

## PROGRAMMING SERVICES

Beyond the designed face of a basic web site can lie a matrix of programming supplying the site with features like dynamic content to keep it fresh and the browsing experience personal. Programming can change your web site depending upon who's looking at it, such as to say "welcome back". Programming can provide security protocols to provide multi-tiered web sites with varying degrees of private and public content. Programming can validate user-entered information, such as E-mails and phone numbers in any submitted forms, reducing the errors and red herrings you receive. Programming can also provide you with features like searches, automated mailing lists, live feedback, and anything else you can imagine.

LUSH media speaks many programming languages, such as PHP, ASP, JSP, JavaScript, ECMAScript, etc. Because LUSH media is not married to any one language or development environment, we can choose the tools that best work for your needs, in the most efficient manner. We are also aware that everything we know will be obsolete in the not too distant future, and are constantly learning and adapting to new languages and strategies.

Database-driven content keeps web sites current and accurate. If you depend on web designers and programmers to make simple changes and updates to sites, you will quickly find that costs increase beyond projections and the response time lags behind your needs. LUSH media excels in avoiding this unpleasant situation by specializing in the creation of custom web-based administrative interfaces to databases. The client can easily (and securely) alter the content of the web site with any browser on any computer anywhere in the world, without needing a degree in computer science. We can recommend the database that is best suited to your particular needs, or pair your web site and interface to an existing infrastructure.



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