



Fourth Company Joins Technology Incubator

Dizzytree Inc., a company providing web development services has moved into the Technology Incubator. The company specializes in web application development (including open source applications), site marketing, usability testing and also provides hosting services.

Businesses rely heavily on their website to create awareness and make their impression on a tech-savvy population. Dizzytree Inc. focuses on producing websites that are innovative, attractive and functional.

"Dizzytree Inc. designs websites that work for you,

not make-work for you," said Brad Madigan, Owner Dizzytree Inc. "Your website should and can brand a positive impression of your business, improve your

business' efficiency and improve your accessibility."

Dizzytree developed Ivy, a Content Management System (CMS) empowering clients to update and customize their website content quickly and easily. Now the company is in



Brad Madigan, Owner, Dizzytree Inc.

the process of taking its CMS to the next level and developing a CMS that helps clients to manage their business and their website all at once.

Dizzytree also provides website consulting services and evaluates websites using
(Cont'd on Pg. 2)

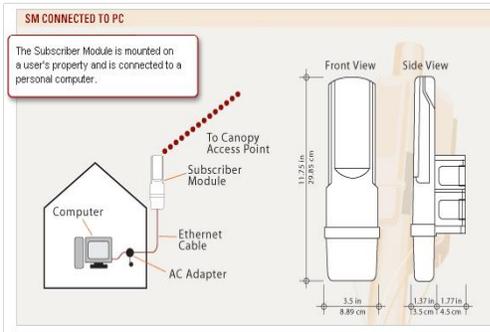
Satellite Broadband Connects Rural Customers

Microage Sault Ste. Marie is distributing a break-through technology for residents and businesses located beyond the reach of broadband communications.

Xplornet is a new two-way Satellite Broadband service solution that provides unlimited access to high-speed Internet with interference-free transmission.

High-speed Internet is a valuable, and sometimes necessary, tool for businesses. High-speed Internet can increase a business' efficiency and improve communications.

Xplornet is easy to set up,



always-on-line and available at a monthly rate. The satellite dish mounts to the outside of the building and is connected to a modem and antenna.

"I have been personally using Satellite Broadband Technology for 4 years and Xplornet's KA-Band is more affordable, reliable and it

offers the most advanced security available," said Tim Lajoie, VoIP Specialist and Corporate Consultant for Microage SSM. "Unlike the previous models, the equipment needed is un-obtrusive. It requires minimal

space for set up. I was so impressed with the new KA-Band System, that I had MicroAge set up as an Xplornet Reseller"

Xplornet uses Ka-band, a high radio frequency that allows large amounts of data to be transmitted to and received from small satellite antennas. Ka-band allows users to

(Cont'd on Pg. 2)

Brought to you by the Sault Ste. Marie Innovation Centre

Visit: www.ssmic.com

This monthly newsletter will bring you up to date on all the activities of the Sault Ste. Marie Innovation Centre.

UPCOMING EVENTS

January

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- **January 25th - IT Breakfast - 7:30 am -** Gran Festa Ristorante. Informal meeting to discuss IT projects in the community.
- **January 27th - TAG Luncheon, 12:00 pm** Algoma U in the Great West Life Theatre. Hear from Dirk Townsend - International IT consultant.

For more info please contact:

Sarah Watson
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E-mail: swatson@ssmic.com

Time is Running Out!



Refer a Friend & WIN
www.itssm.com/reconnect

Health Care Communications & Technology Centre Opens

The new Health Care Communications & Technology Centre at 65 Willow Avenue officially opened its doors and a crowd of supporters filled the new space to take part in a ribbon-cutting ceremony on January 13th. Greg Punch, Group Health Centre, emceed the event while MPP David Orziatti, Mayor John Rowswell, Theresa Diangelo, Sault Ste. Marie & District Group Health Association (GHA), and Tom Vair, Sault Ste. Marie Innovation Centre (SSMIC) each gave tribute to the success of the building

project and the beginning of many new opportunities.

The project is the result of a joint venture/ partnership between the SSMIC and the GHA, developed in March 2004 to focus on information technology applications for the health care sector.

