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CUTTING-EDGE WEB SITE ILLUSTRATES FILM-WORTHY LOCATIONS

Phoenix, AZ; September 18, 2008 — The Arizona Land Company, a Phoenix, Arizona-based location scouting service, has launched a top-to-bottom redesign of the company's web site — HYPERLINK "http://www.locationswest.com" www.locationswest.com — enabling filmmakers and professional photographers a visual tour of film-worthy locations and associated services the company offers.

"My clients are looking for solutions to a principal challenge they face each time they are awarded an ad campaign: Where they will make pictures to best illustrate the ideas for a new promotion." said Michael Maersch, owner of the Arizona Land Company.

Through a series of visually stunning photographs divided into eight chapters, this new web site shows the filming opportunities and services available through the Arizona Land Company. An additional two chapters host the artist's blog and company information.

"As I considered how I want my business and its services to picture-makers represented in my company's website, I gave much consideration to the target audience — the creative sort looking for ideas to augment an already-approved layout or storyboard, or someone searching for inspiration as they brainstorm their response to a proposal-brief or concept in gestation," Maersch said.

"One day clients might need a 'performance road' for automobile advertising; the next they might need a classic ranch with the perfect wrap-around porch overlooking waves of tall grass covering hills, cattle grazing, and an old windmill slowly turning. Another day I may receive a call for a loft apartment, a dance studio, a 'presentation kitchen' at a restaurant, or a backyard with a tree-house," said Maersch.

"I decided to design a site that draws the visitor in with a simple interface and intriguing 'hook' to an organized series of pictures and useful company information. I thought it would be fascinating to present my work in the format of a book with chapters to

browse."

At HYPERLINK "http://www.locationswest.com" www.locationswest.com, the visitor opens an antique leather-bound book by way of interactive symbols on its cover that link to a series of chapters:

The ***Mythic West*** illustrates the collective imagination we share of classic western environments.

The ***Roads*** chapter offers a variety of paved highways, dirt roads, and gravel back-roads and tracks into and through stunning landscapes.

Americana is a series that inspires one to think of Route 66, or that singularly all-American place we like to conjure when our mind goes to "a better place" in "a simpler time."

The ***Landscape*** chapter provides a celebration of the breathtaking diversity of options filmmakers may consider for 'establishing shots' or as a grand backdrop to a photo-story.

Work Play shows environments that are part of our work-lives and fun times.

A Man's Castle presents details of homes, gardens, and other living spaces.

Concrete Glass Steel provides examples of the urban landscape and architecture.

RoundWorld is a destination onto itself, with examples of seamless 360° panoramas viewed within a "window" visitors are able to navigate through. Like a virtual reality headset or diver's helmet, the viewer-frame allows visitors to look around at will in a given place the pictures were made. The RoundWorld site explains how these "Quicktime VR's" are a viable pre-production tool for use by the film director, cinematographer, or production designer (the individual responsible for building the overall "look" of a feature film).

"I have always believed the important thing for someone to accomplish in presenting who they are, what their work is about, is to grab the viewers' attention right out of the blocks; then provide a fascinating series of pictures to draw them in, motivate them to spend time exploring and see how I might help make their ideas reality — inspire them to want to come back for a new shot of juice again. I feel like this site re-design has accomplished that," said Maersch.

More information is available at HYPERLINK "http://www.locationswest.com" www.locationswest.com.

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