CalAmp Corp.'s New Web Site Goes Live

Released on: July 22, 2008, 12:16 pm

Press Release Author: Erik Griffin

Industry: Marketing

Press Release Summary: The Oxnard, CA wireless communications company has released its new web site design with the help of a local web design firm. Using an open source content management system and updated graphic design, CalAmp will now be able to update and add content on their own with greater frequency.

Press Release Body: With its business growing both organically and through the acquisition of other business units, **CalAmp** recognized the difficulty of keeping its content up-to-date and fresh. With new products, news, articles, and press releases, **CalAmp** had an growing problem when it came to managing the content on their website. Their content was growing too big, and the graphic design of the site was dated. To solve the problem, **CalAmp** partnered with leading web design firm, **SOHO Prospecting.**

After working with the **CalAmp** marketing team to define its web development needs, **SOHO** immemdiately saw the need for a content management system that could grow with the needs of the company and provide new functionality. **SOHO** suggested an open-source content management system with an updated front end design and navigation system, with additional tools such as user controllable content management and an internet marketing platform.

The **SOHO** designers created a web design that reflects the technology-driven aspect of **CalAmp**'s business while providing new tools for internet marketing and flexibility for future web development. Hundreds of pages of existing content as well as new content was then transferred to the content management system and mapped to the new navigation architecture. The result is a site that is search engine friendly, easier to update, and requires less burden in keeping it up-to-date.

About   CalAmp   Corp.
CalAmp provides wireless communications solutions that enable anytime/anywhere access to mission-critical data and content. The Company serves customers in the public safety, industrial monitoring and controls, mobile resource management, public utilities, and direct broadcast satellite markets. The Company's products are marketed under the CalAmp, Dataradio, Smartlink, Aercept, LandCell and Omega trade names. For more information, please visit www.calamp.com.

About   SOHO   Prospecting:
SOHO Prospecting's services include web design, website redesigns, SEO (search engine optimization), e-commerce solutions, website maintenance, web hosting, business card and print materials, and corporate logos. Contact us to learn more about our services. Visit: www.sohoprospecting.com/

Contact: Erik Griffin
Phone: (866) 644-7646
erik.griffin@sohoprospecting.com

Web Site: http://www.sohoprospecting.com

Contact Details: SOHO Prospecting
55 South Glenn Drive
Camarillo, CA 93010
(866) 644-7646
Erik Griffin - Project Manager