



Executive Overview

Introduction

A proven Interactive development and design consultancy, TrueMatter envisions and creates world-class Internet solutions for forward-thinking organizations. Companies from mid-size to Fortune 1000 trust us to help them define and achieve their online goals. Fast, agile, and effective, we focus on bottom-line results and building new value for organizations.

Experience

We understand how Internet technology can make a critical difference to your business. Clients trusting us with their online endeavors include Johnson&Johnson, Humana, ProxyMed, Uvex Sports, UPS, Wachovia, Colonial Life, First Charter, enterpriselQ, Duke University Health System, and BellSouth. Clients choose us because our entrepreneurial spirit, project leadership, and service excellence push them ahead of their competitors online.

Expertise

We're known for our advanced Internet technology, brand-building creativity, and usability engineering expertise. We apply these disciplines to your unique challenge always focusing on measurable, tangible results for your business.

Strategy	Development	Creative	Usability Engineering
Project Leadership	Web Services	Brand-Building	Customer-Centered Design
Strategic Internet Consulting	Online application development	Corporate Identity	User Testing
Strategic Planning	eCommerce	Visual Design	Heuristic Evaluations
	Scalable, Robust Solutions	Interface Design	Paper Prototyping
	Legacy Integration	Flash	Usability Assessments
	Mission-Critical Solutions	Copywriting	Information Architecture
	Advanced, standards-based website building		

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