

Optilux Design Inc., is introducing many Basin firms to a Web presence

By **MEGAN DOYLE**
H&N Staff Writer

Christy Soto is amazed with how many businesses in and around Klamath Falls don't have Web sites.

The sites could help people find what they need before they drive from store to store looking for it, or help promote a tourist destination or nonprofit organization.

"It's not that these people don't want to spend the money on advertising," she said, noting many are in the phonebook or advertise in the newspaper. "I do believe there is a fear of technology."

21st century storefront

Soto, a graphic designer with Optilux Design, is helping businesses in the Klamath Basin establish successful Web presences, as does wrinkledog, inc., run by co-founder E. Werner Reschke.

Web sites have become



Soto brings color swatches when she meets with clients so they can see how color can compliment their new Websites.

the 21st century storefront, Reschke said.

When Optilux Design started five months ago, word about the business was already out.

"We had our first client

before we had business cards," Soto said. "People just started coming to us."

What should be on a site

Some Web sites were designed by people just learning to set up a site, said Mike Stier, Optilux Design, Inc. designer. Others that haven't been updated or rebuilt for years also are still accessible to potential customers.

Customers are looking for ways to do research online before shopping. Web sites should be designed to help in that process, Stier said.

"Our generation is very much a must have information now mentality," he said.

It takes a balance of information and attractiveness. Soto said.

"We won't be able to build unless we know what they want to get out of it," Stier said.

Optilux Design is working on a nearly 40-page Web site for the Klamath Housing Authority. With it the goal is to get all information and the agency's applications online, so office staff will have more time to go through the applications.

Soto and Stier use a questionnaire with customers, color samples and observe what the customer is like to best be able to set up their site. Usually this takes several meetings and trial sites.

"We love to make the Web sites personal," Soto said. She has written several corporate histories and biographies for different sites.

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When New Orleans graphic designer, Christy Soto met Klamath Falls designer, Mike Stier she jokingly remarked, "we'll make beautiful websites together."



Optilux Design is a full service graphic design house with twenty years combined experience. We are passionate, energetic, and art-based and we love to create eye-catching visuals and concepts that will upsell your products and reach your audience. We at Optilux Design Firm know what it takes to sell your dream in the aggressive information age. Furthermore, we network and promote our clients as we would ourselves, knowing the power of personal relationships and accountability. We offer:

ONLINE MARKETING: Web Design • Streaming Video and Audio • E-commerce • Social Networking (myspace, facebook, utube, etc) • Animation

CORPORATE IDENTITY and BRANDING: Target Marketing and Research • Company Naming • Logo Design • Business Plans • Tagline/Messaging • Corporate History • Patent and Trademark Consultation.

OFFLINE MARKETING/PRINT: Ad Design • Brochures • Stickers • Flyers • Postcards • Business Cards • T-Shirts • Banners • Event Tickets • Photography and Headshots • Auto and Promo Magnets • Bottle Labels • Inventory Sheets • Wine Lists • VIP Cards • Menus • CD Covers • Book and Magazine Layouts • Employee Manuals • Press Releases and Public Relations • Packaging • Promotional/Informational Packets: (Event Packets, Catering Packets, Artist Portfolios, and more)

OTHER: On-Hold Promos • Videography • Radio Jingles (See our website for products offered through partnership with All Star Trophy such as engraving, sublimation, imprinting and full-color printing)

