

VIDERITY
STRATEGIC, CREATIVE, TECHNICAL

vid-ēre (v. from Latin *videō*)
to look out for, to see to, to care for, to provide, to make sure

Vi-der-i-ty (n.)
the fairy godmother of web project staffing companies

If wishes were fishes...

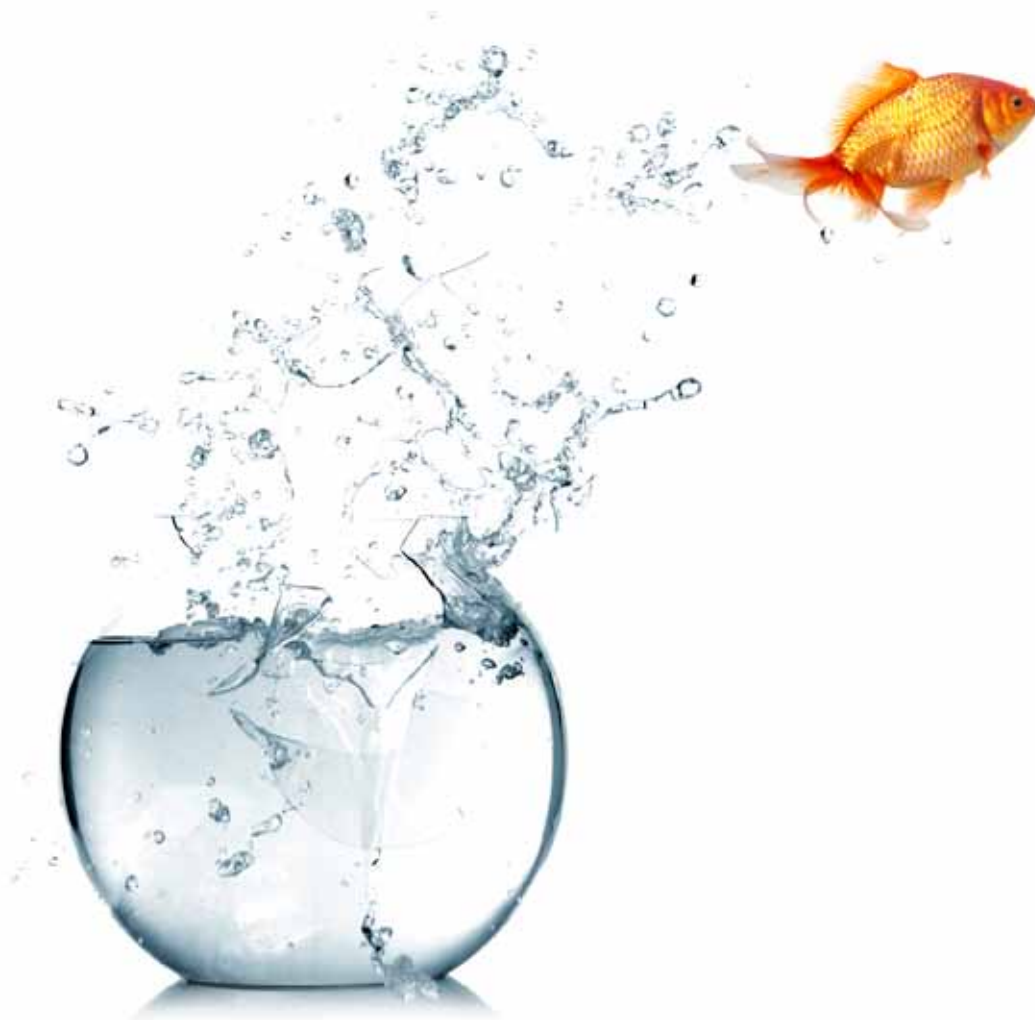
You'd never have to worry about picking the wrong people to work on your project.

You'd have a flexible contractor with interchangeable, highly specialized (and talented!) staff.

You'd be able to trust that they could take care of any problems as they crop up, as well as work seamlessly with your own team.

