



PRESS RELEASE

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Engineering firm MIRA rebrands & launches web site with Ridgeway

Following an extensive rebrand and redevelopment programme, Ridgeway have helped leading vehicle engineering and testing firm, MIRA, to launch their new web site – www.mira.co.uk.

Over the course of the 12-month project, Ridgeway have worked closely with both MIRA and creative agency, DesignReligion, to deliver a completely new visual identity for MIRA's business.

As well as supplying all online design and development skills, Ridgeway have helped MIRA undertake extensive content prioritisation and planning. The result of which is an innovative dynamic information architecture aimed at maximising search engine rank whilst minimising administration overheads and content duplication.

Built on the Kentico CMS platform, the web site has over 600 pages of content promoting more than 106 different services across 12 different industry sectors.

Kristy Thompson, Marketing Manager at MIRA said, "Ridgeway's input and advice throughout this project has been invaluable. The web site design and content management system are exactly what we'd hoped for and the improvements we've been able to make to the content structure, search engine optimisation and user experience as a whole are critical to the success of the rebrand project."

Simon Lassam, Managing Director at Ridgeway said, "A successful conclusion to a challenging project. With such a depth and breadth of information to be conveyed, this project needed extensive planning, a scalable and flexible content management solution and great creativity on behalf of both Ridgeway and MIRA. I think everyone is pleased with what is a great-looking, functionally exciting and effective solution which will keep MIRA at the forefront of their industry."

About Ridgeway Studios

Ridgeway delivers business solutions through creative **web site design**, **print design** and **marketing services**. From our studio in Witney, Oxfordshire we offer a consultative approach to projects, matching the solutions we recommend to our clients' needs. Led by an experienced team of web professionals, the agency offers a range of services designed to support any business aspiration including marketing and search strategy planning, logo, brand and creative design, content management, e-commerce and bespoke solution development and multimedia content delivery. Ridgeway has a strong track record in helping businesses of all sizes achieve their marketing goals. Further information about Ridgeway's services and client work can be found at www.ridgeway.net.

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About Kentico CMS

Kentico CMS is an affordable web content management solution providing a complete set of features for building Web sites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflows, multiple languages, full-text search, SEO, on-line forms, image galleries, forums, groups, blogs, polls, media libraries and is shipped with 200+ configurable Web parts. It's currently used by more than 4,000 websites in 84 countries. The clients include Microsoft, McDonald's, Vodafone, O₂, Orange, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at www.kentico.com.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create professional Web sites, online stores, community sites and intranets using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has a U.S. office in Nashua, NH. Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Kentico Software is a Microsoft Gold Certified Partner. In 2010, Kentico was named the fastest growing technology company in the Czech Republic in the Deloitte Technology FAST 50 awards. For more information about Kentico please contact Eric C. Webb, Phone: +1-603-336 6020, E-mail: eric.webb@kentico.com

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