website. Not just limited to physical merchandising and products, IDstore can process print subscriptions and sell digital media such as high quality images or audio downloads.



idstats

Keep an eye on your website's performance using trends and statistics. Compare your visitor numbers to your competitor's with easy-to-read graphs and charts. Integrate third party data into a dashboard that allows you to track vital information about your visitors. Integrates with adserving platforms.



idjobs

Create a full job site within your media site. Allows for integration into existing websites. A fully functional job website that allows job hunters and employers to transact either through self referral or mediation.



adcast

Adcast is how your site makes money and how you check how well it is doing. It is the final piece of the puzzle for any publisher looking to take the web seriously.

Websites

www.dinesmart.co.nz



www.vcapital.co.nz



www.vorb.org.nz



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publishing

Websites

www.gameplayer.co.nz



www.myjobspace.co.nz



Advertising

ID Digital Media is one of NZ's leading online advertising strategy companies and is well placed to assist you in realising the potential of your website to capture it's share of the growing online advertising market in NZ.

AdCast is how your site makes money and how you check how well it is doing. It is the final piece of the puzzle for any publisher looking to take the web seriously.

Every media company knows they need to sell ads on their website. Very few of them know how to answer the next couple of questions: How do I sell them? How do I even get them up there? What types of ads should I run? How well does my site perform for my advertisers?

Adcast answers all these questions. It is a complete package of third party solutions that includes all adserving and reporting as well as the tools you need to track the performance of your site. Think of it like plug-n-play moneymaking. It is the soft knowledge component where ID transfers our commercial skills to the online publisher.



Examples of adverts we run:

Pixel Size	Format	Max File Size	Placement
760 x 120	Banner	35kb	All Sites
160 x 600	Skyscraper	35kb	All Sites
300 x 250	Rectangle	35kb	All Sites
On App	Newsletter		

ID Digital Media provides a full online strategic advertising package to clients, including in house ad serving using the latest technology, media planning, pre and post online campaign reportage, including delivery and campaign statistics. AC Nielsen NetRatings can be integrated, online demographics, full in-house ad serving and creative services as required.

Advertising Campaigns

ID Digital Media is experienced in running national and international online advertising campaigns.

advertising

ID Digital Media Sites



ID Digital Advertising Network



Branding



adcast



strategy

Online Community

vorb.org.nz



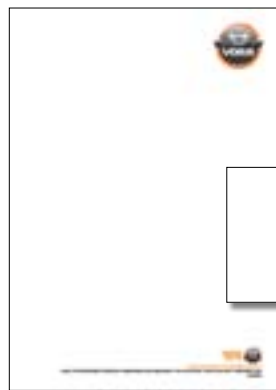
Vorb Logo



Vorb Loyalty Card



Vorb Website Design



Vorb Stationery

Vorb Activity Logos



Online Community

dinesmart.co.nz



DineSmart Logos



DineSmart Website Design



DineSmart Stationery



DineSmart Restaurant Card

DineSmart Loyalty Card

Marketing Communication

Christchurch City Council



Marketing Communication

Energy Mad Ltd



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strategy

New Media

SirF

The SirF project was one of the more technically demanding projects that ID has been involved in. SirF, a GPS chip designer and manufacturer in the USA, requested that ID develop a graphical means of showing restaurants in your current vicinity - a technological breakthrough in its time - for a conference in Geneva.



New Media

Cashmere High School

CD-Rom and Presentation Sleeve. Interactive CD-Rom produced for the European foreign student market.



Rich Media

VorbTV



Rich Media

GamplayerTV - Armageddon Expo 2009



Rich Media

Vcapital - The Deal



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our staff



Name »

Chris Claridge

Title »

Managing Director

After graduating in 1991 with a MSc(Hons), Chris established an exporting business which won a national award. He has worked as a senior business advisor for the Canterbury Employers' Chamber of Commerce and was Dean of Business Studies at the Christchurch College of Education.



Name »

Rob Francis

Title »

Senior Developer

Rob is currently working towards a Ph.D in E-commerce and Website Management through Rushmore University (USA). He obtained a BSc in Computer Science from Canterbury University and gained Microsoft Certified Professional status. Rob has written two published books "Starting with Microsoft Visual Basic" & "Rescued by Active Server Pages and ASP.NET". He has had over a decade's full-time experience in systems administration/development. Rob has also been included in the New Zealand Who's Who Literary Edition 2003.

Name »

Matt Taylor

Title »

Studio Manager

Since graduating in Graphic Communication in the U.K. in 1995, Matt has worked for numerous companies in the print design field, resulting in over 10 years experience.

In the last five years with ID, he has been in Senior Creative and Studio Manager roles.



Name »

Hameesh Bhana

Title »

Multimedia Creative

Hameesh trained in multimedia design and has been working in the creative industry for 9 years. He has experience in graphic, web, and interactive media, and has focused on bringing this to the internet.





Name »
Rik Unthank

Title »
Senior Web Programmer

Rik has a BSc. in Computer Science from North Staffordshire University, UK. He has worked in the IT industry for decades, designing developing and managing web applications, specializing in databases and datawarehouses.

Name »
Eion Robb

Title »
Web Developer

Eion has a BSc in Computer Science from Canterbury university. He develops PHP web applications and contributes to several open-source software programs in his spare time.



Name »
Simon Finnerty

Title »
Web Programmer

Simon has a Diploma in Business Systems, majoring in .NET development. He has also attained a BSc in Psychology from Canterbury University.



Name »
Dany Irawan

Title »
Contract Web Developer

Dany has been programming since high school and is very passionate about the latest technology in software development. During his career he has worked on various business applications and a geologist software package. He is also an MCSD holder since 2002.



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