



# ARTEMIDE

Artemide S.p.A., global leader in lighting techniques and solutions, has chosen Bitmama for a complete reworking of its website.

## SCENARIO

The Artemide Group was founded in 1959. The company primarily specializes in high-level home and professional lighting. From the very beginning, the brand has been characterized by a strong attention to design, which over the years has earned it wide recognition and numerous international awards, thus making Artemide creations into design icons worldwide. Today, the Group currently operates through many companies and delivers to distributors all over the world.

The [www.artemide.com](http://www.artemide.com) website mission is to expand its catalog by exploiting the potential of the Web. In order to meet every software requirement, a potent parametric search engine has been implemented in Flash and a catalog browsing capability has been added basing on a thanks to additional in-depth information.

To show the simplicity and elegance of the Artemide brand on the web and to improve the brand reputation, bitmama chose to create a user dialog window that reopens by sensing various targets. On the one hand, the site addresses the consumer user target, with a product catalog designed for user-friendly navigation and presentation of the contents. On the other hand, the contents address the professional user target (architects, interior designers, decorators, and lighting designers), and are organized precisely and exhaustively, for online consultation and use.

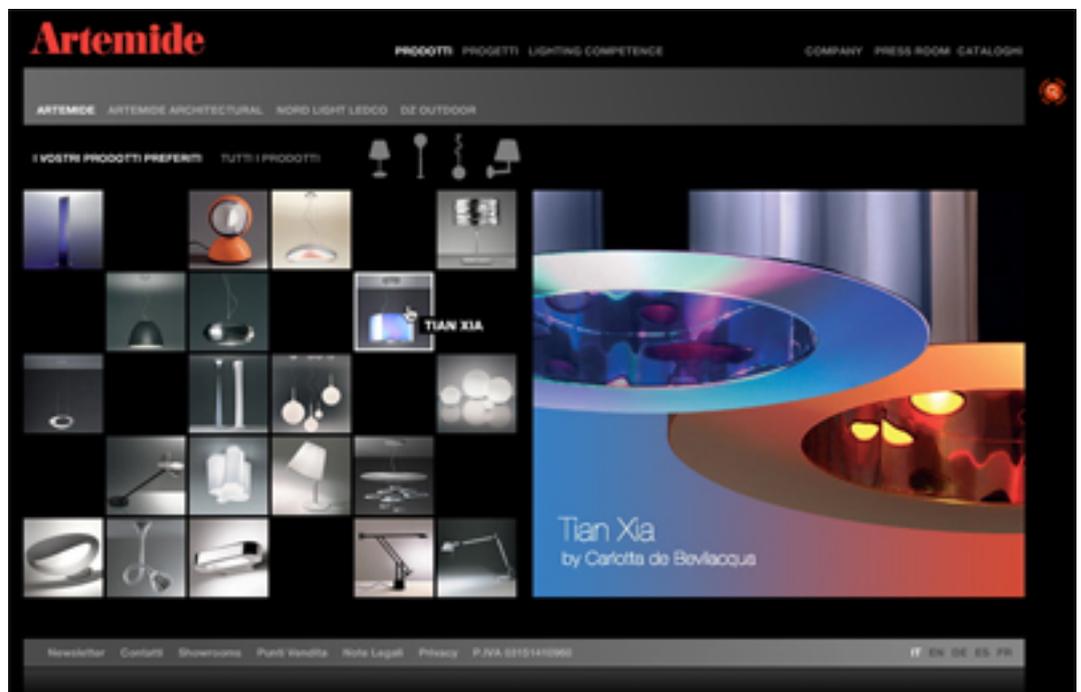
The division into two macro-targets required displaying the design information and a graphic design that could provide the two target users with a range of means for accessing and viewing the information, as well as a different navigation experience.

Moreover, the search engine and the search capabilities were developed to enable various access modes: the one is more user-friendly for the average user while the other one is more sophisticated and addresses more technical-oriented user consulting the site for professional aims.

## SOLUTION

### *Technology*

- FLASH client development supported by the PRADO 2 technology infrastructure, plus an ad hoc development for transfer (of back end data to the front end).
- A hybrid site, programmed in HTML for the institutional website, and in Flash for the product browsing section, so as to manage graphics in a precise way according to the two environments.
- Collaboration with an external company, which managed implementation of the search engine.
- CMS (Content Management System) for updates to the institutional website, integrated into a platform made available to a third party company for product management.



### *Usability and Customizing*

The site can be re-dimensioned and displays contents with optimal quality in full screen mode. Images and video are high quality, according to detail level present in online communication.

### *Digital Marketing*

A tracking system based on Web Trends was implemented to analyze user behavior on the site with the goal of user segmentation through On Demand WebTrends. Complete database driven traceability of Flash content. The site as been optimized by means of SEO (Search Engine Optimization).

### *Direct Marketing*

Artemide maintains contact with its customers, consumers and professionals, through its newsletter for which bitmama is in charge of the graphics.

## AWARDS

2006 award winner IKA, 2006 BARDI web awards II prize.



Within the Reply SpA group, Bitmama is the company operating in the field of cross-media digital communication. Bitmama takes into consideration all aspect relating to communication and for this purpose, it employs a number of different professionals who complement each other: creative, technological, accountants, analysts.

Bitmama supports its customers in the development of projects combining different perspectives and requiring a mix of creativity, skills, inspiration and know-how and offers innovative and cutting-edge solutions at all times.

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