SPLASH

Home

About Us
- History
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- Consumer Demand

CURRENTLY: simple text-based calendar
PROPOSED: Documentary-like "film" of Mephisto through the years

CURRENTLY: icon-based chart showing growth over the years
PROPOSED: Animation-based visual depicting growth in "time-capsule" format with imagery flashing by hi-speed coinciding with a slow moving calendar "peeling away" the years

CURRENTLY: basic image & short bio
PROPOSED: Warmer treatment of still head shot each with "real-action slide-show" faded behind each head shot of that person in action doing his/her job. Each animation is triggered with a "play" button so individual animations do not play over each other.

CURRENTLY: map-based location finder
PROPOSED: Similar treatment with a more stylized map and audio rollover featuring "properly accented voices" announcing each location.

TOTAL COST:
Highest.....$177,240.00
Lowest.....$134,425.00

Expertise
- Mfg.
- Technology

CURRENTLY: plain story with several still shots
PROPOSED: Cinematic presentation featuring both actual footage from the factory interspersed with "morphed" imagery of the shoe taking shape through the manufacturing process all the way from raw material (a cow!) to the Finest Walking Shoe in The World. This is where the Mephisto is "The Star"

CURRENTLY: Nice image, good content, but lacks sophistication
PROPOSED: The same 18 and 15 points currently pointed out will be demonstrated on a High-Resolution 3-D modeled shoe with each point being "demonstrated" as the shoe flies and flips through space alternating from wire-frame exploded 3-D fly-through to fully "modeled" computerized "replica" of the shoe. Very fascinating effect that one viewing will require another ("REPLAY SEQUENCE" button will be included at the end..don't worry!!!)

Products
- Women
- Men

CURRENTLY: Shoes are imaged with icon bank highlighting features by number with icons bring up details in separate frame
PROPOSED: ALL product presentations will:
1) Be set up in a database that will facilitate easy integration into future E-commerce offering of products online
2) Be presented via cinematic "mood-setting" clip putting each shoe in their 'natural environment" whose 10-15 second clip fades back and down leaving only the shoe which zooms in and remains.
NOTE: Each product will be "distinctly" presented with an appropriate backdrop and format to emphasize Mephisto's TOTAL line of footwear for EVERY function from hiking to business settings to casual affairs. In addition, this is our opportunity to really instill the feeling of a "class act" in Mephisto footwear. Saying "You should be in these shoes because they are the BEST in the world." Why else would we be making such a big deal about them??

Retail
- Concept Stores
- Locate A Store

CURRENTLY: Nice still image; lackluster content; no pizzazz
PROPOSED: Cinematic "3-D generated" corner of an existing retail establishment attracting little attention from passers by and even littler sales results. Before your eyes, a Mephisto Concept Store is created and the fixtures installed. Once the computer-generated sequence is complete, it will fade into the real store with real people showing interest in The World's Finest Shoe in a unique, controlled setting conveying, the utmost in style, quality and overall 'shoemanship'. This real store footage will feature highly interested customers.
ADDITIONAL FEATURES:
- Site will feature an online form to "Get More Info" about becoming a Mephisto Concept Store Partner
- This area will feature a short Quiz for the retailer: Are You RIGHT for Mephisto? Is Mephisto RIGHT for YOU??.
- Testimonial Success Stories highlighting existing concept store participants will be provided to demonstrate the sales power of Mephisto.

CURRENTLY: User must send an email and await a response
PROPOSED: Free-Form Search prompting the user for his/her nearest major city and/or region and/or country or any combination thereof to return an appropriate listing of the nearest Mephisto locations where they can "Meet The World's Greatest Shoe' in person.