Plus, it would make life a lot easier if you didn't have to go through a lengthy procurement process to bring them on board.

But that's all wishful thinking, isn't it?



...wish granted.

Whatever your need — usable and cleanly coded websites, content management system integration, gorgeous graphic design, usability and quality assurance testing, or web program management—Viderity is there, making your wishes come true and providing:

All the talent and expertise you need, working on site or remotely.

Staff that know both their jobs and your sector, inside out.

A proven project management methodology that ensures your project is executed flawlessly.

8(a) certification, so you can sole-source contract with us in weeks instead of months.

A guaranteed passion for your project and its goals!



Something for everyone...

What can Viderity do for you? It all depends on what you need; our staff are ready and able to take care of virtually all of your Internet project requirements.

Need help creating a compelling user experience?

Your site or application has to be easy to use and look great. Lucky for you, our interactive designers are information architecture experts as well as usability and visual design gurus.

Need an app for that next great idea?

Whether it's migrating an existing web app or working from a sketch on a bar napkin, our team can get your app in the hands of your Android-, iPhone-, iPad-, and Blackberry-loving customers faster than you might think.

Concerned about branding?

It's more than just a logo — our online branding consultants know how to turn your organization's mission into a memorable, meaningful identity.

Freaking out over project management?

Viderity will take care of everything and make sure your project is completed on budget, on time — and save you lots of sleepless nights in the process.

Overwhelmed by the back end?

PHP, MySQL, OpenSource, jQuery — they're more than just buzz words. Our crazy-smart technical experts will help you sort through the jargon and take care of all the coding and setup at your end.

Not sure about accessibility?

Accommodating users with disabilities isn't just the law, it's common sense. Our experience with Section 508 of the Americans with Disabilities Act will help ensure your site is accessible by all.

Need to be more social?

If you're ready to engage your audience in a two-way conversation, we'll drag our Internet marketing consultants away from Facebook and Twitter and send them over to help!

Confounded by metrics & analytics?

Where you see only numbers, our analysts see ways to demonstrate your site's effectiveness — and to make improvements.



How the magic happens...

No matter what your needs, Viderity will be there, making your wishes come true. It's almost like magic, except that it's based on years of knowledge and experience in the web industry and a time-tested method that looks a bit like this:

1. Planning

We learn about your organization, your market, and your audience in order to work out the strategy and project requirements needed to bring your project to life.

2. Information Architecture

We identify all the information that needs to be presented to your audience, organize it in a simple and user-friendly way, and document everything in detailed blueprints that will be used to build your site or application.

3. User Interface Design

Using these blueprints, our brilliant designers take over and develop a beautiful, effective way of presenting the information in a manner consistent with your organization's brand and identity.

4. Implementation

We take the designs and code them into accessible, standards-validating web-pages and wire them up with back-end applications like content management systems, legacy databases, and ecommerce engines.

5. Testing

We wrap everything up with a thorough review of code, requirements, and standards compatibility to make sure everything works exactly like you planned it and will stand up to the rigors of daily use.



The proof...

