



Infamous Grants Hyperspectrum Web Site Project

Infamous Cycle Works, Ontario, California based exhaust systems and handle bars for Harleys and custom motorcycles, chooses Hyperspectrum Corp. to design their Web site as a strategic move to initiate market recognition and establish industry credibility.

([PRWEB](#)) October 14, 2004 -- Hyperspectrum is set to develop ICW's website to strengthen their start-up strategic efforts and create an impact on their target audiences. The web design firm will combine aesthetic appeal, graphic artistry, straightforward coding, integrated functionality, efficient usability and smooth navigability in a corporate theme. More importantly, the web design strategies will be complementing ICW's culture, values, vision and marketing plans. Color palette will reflect their identity and logo materials. Visuals will showcase product close ups and sample integration to custom bikes. Content development will cater to dealer's needs and concerns.

ICW wishes to have a strong web presence to act as a frontline for their marketing activities. Currently, ICW centralizes its product circulation in the Inland Valley region of Southern California since Ontario is one of the major areas of chopper enthusiasts nationwide. ICW focuses on dealers for wide spread distributorship. Eventually, the future expansion will reach to different states and especially to cities with major motorcycle enthusiast population.

With 10 years of CNC Machining and six years of motorcycle exhaust system manufacturing, ICW is known for its high quality yet low priced triple-stepped exhaust systems and handlebars. Their creations are especially made for Harleys and custom motorcycles. ICW's products are manufactured in the USA and come with a five year limited warranty on workmanship and materials, and one year warranty on chrome.

Hyperspectrum president, Keith Carlos, manages the website development. Carlos exhibits an extensive web portfolio ([keithcarlos.com](#)) and leads the company ([hyperspectrum.com](#)) to new heights. The web design firm is accredited for its five point mission criteria for web design excellence which cultivates client's credibility and growth. The efficient and effective synchronization of affordability, technology, artistry, availability and strategy creates greater success potential for clients. The company is headquartered in Las Vegas, Nevada and operates a satellite office in Orange County, California.

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HYPERSPECTRUM

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Online Web 2.0 Version

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