N ews

Shoe Care

CURRENTLY: plain text with several shoe maintenance products
PROPOSED: Thematic time-lapse simulation of a properly cared for shoe beside one left to the 'ravages of time" uncared for. Years would pass on a calendar of time against the two shoes aging… one gracefully one not…

Email
- Professional Shoe Fairs
- Jobs
- Euro
- Internet Policy

CURRENTLY: Listed
PROPOSED: Listed.....$750.00

CURRENTLY: Listed
PROPOSED: Listed.....$550.00

CURRENTLY: Information presented
PROPOSED: Information presented.....$550.00

CURRENTLY: Long list of details
PROPOSED: Information will be presented first by assessing the nature of the user i.e. a sales partner or an end user. Appropriate information will then be offered up in a more "help-like" fashion with indexed subcategories to assist the user in drilling down to what they came for quicker and easier.....$1,150.00

Welcome to the MEPHISTO MOVEMENT

This thematic image found as the "centerpiece" of the Home Page will be used in many forms throughout the site both as a navigational element to return home, and as a visual element to unify the look of the site. It will be part of the ultimate tab-like navigational scheme that has become somewhat of a standard on the internet for good reason: IT WORKS. The treatment and presentation of the navigation will at the same time be highly unique utilizing the power of Flash to define the

STEPS/COSTING:
IMAGE COLLECTION, FILMING & PREPARATION.....$1,850.00
AUDIO DESIGN & PREPARATION.....$1,240.00
VOICE-OVER PRODUCTION.....$1,320.00
HOME PAGE & NAVIGATION DESIGN.....$9,200.00

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way
Central set of links to Video Highlights presented throughout the site
- **The Mephisto Shoe: Raw Material to Perfect Shoe**
- **18 point 3-D fly-through link**
- **Highlights form the "best-of" product presentations**

VOICE - OVERS:
"Site Hostess' will provide voice-over navigational assistance i.e. "You may switch to non-animation surfing by pressing the bottom to the left..."

As a given page is arrived at, the Hostess will point out key features of interest.

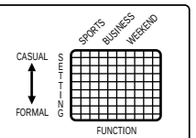
Hi-Rez product shots will be presented in unique, "fewer-clicks" rollover formats to present various color options of a given shoe

"Concept Web Portal" offered as part of the Concept Store franchise package. DEMO of such a "mini site" will be featured so prospective concept store affiliate can assess the level of commitment Mephisto offers sales partners.

"Find A Shoe" search-base will be created to allow for the quick display of highly specific set of shoes i.e. "Ladies Hiking Shoes". This too will demonstrate the immediate usefulness of the Onsite Terminal.

AUDIO MOOD SETTING
Background music clips will be featured throughout the site to strategically set the desired mood in motion.

VISUAL PRODUCT SEARCH
A visually - based, intuitive device will be developed to assist the user to quickly find a shoe that best fits their personality, tastes and activity.



BUDGET: STEPS/COSTING:
DATABASE DESIGN/INTEGRATION.....$2,120.00
AUDIO PRODUCTION.....$450.00

EXTRAVAGANT: STEPS/COSTING:
DATABASE DESIGN/INTEGRATION.....$2,120.00
AUDIO PRODUCTION.....$450.00
IMAGE ROLLOVER ON SEARCH.....$1,150.00

History

BUDGET: Animated time line moving slowly from left to right. Highlighted years will be indicated with cinema-faded stills showing the "vintage Mephisto' maturing into the "World-Market" Mephisto. This approach would make use of ANY and ALL "older" imagery which must exist in ANY visual format.

STEPS/COSTING:
AUDIO DESIGN & PREPARATION.....$1,480.00
VOICE-OVER PRODUCTION.....$950.00
Assemble EXISTING VINTAGE Visual and Aural elements into final integrated Flash movie.....$3,375.00

EXTRAVAGANT: Similar presentation approach as BUDGET version, however, fresh video will be shot and final product will be more full-action movies as opposed to still-action shots presented cinematically.

STEPS/COSTING:
FILMING.....$2,200.00 + transportation costs
AUDIO DESIGN & PREPARATION.....$1,480
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$3,375.00

Growth

BUDGET: Flash-based animation detailing the growth of Mephisto in terms of sales, new markets penetrated and conquered, new lines introduced and how they have affected the ever advancing/climbing bottom line. As a time-line graph slowly climbs skyward, a series of STILL visuals are presented cinematically.

