



META • FORGE
INDUSTRIAL-STRENGTH MULTI-MEDIA



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WHAT IS META-FORGE?

Meta-Forge is multi-media, with a unique twist. We excel at being the bridge between creative design and technical production. In short, we believe that for design and technology to create a successful product, form must follow function.



WE EXCEL
AT BEING THE
BRIDGE BETWEEN
CREATIVE DESIGN
AND TECHNICAL
PRODUCTION.

Many firms specialize in either the creative aesthetics or the programming that makes it all happen. We focus on the goal of our projects.

First, we define the project's overall goal, then the ways technology can function to accomplish that goal. Lastly, aesthetics are created which support those functions and make the user experience intuitive and efficient.

Our uniqueness also comes from our members, each experts in their given specialties, who are equally well-versed in both aesthetics and technology. Our designers have a foot in the programming world, while our programmers have a foot in the design world.

This ability to use our company's right and left brains simultaneously translates into projects that make better use of technology, satisfy their functional goals, and have noticeably more user-friendly interfaces than projects whose aesthetics are defined prior to their functional elements. This results in better products for our clients, for less money than what the traditional design-firm-first-programmer-last method would cost.



Jack Boris, co-owner/operator of Meta-Forge, has been developing interactive multimedia for over 10 years. He focuses on CD-ROM, kiosk, tradeshow displays and high bandwidth delivery media. Some of his experience includes serving as creative director for companies such as Multimedia Learning, Inc. and MindShare, Inc., as well as Senior Multimedia Specialist for Shandwick International. He has blended his design and technical backgrounds into a skillset which allows him to participate from project concept to completion. He hates onions with a passion, and enjoys any food which falls within the warm color palette (reds, oranges, browns etc.). Green foods are definitely out.

Brandon Goff, co-owner/operator of Meta-Forge, has been developing CD ROM and web technology for seven years, first as president of Babylon Communications, and later independently as lead web developer, application designer, project manager, and CD Rom technologies and interactive designer. His experiences include the information architecture, design, development and management of large-scale CD ROM and web-based applications. He has maintained his business primarily through word-of-mouth, testifying to his reputation for creating high-quality products that meet and exceed expectations. Brandon enjoys ultralight flying in his free time.



Lisa Joubert has been developing visual communications for over 17 years, and holds a BFA in Visual Communications from Syracuse University. She focuses on information design, concentrating on usability, interface design, and complex information/application delivery systems. Lisa started in the print arena, serving as Senior Designer, directing periodicals for the Massachusetts Medical Society, publisher of the New England Journal of Medicine, before focusing her last 6 years on interactive web media. She's served as Web Design Lead for MedServelink and SearchAmerica, and Principal for Teralon Interactive. Lisa enjoys gourmet cooking and her pet fish, Charlie.

David Schultz has been programming interactive media for 12 years using ASP, JSP, Perl, JavaScript, XML, JAVA, C++, to name a few. His experience includes Lead Web Developer positions at both Ulysses Interactive and Dexma. Dave is an experienced database engineer and internet application developer. He has developed many e-commerce and internet banking suites. He has 3 cats — Little Man, KC, and Q.



Steve Tenebrini has 10 years of experience in graphic design and interactive media development. Prior to joining Meta-Forge, Steve served as Senior Designer at Zamba Solutions and Electronic Media Group and held a position with Shandwick Interactive as a developer. He earned a BFA degree in painting and interactive media from The University of Minnesota, with an emphasis on visual communication. Steve is also an Interactive Media/Communication Arts Instructor at The College of Visual Arts in St. Paul.

WHAT WE DO.

WEBSITES AND INTERNET APPLICATIONS

WEB CAPABILITIES

User Interface Design
Back End Development
(ASP, JSP, Java, CGI/Perl)
Web Coding
(HTML, DHTML, Javascript,
VBScript, CSS)
Flash Design & Programming
Product Catalog Development
Database Design &
Development
Internet Application
Development
Information Design &
Architecture
Technology Consulting
Design Consulting
E-Commerce
Streaming Video

