

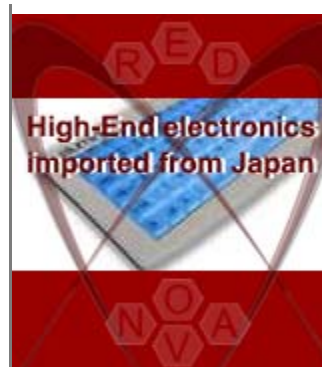
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Network World Online Redesign Guided By Groundbreaking Research Tool

Research Results Deliver Quantified User Experience Data

Network World announced the launch of its newly redesigned web site, www.networkworld.com, with usability enhancements that build on the site's successful 10-year track record as the leading online resource for network IT executives. During the design phase, Network World utilized a groundbreaking research tool, Quantemo(TM), developed by Ceonex, which provides unique capabilities for measuring and improving the usefulness and usability of web sites. By utilizing Quantemo, Network World discovered exactly which changes would make it easier for site visitors to navigate the depth of information available and how they want to see information grouped, displayed and integrated.

Network World is the first company to use Quantemo, a new research tool that correlates experimental and observational research data with survey methodologies to validate and quantify responses to the design of web site content. Utilizing research results, Network World uncovered several new usability techniques that led to improvements prior to final design and deployment of the site. For example, developers spent many hours improving Doc Finder, Network World's web site content search tool, so that searches include editorial content and test results as well as special vendor supplied content that might even be located in a vendor-branded microsite. Research Centers, an already important and popular feature of the site, now contain topic-specific subcategories that are prominently displayed so viewers can conduct deeper and more efficient levels of research into new technologies and the vendors providing them.

"Leveraging this advanced usability testing enables us to build the most useful network IT resource," said Kevin Normandeau, vice president of online, Network World. "By focusing on the visitor, we build affinity and a better environment for our advertisers to deliver their message. We are pleased to see that the time and expense of utilizing Quantemo will pay itself back as we deliver the best online experience possible for both our advertisers and our audience."

Results of usability testing indicate that visitors desire advertising content as long as the information is relevant and well labeled. Based on this, the new NetworkWorld.com provides enhanced opportunities for advertisers to thread webcasts, whitepapers, microsites and special reports throughout contextually relevant areas of the site. This means that advertiser offerings and messaging is delivered to strategic decision-makers - the over 800,000 Network IT Executives who visit the site each month - at a time when these viewers are most engaged and open to contextually relevant offers.

About Quantemo

Quantemo is a new research process that correlates physiological and psychographic data with observational and survey methodologies to validate and quantify responses to the design of web site content. Baseline sensor readings are taken for all participants in simulated situations in order to develop an emotional response dataset. Participants are then asked to perform predetermined set of tasks during which measurements are collected for later comparison with the baseline - all time stamped for correlation. "This methodology allows for the observation of what the viewer actually "does" in conjunction with what the viewer feels and with what is actually being reported when surveyed," noted Theodore Agranat, CEO, Ceonex. "By utilizing Quantemo, a researcher is able to compensate for the research bias experienced with most methodologies when participants try to be nice or helpful. The result is that you get information you can actually count on to deliver a better web site."

About Ceonex

Geonex (www.geonex.com) is a global Internet consulting and development company helping clients to create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Geonex produces highly scalable business solutions and online user experiences. Geonex clients include Berkshire Life, CXO Media, Fidelity National Financial, Hewlett Packard, Intel, KPMG, Miller Brewing Co., Network World, Phillips and Procter & Gamble. The company has offices in the US, Pacific Rim and Europe, and can be reached at 413-663-9798.

About Network World

Network World, Inc., the Leader in Network Knowledge, empowers Network IT Executives through education, information and community. Network World, an IDG company, is the leading provider of news, analysis, reviews, events and education on information technology. Network World publishes the leading newsweekly, Network World, hosts the most active online community (<http://www.networkworld.com>), and produces educational seminars and events worldwide. Network World's portfolio of strategic marketing programs provides marketing and agency professionals with the tools to generate high-quality leads, optimize marketing campaigns, and create new revenue opportunities.

About IDG

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo(R), MacworldConference & Expo(R), DEMO(R), and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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