

# Red Square becomes first Australian Company to deploy cutting edge TrueSpectra Technology

Red Square ([www.redsquare.com.au](http://www.redsquare.com.au)), one of Australia's leading Internet agencies has become the first Australian company to implement TrueSpectra Inc's ([www.truespectra.com](http://www.truespectra.com)) high-performance server-based dynamic imaging software. Red Square is a privately owned Internet Agency that delivers flexible, stable and scalable solutions for its clients, ensuring that these solutions are designed specifically to ensure a positive user experience. With a reputation for consistently developing innovative and integrated Internet solutions for its clients, Red Square is excited to be the first company in Australia to deploy TrueSpectra Image Server v4. "Our "Image.it" hosting service, using the TrueSpectra Image Server, streamlines the way images are published online by dynamically rendering multisize images from a single source image," explains Tony Redhead, Principal, Red Square. "TrueSpectra's image server provides us the opportunity to deploy online systems that allow our customers to simplify their content management requirements and improve their return on investment" Red Square has been providing a hosted version of TrueSpectra Image Server to its clients for over three months and has found that it allows the innovative company to combine the best of its dynamic publishing systems with a wide range of image rendering options including zoom, watermarking and other image effects to provide its clients with a truly flexible and future proof online presence. "Dealing with images in a dynamic environment has always been frustrating and we have had to use work arounds to automate the processes for building photo galleries and other forms of online image presentations. We have never been able to achieve the results of true dynamic image manipulation and deployment until we came across TrueSpectra Image Server," continues Mr. Redhead. "As we are the first Australian Company to deploy this server technology, it makes our service offerings even more attractive." "Red Square joins a growing list of companies standardising on TrueSpectra for their image serving needs," says Mr David Watkins, President and CEO of TrueSpectra. "Red Square has been very effective in integrating the power of the Image Server with their Web services, establishing them as one of the leading TrueSpectra development companies worldwide." With quality images and upload time vital to the web site user experience, Red Square uses the TrueSpectra Image Server to render and serve multiple images from one file format, without resulting in overloaded server image files or time wasted re-sizing and manipulating images. With Red Square clients Youth Hostel Association of Australia ([www.yha.com.au](http://www.yha.com.au)) and BackpackersEssentials Magazine ([www.backpackeressentials.com.au](http://www.backpackeressentials.com.au)), web sites both requiring the serving of derivative images on various pages, zoom capability for maps and online photo galleries, Red Square has found using TrueSpectra to be of great value both visually and financially. Katy Coote, Spokesperson YHA Australia says, "TrueSpectra has enabled us to manage our image library from one location, eliminating the need for storing and maintaining derivative images whilst assisting us to improve the delivery of our images to our online visitors." About Red Square Founded in 1995, Red Square <http://www.redsquare.com.au> is one of Australia's leading Internet agencies with a reputation for developing innovative and successful websites. This privately owned business delivers flexible, stable and scalable solutions for its clients, designed specifically to ensure a positive website user experience. Offering a wide range of Internet related services including; e-business strategy development; web based application development; Rich Internet Application development; web hosting and enhancing web user-experiences; Red Square is able to offer clients a total Internet solution. With some of the nation's best web development staff on board, Red Square consistently provides clients with quality Internet and Intranet solutions. Key Red Square clients include: oneworld Alliance, Telstra, Panasonic Australia, P&O Nedlloyd, Harvey World Travel and YHA Australia. About TrueSpectra TrueSpectra, Inc, is the leading provider of high-performance, server based imaging solutions in the United States. TrueSpectra Image Server is proven to streamline the image publishing and maintenance processes, saving customers time and money with technology based on industry standard HTTP. It easily integrates into existing infrastructures with minimal training. Customers including Fortunoff, Kinkos, The Ohio State University, and Macys among others. TrueSpectra's partners include Speedera, Macromedia, Oracle, and Blue Martini Software. For additional information, please visit <http://www.truespectra.com/>