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Issue: 8

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Recent Web Projects

La Vita All Natural Crunchy Cookies put great taste into gluten-free cookies and desserts.



www.lavitahealthfoods.com

Website features Include: HTML, Flash, and a full e-commerce suite, with back-end order, and product management. Authorize.Net SSL clearing with UPS shipping integration.

Gadget Alert!
All New Blackberry Curve 8900

Continuing our Evolution.

It seems like every day there is a new version of software introduced, a new gadget to replace the old, new technology to help us communicate more efficiently...all can be a bit overwhelming. Staying ahead of the curve is part of what makes Inverselogic successful in providing our clients with quality products and customer service.



Recently, in our own evolution, we developed a fresh new look for Inverselogic. Our new logo is cleaner, simpler and a visual representation of our promise to our clients.

We also moved this year into bigger offices that allow us to grow our professional services division, bringing on qualified experts when needed to keep all of us updated with the evolution of technology as it happens. Our new system and support administrators have already proven to be an invaluable resource to our clients, making small changes that will produce big returns.

While we take pride in our evolution, especially the trust that we have been able to earn from our customers, we are also aware that the environment is changing fast, and therefore reveals new challenges and opportunities every day. We believe that we will further strengthen our position by continuing to improve our products, continuing to listen to our customers and by staying ahead of the technology curve.

Document



Management



For those of us who find ourselves drowning in paper, there is a solution: document

management! Companies have developed software which eliminates the need to ever print a fax again or go hunting for a bill. When a fax is received, it is automatically scanned and routed to a specific department or person depending on the variables set.

Document management saves both time and money since it eliminates the vast amounts of effort which are put into finding faxes, directing them to the right person, and organizing them so they are accessible in the future. Switching to paperless billing or scanning bills and other documents can help to organize the accounting aspect of a business also.

Inverselogic has partnered up with [Worldox](#) to provide cost effective money saving solutions to small and mid size businesses.

Optimizing Your Brand's Facebook Presence



These 5 tips have been provided by Steve Coulson, a partner at The Advance Guard, a media company that creates radical marketing programs.

1. Creating the perfect profile picture:
 - Learn how to avoid cropping out crucial information
2. Optimizing your website's Share Preview.
 - When links, such as your websites, are shared amongst people on Facebook, an image can be displayed. If your website is Flash-based, a simple code can be added to the HEAD of your website that points to the desired image.
3. Display different content for Fans and Non-Fans
 - Learn how to target each audience in a unique way
4. Create your own vanity URL



A sleek new twist on a classic style. The striking 480x360 pixel screen offers up crisp on-the-go video, images, text, maps and more. With a refined design, the BlackBerry Curve 8900 is an easy-to-use device that delivers expanded functionality.

It is similar to the BOLD but is smaller and thinner and offers everything except 3G speeds for web browsing.

[Learn more about the new blackberry Curve](#)

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- Customizing your URL makes it easy to remember and easy to share
- 5. Defining a publishing schedule for your content
 - Create a calendar to guide your updates

To view the complete article, [CLICK HERE](#).

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