"We look forward to working closely with the Group Health Centre (GHC) and exploring opportunities in Integrated Health Care/ GIS solutions and other technology health care initiatives," said Tom Vair, Executive Director,

SSMIC. "The health care sector holds a great deal of promise for technology firms and Sault Ste. Marie will capitalize on its strengths in this area."

This unique partnership advances the SSMIC's mandate to develop new information technology strategies in the health care sector, drives economic development, and provides additional administrative and information technology-related space for GHC. This project is a bold step forward in ensuring that the City of

Sault Ste. Marie has the appropriate technological infrastructure and focus to diversify the local economy and promote new activity in the information technology and health care sectors.

The relationship between the GHA and the SSMIC will provide a solid foundation for the development of partnerships with other information technology firms and stimulate new computer applications for use in the health care sector.

Expert visits Sault Ste. Marie

The next TAG luncheon presenter is a true "world-class" expert. Mr. Dirk Townsend founder of TerraViva Inc., a global Geographical Information Systems (GIS) consulting firm will present Jan. 27th at the GWL Theatre at AUC.

Dirk works on a diverse range of GIS projects from municipal road networks to environmental clean up. He has traveled widely for his profession across Canada, Kuwait, Venezuela and Columbia. Of late, he has been assisting Hydro One in Toronto and is starting a new Emergency Services project in Montreal.

Some of TerraViva's clients include:

- Hydro One, Ontario
- ESRI Canada and the Ontario Ministry of Northern Development and Mines
- City of Toronto, Works and Emergency Services, Toronto
- Kuwait Institute for Scientific Research & United Nations Compensation Commission, Kuwait
- The Department of Environmental Admin. (DAMA) for Santa Fe de Bogota D.C., Columbia

Dirk was the system architect at the Sault Ste. Marie Innovation Centre in its formative year in 2000/2001 and is visiting Sault Ste. Marie for a short time to provide GIS consulting to various groups.

Dizzytree Cont'd

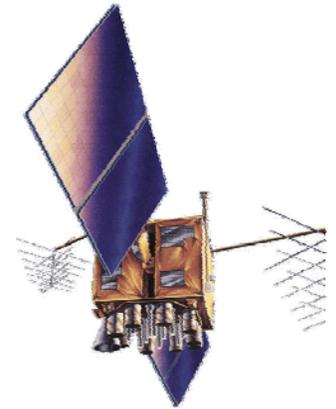
User Experience Design/ SEO (Search Engine Optimization and Usability Analysis). This involves analysis of the website's design code and a review of the website from the perspective of an inexperienced user to identify potential problems.

To protect their clients website investment, Dizzytree uses cascading style sheets (CSS) when producing a website so their clients won't have to start from square-one if they need to remodel their website.

"CSS gives clients the freedom to remodel the visual layout of their site without reprogramming all the data," said Brad. "This can save them a lot of money if they decide that their website needs a facelift."

Dizzytree Inc. also designs Specialized Software Applications. Zavanda is a specialized software application that is in the development stages and is designed specifically for car dealerships.

"Brad has a knack when it comes to piecing together systems that actually improve and simplify business operations," Scott Piccolo, President Piccolo Publishing, Inc..



Satellite cont'd...

upload and download data twice as fast as other transmitters.

"Xplornet is designed for the millions of people in Canadian communities who do not have access to DSL (Digital Subscriber Lines) or digital cable and who are frustrated with slow dial-up service," said Allison Lenehan, Vice President, Sales & Marketing, Xplornet.

Recently, the Satellite Internet for Remote Areas Program (SIRA) was introduced to help rural and remote Northern Ontario businesses.

Eligible applicants may receive up to 75% of the supported costs of equipment and installation of 2-way high-speed internet service (K-band), to a maximum of \$1000. More information on this program can be received by contacting sjones@neonet.on.ca.



Dirk has 14 years experience as a consultant in relational databases and geographic information systems and, like others, when he launched TerraViva Inc. six years ago, he said that he was 'scared-out of his wits' at the prospects of relying on the success of his small business to pay his salary. Now TerraViva Inc. operates at capacity and regularly has to refuse contracts.

His talk will provide an insightful look at running a global business as a one-man show.

Dirk's experience covers a broad range of industries and typically involves the planning, design and implementation of Geographical Information Systems or GIS.