STEPS/COSTING:
IMAGE COLLECTION & PREPARATION.....$1,240.00
AUDIO DESIGN & PREPARATION.....$1,350.00
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$3,375.00

EXTRAVAGANT: Similar presentation approach as BUDGET version, however, fresh video will be shot and final product will be more full-action movies as opposed to still-action shots presented cinematically.

STEPS/COSTING:
FILMING.....$2,200.00 + transportation costs
IMAGE COLLECTION & PREPARATION.....$1,350.00
AUDIO DESIGN & PREPARATION.....$1,550.00
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$3,375.00

Staff

BUDGET: Visual rework of existing content. Flash-based animation will enhance existing still shots only

STEPS/COSTING:
IMAGE COLLECTION & PREPARATION.....$650.00
AUDIO DESIGN & PREPARATION.....$950.00
VOICE-OVER PRODUCTION.....$550.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,350.00

EXTRAVAGANT: Visual rework with the addition of newly shot video of each key person both still head shots and "in the workplace' action video. Each video will end with a smiling subject and animated signature to further personalize the viewing experience.

STEPS/COSTING:
FILMING.....$2,200.00 + transportation costs
IMAGE COLLECTION & PREPARATION.....$750.00
AUDIO DESIGN & PREPARATION.....$950.00
VOICE-OVER PRODUCTION.....$550.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,350.00

Consumer Demand

BUDGET: Similar treatment with a more stylized map and audio rollover featuring "properly accented voices" announcing each location.

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$750.00
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,350.00

EXTRAVAGANT: Same visual treatment as noted in BUDGET version with the addition of a "smart search' database "FIND NEAREST LOCATION" where the user can enter their country and city and be directed to the nearest location.

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$750.00
VOICE-OVER PRODUCTION.....$950.00
SEARCH/DATABASE DESIGN.....$1, 2 50.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,350.00

Mfg.

BUDGET: Use of EXISTING PRODUCT STILLS and other EXISTING factory photos assembled into a thematic, cinematic presentation depicting the manufacturing process as "lovingly" as possible.

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$750.00
AUDIO DESIGN & PREPARATION.....$950.00
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,950.00

EXTRAVAGANT: Same visual treatment as noted in BUDGET version with the addition of ACTUAL ARTISAN/FACTORY FOOTAGE taken specifically for the website. ALSO: the inclusion of "smart search' database to "FIND NEAREST LOCATION" where the user can enter their country and city and be directed to the nearest MEPHISTO outlet.

STEPS/COSTING:
FILMING.....$2,200.00 + transportation costs
IMAGE COLLECTION GENERATION & PREPARATION.....$1,550.00
AUDIO DESIGN & PREPARATION.....$1,150.00
VOICE-OVER PRODUCTION.....$1,350.00
SEARCH LOCATION DATABASE GENERATION.....$1,850.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,950.00

Technology

BUDGET: Use of EXISTING "cartoon-like" flat image that is then animated to help illustrate each feature with "real animated foot motion within the shoe"

STEPS/COSTING:
IMAGE CONCEPT GENERATION & PREPARATION.....$1,875.00
STRATEGIC ANIMATION OF 18 FEATURE POINTS.....$3,250.00
AUDIO DESIGN & PREPARATION.....$950.00
VOICE-OVER PRODUCTION.....$850.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,950.00

EXTRAVAGANT: Recreate a Mephisto Shoe using wire-frame 3-Dimensional software to be able to rotate the shoe in ANY way; Also allows the capability of zoom-in 3-D "fly-throughs" of the actual interior of the shoe to "dazzle the eye" and leave a memorable, highly entertaining presentation of the "key comfort and design factors that make Mephisto the World's Greatest Walking Shoe'

STEPS/COSTING:
3-D CREATION OF THE MAIN SHOE.....$3,450.00
STRATEGIC 3-D FLY-THROUGH ANIMATION OF 18 FEATURE POINTS.....$7,250.00
AUDIO DESIGN & PREPARATION.....$1,550.00
VOICE-OVER PRODUCTION.....$1,350.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,950.00

Shoe Care

BUDGET: Simple listing of various techniques used to preserve the natural beauty tat is built into every Mephisto shoe. Photo of "beatup' shoe against "well-taken care of' shoe.