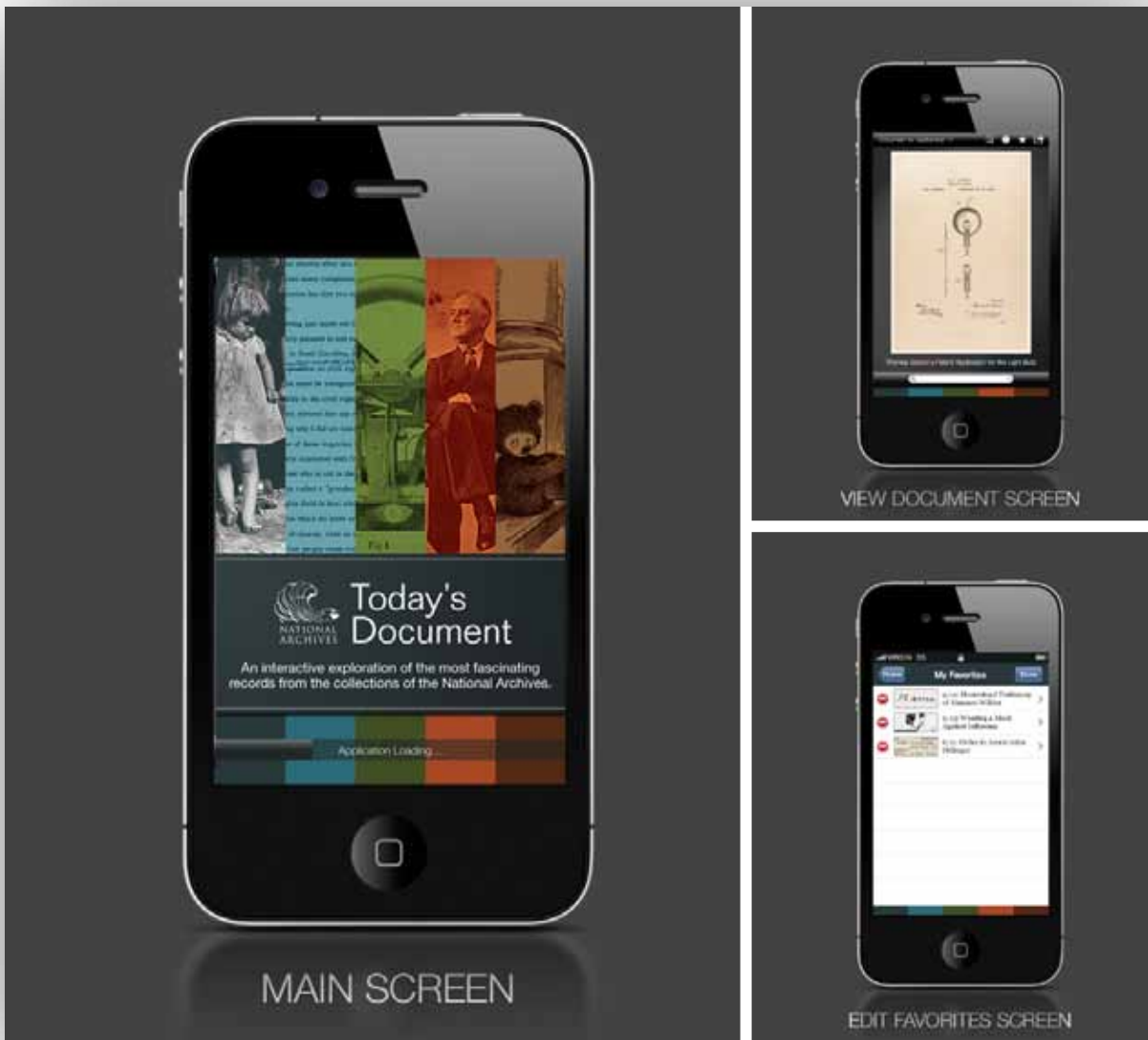
We've worked with a lot of great organizations on some awesome projects. We'd like to share a sampling with you here.



> Today's Document

Application for the Apple (iPhone/iPad) and Android mobile platforms

In a single month, we developed a full-featured mobile app that showcases 365 documents and photos from the holdings of the National Archives. Users can search for a specific document, zoom and pan images, and share with friends on Facebook and Twitter.



> Documented Rights

Online exhibit at www.archives.gov/exhibits/documented-rights/

We created this website for the National Archives to accompany the physical "Documented Rights" exhibit currently touring the country. It showcases photos and stories chronicling the history of civil rights in America.

