

XTREME.COM.AU

January

A Whole New Year, Same Great Service

After a holiday season in which we hope you all had a safe and enjoyable time, **Xtreme** is now open again for the new year within our regular business hours. While the number 2010 may look different on our calendars, we ensure you that our policy of providing high quality IT services covering the full range of the industry will remain unchanged. A new year also means new opportunities and the chance to embrace new technologies, and we are eager to be able to continue to deliver the latest technological solutions to you as they become available.

We wish you all the best during 2010 and look forward to being able to continue our existing relationships and giving you all the **Xtreme** treatment you have come to know and expect.



A happy and healthy new year to all from the Xtreme team!

Introducing Xtreme's Customer of the Month Program

To kick off the new year, for each month throughout 2010 we will be spotlighting some of our long-term customers from a

2010

variety of industries in order to both thank them for their customership and to ask them to share some of their knowledge and expertise in their respective fields as well as looking at some of the challenges and opportunities approaching them in the year to come.



Featuring an interview and company profile, displayed in a block on our website's front page, along with some of their valuable

advice, we aim to have the Customer of the Month highlighted and have their article compiled and archived into a separate knowledge base of Past Customers of the Month in its' own section for future perusal.

We look forward to being able to say thank you to our customers by linking to their sites and profiling

their companies, helping to promote their businesses as they have helped ours grow over the years. Their continued support has allowed us to continue supplying premium grade IT

In This Issue

- **The New Year Begins!**
- **Customer of the Month program**
- **The AXIS P5534 PTZ High Definition IP Camera**
- **Xtreme Simple Websites**

products and services at a high quality level for as long as we have. We will, of course, be contacting the customers individually beforehand and asking them for their permission before arranging an interview date and having their article published.

As a further gesture, each featured customer will also receive a customised and branded Xtreme umbrella as a (hopefully useful!) token of our appreciation.

Stay tuned for the first installment to be released later this month!

NEW: AXIS P5534 PTZ High-Def Camera

AXIS continues to develop on its' lines of top-end cameras, adding a new contender to the fray to kick off 2010. Combining features that were previously requested by

customers, AXIS listened and this time responded with the P5534PTZ. The P5534 PTZ operates at a staggering HDTV 720p resolution while incorporating PTZ functionality – previously unheard of in the IP surveillance industry. Beforehand, cameras with PTZ functionality were generally limited to having non-megapixel



resolutions which, while they have their benefits, can not match the imaging quality of MP-enabled fixed cameras. AXIS saw this niche gap, and have filled it with the P5534. Complete with 18x optical zoom advanced Gatekeeper functionality and IP51-rated protection against element damage such as dust and dripping water, it is ideal for indoor solutions that require

ultra-high imaging quality in both day and low-light situations. It can also pan 360 degrees due to auto-flip capability which enables the camera to simulate a continuous pan beyond the mechanical stop, thereby enabling the continuous following of an object or entity. Coupled with AXIS' usual compliance with all SMPTE

standards and their usual elite level of design structure and durability,, the P5534 is a surveillance dream. All in all, the P5534 PTZ is the ultimate solution where the highest quality combined with PTZ capabilities is required. More information about the P5534 can be found on AXIS' website at http://www.axis.com/products/cam_p5534

Drupal Version 7.0 Release



Approaches

Drupal, the basis for our highly functional Content Management System (or CMS), is set to move to the next major version, 7.0, in the near future. While there has been no date announced yet for the final release of Drupal 7, many suspect that it is not long away. What does this mean for our customers? Extra functionality and customisation within our Content Management System will allow us to provide even more flexible functions and features for those wishing to update their own website painlessly and seamlessly.

If you are ever looking for the ability to not only have a great looking website, but save on time and labour costs by being able to update it yourself, a CMS has been proven time and again as the

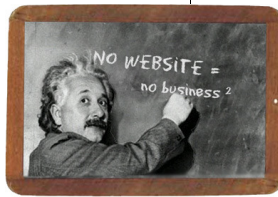
way to go. What, exactly, is a CMS? Simply put, when integrated into a website, a CMS allows you to create information on a one-time basis, instead of having to go back and re-create it over and over again for each additional page you add. Likewise, it lets you update the content on existing pages of your site as smoothly and easily as making a Word document. Anybody who has written a document in a Windows-based word processing program will be instantly familiar with the interface and be able to make professional-quality content for your site with no required knowledge of HTML (Internet code) or programming.

For more information about Content Management Systems and their benefits, visit our website's CMS section at <http://www.xtreme.com.au/web-design/content-management->

[systems-cms](#) or drop us a line via phone or email.

Xtreme Simple Websites: Because no Website = no Business

In this current day and age, there is simply no excuse for a business not having any kind of presence on the web. By not doing so, you are making it almost literally impossible for potential customers to find your business among the endless competition out there that may have a site, however basic it may be. Even if someone was to search specifically for your business name, the best they could hope for is a Yellow Pages result on the Google listing and perhaps a Google map, with no details about your company or what it does... never mind that the chances of finding your business when conducting a general search for the product or service you



provide would basically be zero. According to research, 80% of females and 76% of males get product information from Websites they visit.

There are also multiple other reasons why a website is a must in the current age and economic climate, including:

- **Establish your Internet presence:** The fact that millions have household access to the Internet makes it the first and most obvious reason for your business to have a website.
- **To Advertise your Business:** Think of your business website as an online brochure – one that is accessible by existing and potential customers any time and anywhere.
- **To Save on Advertising Costs:** Having a well-designed business website is not only very effective, it is also far more economical than placing ads in

other mediums. The only major cost involved is the website development cost, and it is one-time.

- **To Help the Environment:** Helping to eliminate the need for print brochures, flyers, etc., having a website also can do your own little part for helping the Earth.
- **To Reach a Specialised Market:** With Internet searches becoming more and more focused, customers who are specifically seeking your kind of business can find it quickly and efficiently, bringing you the exact kind of leads you are looking for.
- **To Stay Competitive:** According to CENSIS, at least 60% of companies now have a website. Your competitors may already be in that sixty percent. Don't let them get the customers who could and should be rightfully yours. With this year's edition of the printed

Yellow Pages intended by CENSIS to be the last, it is now more important than ever to have a proper presence on the web and be listed in search engines; however, we understand many (especially small) companies are reluctant to spend money on an elaborate website that may cost them several thousand dollars up front while providing content or features a business of that scale may not really need. This is why at **Xtreme** we are now offering Xtreme Simple Websites at an Xtremely reasonable price!



What does an **Xtreme Simple Website** offer you?

* A clean, professional look with all the necessary main details contained

within one single page

* An appropriate and short domain name so that people can find and remember your website address easily

* Full incorporation of your company's branding, logo and colour scheme into one slick package

* Your company's contact details, map for potential customers, and any other relevant copy you wish to be

displayed

* Near-instant loading times from being hosted on our company's premium-grade servers

* A listing in Search Engines that makes it possible for potential customers to find you

Pricing for an **Xtreme Simple Website** is an Xtremely low \$299 for the page, with hosting prices dependent on the customer's chosen plan. So Keep It Simple, drop us a line, and get yourself a presence on the web today. Because remember:

No Website = No Business.

Wireless Hotspot Testimonial of the Month

"I have used Xtreme's Hotspot for over 12 months and have found their Internet to be very efficient, user friendly, and above all else, very profitable for my business."

- Gayle O'Sullivan,
Managing Director,
Miro Apartments /
Pacific Resort

Wireless Hotspots by Xtreme:

- Better profit margins
- Stronger wireless signals
- Locally-based, 7 day a week customer support

wirelesshotspot.com.au

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