WEB LANGUAGES

Javascript, VBScript, HTML,
DHTML, XML, CSS, ASP,
JSP, PHP, Java, Perl, SQL

DATABASES

Oracle, Postgress, My-SQL,
Microsoft SQL Server

MEDIA

Real Video, Window Media
Player, Quicktime, Flash,
Shockwave

www.2grrrls.com
www.acforum.org
www.ambuscom.com
www.asvi.com
www.bandquest.org
www.boxtopsforeducation.com
www.bugles.com
www.clarityav.com
www.centerlinemortgage.com
www.chex.com
www.communitybanksonline.com
www.concretepumps.com
www.concretepumprepair.com
www.cuyunamed.org
www.dexma.com
www.downtownmpls.com
www.edinarealty.com
www.etravelexperts.com
www.federalcartridge.com
www.getintothegame.com
www.generalmills.com/yoplait/
www.goldencircleair.com
www.greatclips.com
www.harmonypark.com
www.heartscanmn.com
www.heatilator.com
www.homefinancingcenter.com
www.infinitytoys.com
www.ihatefinancialplanning.com
www.jundtfunds.com
www.knappwoodworking.com
www.lightingplastics.com
www.limeycreative.com
www.lkca.com
www.maicodiagnositics.com
www.manhattantoy.com
www.marquetteplaza.com
www.marscon.com
www.massmed.org
www.mednet.org
www.medsourcetech.com
www.mhha.com
www.multimediareplay.com
www.ntfc.com
www.ohiowaterwell.org
www.regiscorp.com
www.resonatepartners.com
www.rioport.com/bestbuy/
www.schwing.com
www.scottusa.com
www.searhcamerica.com
www.taylorbean.com
www.toughwrap.com
www.visitams.com
www.visitams.com/sparc
www.visualcircuits.com
www.voyagerbank.com
www.wagnerspraytech.com
www.wayzatadental.com
www.wiken.com
www.wildermessinquiry.org
www.zambasolutions.com

INTERACTIVE CD-ROM AND KIOSKS

- 3M,**
Promo
- Advanced Circuits,**
Laptop Sales Presentation
- Applied Learning,**
Product Development
- Band Quest,**
ACF A+
ACF Hambone
ACF Spring Festival
- Caterpillar,**
Screed Paving Division
- Central Hydraulics,**
PDF Catalog Viewer
- Chris Nielson Productions,**
Talent Promo
- Complast,**
Laptop Sales Presentation
- Dahl Corporation,**
Laptop Sales Presentation
- DDL, Inc.,**
Promo
- Digi International,**
Tradeshows Presentation
- General Mills,**
Wahoos Promo
- Golden Circle Air,**
Colorizer Application
- Grainger,**
Training
- Guidant,**
Guidant Promotional Materials
- Harley Davidson,**
Virtual Press Kit
- Illume,**
Telegrapple
Hands Free Web Browser
- IPOD Plasma ,**
Sales Presentation
- Jennie-O,**
Turky Ribz
- Lull,**
D-Series Promo
- Lutheran Brotherhood,**
Speaker Support
Charitability Packet
(PRSA Award Winner)
- Minnesota State Capitol,**
Virtual Tour
- MLI,**
Speaker Support
- NEI Electronics,**
Laptop Sales Presentation
- Novartis,**
Agrimek Product Release
Zephyr Product Release
PotatoTreatment
- NSP,**
Grounding Course (Training)
- Outsell,**
Laptop Sales Presentation
- Pipeline Supply,**
Product Promo
- Rosemount,**
Training
- Schwing America,**
Small Line (Version 1,2)
Full Line (Version 1,2,3,4)
- Select Comfort,**
Promo CD
- Smeed,**
Product Promo
- State of Minnesota,**
VPAD Presentation
- Testresources, Inc.,**
Tradeshows Presentation
Sales Assistant
- United Healthcare,**
Laptop Sales Presentation
- US West,**
PBX Training Course
- Velocity Healthcare,**
Laptop Sales Presentation
- Victory Motorcycle,**
Virtual Press Kit
- Wayzata Dental,**
Virtual Tour

CD CAPABILITIES

User Interface Design
Development & Programming
Flash Design & Programming
3d Design
Illustration
Animation
Application Development
Technology Consulting
Design Consulting
Information Design &
Architecture

LANGUAGES & MEDIA

Director Lingo
ActionScript
Authorware
Director Xtra Development
Custom Web Browsers
IPIX Interactive Pictures
Digital Video/Audio

KIOSKS

- Great Lakes Aquarium,**
Real Time Weather and
Video Kiosk
- IPOD,**
Plasma Touchscreen Presentation
- Minnesota Historical Society,**
Fort Snelling Medical Kiosk
- Minnesota Wins,**
Interactive Polling (Mall of America,
Crystal Court)
- Novartis,**
Tradeshows Touchscreen Kiosk
- Radisson Hotels,**
Interactive Guest
Comment Kiosk