THE NATIONAL ARCHIVES
DOCUMENTED RIGHTS

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SECTION II: BROKE AT LAST

"IF THERE IS NO STRUGGLE, THERE IS NO PROGRESS."
FREDERICK DOUGLASS, JANUARY 9, 1857

FOR SEVERAL HUNDREDS OF YEARS (longer stretched slavery) the 14th Amendment (1868) defined citizenship; the 15th Amendment (1870) protected voting rights. These amendments were intended to eliminate the last remnants of slavery and to protect the citizenship of African Americans. A short period of racial freedom quickly ended in "separate but equal" rights and, in some cases, new forms of slavery. By the late 19th century, Jim Crow laws created a system of segregation.

Photograph: Frederick Douglass, ca. 1857
A portrait of Douglass, ca. 1857. Photo by the Library of Congress, Prints and Photographs Division. Digitized by the Library of Congress, Prints and Photographs Division. Digitized by the Library of Congress, Prints and Photographs Division.

Letter from Frederick Douglass to Secretary of State James G. Blaine, Accepting the Appointment as U.S. Minister to Haiti, June 26, 1850
Frederick Douglass was recruited for President Fillmore's cabinet and appointed as minister to Haiti. He was involved in several political positions, including ministerial positions and several generalist roles.

Letter from George Jones to James K. Polk, March 20, 1845
When Frederick Douglass was appointed as ambassador to Haiti, one writer concluded this "single instance of the freedom of the admission of a colored man to the highest office of the entire country."

"THE RELATION BETWEEN THE WHITE AND COLORED PEOPLE OF THIS COUNTRY IS THE GREAT, PARADOXICAL, INFERIATIVE, AND ALL-COMMANDING FOR THIS AGE AND NATION TO SOLVE."
FREDERICK DOUGLASS, MAY 1853

"OUR IGNORANCE WAS THE GREATEST HOLE THE SOUTH HAD ON US"
FREDERICK DOUGLASS, 1853

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THE NATIONAL ARCHIVES

About the Exhibit Schedule Related Resources

DOCUMENTED RIGHTS

SINCE THE SIGNING of the Declaration of Independence, our rights as citizens of the United States have been debated, contested, amended, and documented. The Bill of Rights, the first 10 amendments to the Constitution, established our basic civil rights. Later amendments and court decisions have continued the process of defining our human and civil rights.

Documents in the National Archives give voice to our national struggle for personal rights and freedoms. From the Emancipation Proclamation to the five cases that comprised *Brown v. Board of Education*, this exhibit features a sampling of documents from all regions of the National Archives.

ENTER THE EXHIBIT

"THERE WILL NEVER BE COMPLETE EQUALITY UNTIL WOMEN THEMSELVES HELP TO MAKE LAWS AND ELECT LAWMAKERS."
SUSAN B. ANTHONY, 1897

VISIT THE LIVE EXHIBIT
Atlanta, GA through 02-23-2010

FEATURED DOCUMENT
The Emancipation Proclamation

VISIT THE ARCHIVES
Locate a Facility Near You

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The U.S. National Archives and Records Administration 8600 Adelphi Road, College Park, MD 20740-6000 Telephone: 1-866-NARA-USA or 1-800-827-4272

> Parkway, Inc.