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$550.00
AUDIO DESIGN & PREPARATION.....$750.00
Assemble Visual and Aural elements into final integrated Flash movie.....$550.00

EXTRAVAGANT: Time lapse animation of aging cared-for shoe against one that was "improperly maintained" Various "enemies of the shoe" will be highlighted along the animated sequence with recommended method for addressing each "shoe hazard".

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$1,650.00
AUDIO DESIGN & PREPARATION.....$950.00
VOICE-OVER PRODUCTION.....$950.00
Assemble Visual and Aural elements into final integrated Flash movie.....$1,950.00

OVERALL SITE FEATURES / COSTS:

FLASH NAVIGATION THROUGHOUT SITE.....$2,850.00
SITE OPTIMIZED / TRANSLATED FOR 5 LANGUAGES via .asp technology.....$4,850.00
EMAIL MANAGEMENT FOR DOZENS OF PEOPLE.....$1,550.00
DEDICATED SERVER HOSTING CONFIGURATION.....$15,350.00
AUTOMATIC MIRRORING OF SITE for INSTANT PEAK PERFORMANCE OVERLOAD CAPACITY MANAGEMENT.....$1,850.00
COMPREHENSIVE SITE ACTIVITY TRACKING IN REAL TIME.....$950.00
ONGOING MAINTENANCE OF SITE.....$850.00/month
PHASE II UPGRADE at ONE YEAR MATURITY OF SITE.....$5,350.00
- Includes UPDATE of a fair amount of the content to keep the site FRESH.
- Resubmission to Major Search Engines (after strategic reevaluation of current standings status)
- Any/All additions/upgrades/updates of already posted content

UNASSISTED TOUR of SITE ENCOMPASSING EXISTING FEATURES OF SITE INTO COHESIVE SELF-TOUR of The Mephisto Movement.....$2,650.00
SECONDARY SITE FEATURING SAME CONTENT WITHOUT USING FLASH PLUG-IN.....$5,150.00
- Optimized for each of FIVE LANGUAGES.....$2,650.00

HIGH-LEVEL SEARCH ENGINE OPTIMIZATION OF NUMEROUS KEY PAGES OF SITE.....$1,250.00
- Strategic Implementation of numerous additional Domain Names to facilitate better "findability".....$1,450.00

Products

BUDGET: Still shots taken of models dressed in various "thematic garb" wearing Mephisto. Several stills will be cinematically superimposed over a likely backdrop i.e. Forest; Urban; City etc. The color shots will fade out while fading to black & white. The Mephisto shoe will remain in color and enlarge to drop down to the bottom of the page and fall into the stylistic background of a Polaroid snapshot. The various "snapshots" pile up at the bottom of the page to allow for the user to browse from among the several "functioned snapshots" shoes i.e. "Outdoors", "Sport", "Casual". "Formal", etc.
DRILL-DOWN: Clicking on one of the snapshots leads to a visual subcategory of products. Further clicking leads to each shoe featuring "fewer-clicks" format of previewing the shoe in any of several available colors via swap-out rollover.
E-COMMERCE: Visual Rollovers will be formatted in visual database in such a way as to provide for FUTURE IMPLEMENTATION of E-Commerce module to allow for ONLINE SALES of shoes in secure mode.

