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New Nemacolin Site Features HyperPortal 3.0 from HyperDisk

Irvine, CA –Hyperdisk Marketing announces the launch of its HyperPortal 3.0 Content Management System® on the new [Nemacolin](#) Woodlands Resort website. In the latest of a history of innovations and technological advancements from the pioneering firm, [HyperPortal 3.0](#) of next generation “in place” page editing. The highly advanced technology blends seamlessly into the dynamic and creative Nemacolin site that represents the resort’s wide variety of amenities and luxurious appeal.

What is Next Generation Page Editing?

1. “Direct to page editing” requires no administration interface. That is to say that in previous versions of Content Management Systems (CMS) there are two separate pages; one for managing the content, the admin interface; and one for viewing it, the user interface or actual page being viewed through a browser. The administrator must jump between the two pages to see if the changes made on the admin page are accurately reflected on the user interface. HyperPortal 3.0 eliminates that inefficient system. The page being edited is the page being seen by the viewer.
2. “I Get Widgets” allows for changing of pictures, HTML, images, RSS, Meta Tags, and lists. These editing widgets expose just enough details to allow quick changes without requiring any HTML programming knowledge. It is a “type and click” method very similar to working in the MS Word environment. All of the widgets are custom designed and prevents the editor from reaching outside of predetermined parameters of page layout and design. It is a blog like function with all of the style and presentation that is delivered with a site from HyperDisk.
3. “On Demand Page Creation” allows for creation of new pages from templates with URL’s to suit the clients SEO and/or promotion needs.



4. "Appropriate AJAX" leverages the right amount of AJAX in the right places. "It just feels natural," says Chris Plummer, Nemaocolin's Director of Marketing. "Auto-responders that preserve page context on form sign-up, and the 'Always With You' shopping interface which doesn't require a page refresh to purchase items or view the shopping cart make our visitors' experience much easier. That leads to more sales and more revenues. The fact that HyperDisk can incorporate this type of advanced technology into a beautiful and engaging website is truly remarkable. The response has been fantastic."

"In addition to HyperPortal 3.0 the site also incorporates other advanced technologies; Seamless Experience: More than just a resource for garnering resort information and booking room nights, the new Nemaocolin site is "next gen" with features like 10 streaming videos, an interactive resort map, flash commercials, Hi-Def virtual tours, Web 2.0 applications and social networking tools to maximize the guest experience," said Steven V. Seghers, HyperDisk Marketing's president.

About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (<http://www.hyperdisk.com>) is a leader in strategic emarketing and communications services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROMI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive fusion marketing techniques. Hyperdisk represents nearly 300 hotels in 26 states, and is the most awarded agency by Hospitality Sales and Marketing Association International (HSMIA) over the past two years. In addition to hospitality, Hyperdisk represents Fortune 500 in the pharmaceutical, foodservice, financial and real estate industries.

About Nemaocolin Woodlands Resort

[Nemaocolin](#) Woodlands Resort is a family and luxury vacation destination on 3,000 wooded acres in the Laurel Highlands of Southwestern Pennsylvania. From the luxurious AAA Five Diamond Falling Rock boutique hotel to the comfort of your RV, Nemaocolin's six lodging options cater to everyone's personal choice with a variety of amenities. It's another season at Nemaocolin Woodlands Resort

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