

# mono.net™

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## MONO WEBSITE BUILDER GIVES YOU BUILDING BLOCKS ON THE INTERNET

The spontaneous joy of creating ones own universe has made building blocks a classic source of fun amongst both children and grown-ups in the physical world. With the introduction of mono, a whole new universe of fun becomes available on the Internet.

mono was presented on national Danish television August 24th where the Danish Internet expert Tim Frank Andersen said the following:

**'mono is really easy to work with and very flexible - in a way it is very similar to building blocks. And you edit everything the way you actually see the website on the Internet (WYSIWIG)'**

mono consists of a number of pre-defined modules that can be combined in a million ways. With mono, everybody can design their own website without any coding or creative skills.

With mono it is easy, really easy. Create a personal homepage, family website or a website for your company. The possibilities are endless, as well as the fun of combining the various modules to your own needs.

What makes mono stand out from all other website-builders on the market is the user-friendly, flexible variation of things that can be done, created in a completely professional environment in which the quality of the end product is only rivalled by the ease of creating your very own homepage.

The system with the building blocks (modules) allows for great flexibility and the possibility for creating a completely personal homepage based on exactly what you want to present on the Internet. Even if you do not have experience with the creative process of designing, mono has the solution: an array of professional design templates available to the user.

Also the design makes mono stand out from other web-builders. mono is based on a complex design-system which 'allows for a combination of the different content modules without everything collapsing on itself or looking ugly', as quoted by lead designer René Hedegaard Petersen, who is also one of the three founders of mono.

mono is a website-tool for the private, individual or small companies and organizations that neither have the required skills nor the resources to acquire a website otherwise. mono is based on a professional web-based content management system and has undergone 4 years of continuing technological development, where focus has been placed on the design and a user-friendly interface.

The beta-version of mono was launched in 2006, 'and the preliminary feedback from our beta-users was overwhelming' said David Højelsen, developer and part of the trio of founders behind mono. Some of the feedback mono received was...

*'Great stuff .... World domination to you guys for a great concept;)' - JK*

*'Thanks for a great product. I showed it to some friends the other day (friends who are avid coders) and they were actually quite impressed. I didn't understand any of the source-code myself but it caused a unified "Ohhhh!" from my friends. Not bad. 'ey?' -Korfits*

...and has provided fuel for the mono team's desire to steadily improve and perfect mono. Even though there are other website-builders and blog-tools on the market, we rest assured that we will provide new standards for web publishing with mono.

The ideological premise for mono is to offer everybody a top-professional product. Through the last ten years we have developed complex online solutions and produced websites for larger companies, concerns and public service functions, but at the end of the day we feel that the Internet is for everybody. Therefore, it is our belief, that everybody should have access to a web-tool that allows actual publishing on the net. In those matters we like to think of ourselves as a modern Robin Hood. 'We have used our ten-year long experience to develop a top-professional web-tool that we now put to good use at public disposal' says Louise Lachmann, the third of the three founders of mono.

## FACTS

- mono is an online site builder accessible through [www.mono.net](http://www.mono.net)
- mono is based on a professional content management system used by a wide number of companies and organizations including LEGO, Sony Center Nordic and Copenhagen Fashion Week amongst many others.
- mono requires no technical or creative skills.
- mono provides everybody with the opportunity to create a website, including a photo-album for their family, their company, or their sports association or organization.
- mono provides its users with a wide array of cool design templates
- mono is 100% search machine optimized. Websites made with mono will be easily found through search machines.
- The HTML used in mono is W3C-validated HTML 4.01 transitional. Combined with the CSS used and the advanced programming put into mono, it is secured the best possibilities with regards to search machine optimization.
- Editing your mono website in 'WYSIWYG' (What You See Is What You Get) lets you see exactly how your website will look after publishing.
- By using 'drag and drop' functions you can easily manage and move text and images on your website.
- mono can be used on any platform. No matter which computer you are using, you can edit and manage your websites content.
- mono is developed in PHP and is 100% object-orientated. All data storage is based on XML/MySQL.

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## THE PEOPLE BEHIND MONO

- René Hedegaard Petersen, designer; David Westmark Højelsen, developer; and Louise Lachmann, business-manager. Together they have founded mono.
- Combined, mono's founders have more than 30 years of experience with complex

online solutions in a professional B2B environment.

- Get more information about the people behind mono on [www.matter.dk](http://www.matter.dk)