STEPS/COSTING:
Prices in this section reflect 10 (TEN) PRODUCTS prepared accordingly...
additional per product price beyond first ten noted below!
IMAGE COLLECTION GENERATION & PREPARATION
- Models hired, dressed, photographed.....$3,250.00
- Images collected, formatted and composited onto appropriate "location".....$6,450.00
- Flash animation realizing model; composited location imagery; product.....$4,450.00

AUDIO PRODUCTION.....$2,150.00
IMAGE DATABASE FORMAT CREATED FOR FUTURE E-COMMERCE CAPABILITY.....$3,250.00

EXTRAVAGANT: Same visual treatment as noted in BUDGET version while swapping out composited still shots with actual video of models in theses various scripted settings i.e. "City Hustle Bustle/Busy Street", "Trekking Through The Forest", "On The Links Golfing" etc.

STEPS/COSTING:
Prices in this section reflect 10 (TEN) PRODUCTS prepared accordingly...
additional per product price beyond first ten noted below!
IMAGE COLLECTION GENERATION & PREPARATION
- VIDEO Shoot in TEN Dramatic Actual on-site locations (Restaurant; Sporting Event; Backyard BBQ etc.).....$8,250.00
- Models hired, dressed.....$3,250.00
- Images collected, formatted and composited onto appropriate "location".....$6,450.00
- Flash animation realizing model; composited location imagery; product.....$4,850.00

AUDIO PRODUCTION.....$2,150.00
IMAGE DATABASE FORMAT CREATED FOR FUTURE E-COMMERCE CAPABILITY.....$3,250.00

Retail
Concept Stores

BUDGET: Still shots will be used to create a "First there was none...then there was a Concept Store "appearing out of nowhere" out of an otherwise unattractive corner of an existing retail establishment. Features & Benefits will be highlighted along the way both aurally and textually within the fabric of the animation.
A STILL SHOT Photo tour of several existing Concept Stores will finish out this video presentation segment.
TESTIMONIALS - SHORT QUIZ - GET INFO SUBMIT FORM

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$1,350.00
AUDIO PRODUCTION.....$1,150.00
VOICE-OVER PRODUCTION.....$750.00
ON-SITE CONCEPT STORE STILLS COMMISSIONED LOCALLY (5 stores).....$2,750.00
- Flash animation composited and presented.....$4,450.00

Testimonials, Short Quiz, Get Info SUBMIT form.....$1,950.00

EXTRAVAGANT: Same visual concept as detailed in BUDGET version, HOWEVER, 3-D textured modeling will be used to create a more lush, realistic, more engaging version of the Concept Store "appearing out of nowhere" In addition, this method allows for a 3-D "walk-thru" giving you the feeling of being "in the store". The finishing sequence of this more elaborate approach will feature fresh video shot at any of several existing concept stores) allowing for a true "virtual tour" of these various locations.
CONCEPT STORE MINI-SITE: A "site within a site" will be created to show as a "DEMO" of exactly what an "in-store direct linkup" Mephisto Web Portal will look like and how it will function to facilitate sales.
TESTIMONIALS - SHORT QUIZ - GET INFO SUBMIT FORM

STEPS/COSTING:
IMAGE COLLECTION GENERATION & PREPARATION.....$1,250.00
AUDIO PRODUCTION.....$1,350.00
VOICE-OVER PRODUCTION.....$850.00
ON-SITE CONCEPT STORE VIDEO COMMISSIONED LOCALLY (5 stores).....$7,650.00
- Flash animation composited and presented.....$6,650.00

Testimonials, Short Quiz, Get Info SUBMIT form.....$1,950.00

Retail
Locate A Store

BUDGET: Database driven search to allow the user to find the nearest concept store by submitting COUNTRY and CITY

STEPS/COSTING:
DATABASE DESIGN.....$2,650.00
AUDIO PRODUCTION.....$450.00

EXTRAVAGANT: Same concept as BUDGET version with additional graphical presentation of info integrated into database functions

STEPS/COSTING:
DATABASE DESIGN.....$2,650.00
ADDITIONAL VISUAL IMAGERY.....$1,380.00
AUDIO PRODUCTION.....$450.00