Commercial website at www.parkwaycorp.com

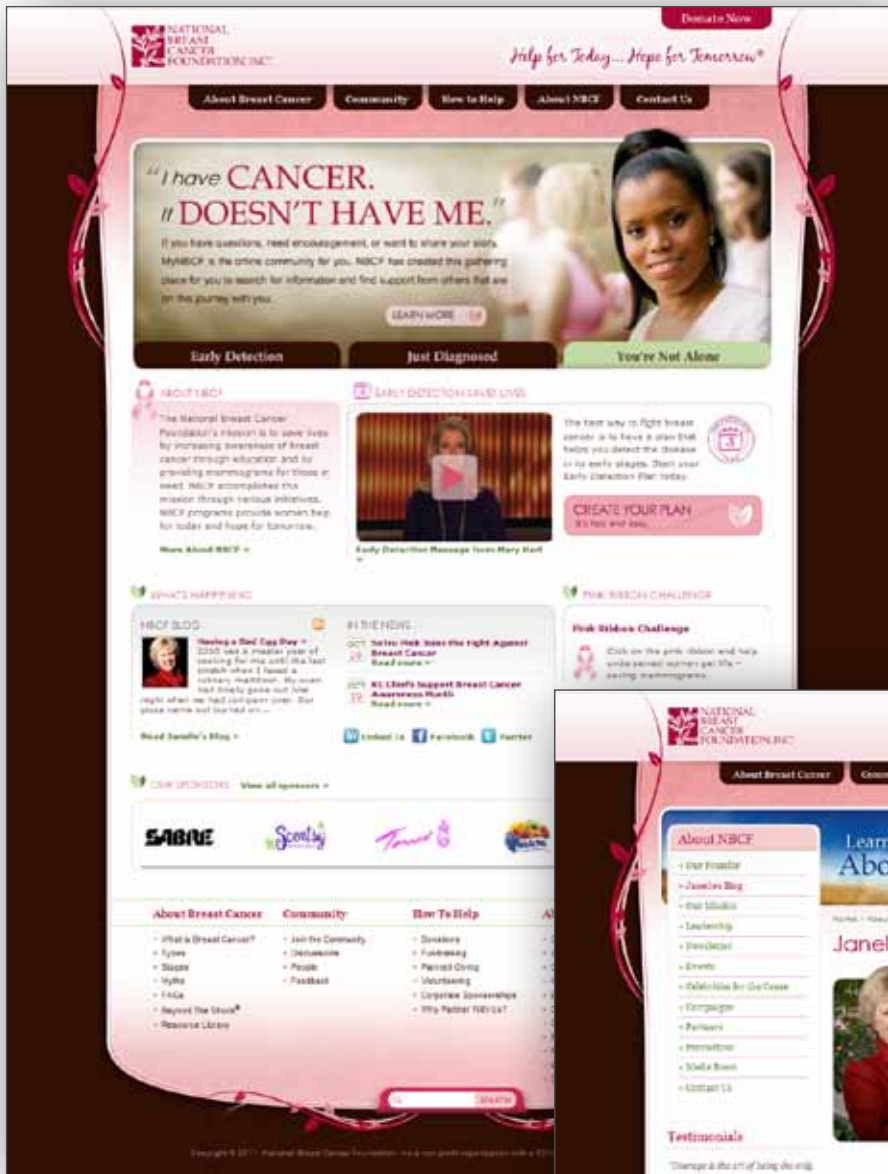
For this developer of commercial parking facilities, we created a database-driven application that allows users to locate any facility throughout the nation by city, street, and even nearby points of interest. Coded with advanced CSS, the site offers increased accessibility, ease of use in maintenance, future-proofing, and flexibility.



> National Breast Cancer Foundation

Non-profit website at www.nationalbreastcancer.org

We worked with this well-respected non-profit organization to redesign their site and develop new online community tools where patients, supporters, and survivors can share stories, discuss concerns, and inspire other members. In the first two months after its launch, the number of visits to the website doubled.



Running for Office

Online exhibit at www.archives.gov/exhibits/running-for-office/

Working with the presidential library system, we created this Flash-driven website to accompany the live exhibit of political cartoonist Clifford Berryman's work.



> Our Documents

Government partnership site at www.ourdocuments.gov

This archive of one hundred milestone documents from America's history provides a fascinating glimpse of our nation's past. Features include extensive information for each document, educational resources, and an innovative document viewer that makes it easy for visitors to examine each record in detail.

The screenshot displays the website www.ourdocuments.gov for the Declaration of Independence (1776). The page is divided into several sections:

- Document Viewer:** A large image of the original document is shown at the top left, with a zoomed-in view of a specific section below it.
- Document Info:** A section titled "document info..." provides historical context, stating that the Continental Congress adopted the Declaration on July 4, 1776, and that delegates began signing it on August 2, 1776.
- Navigation:** A sidebar on the right contains a "navigate..." menu with links to home, 100 milestone documents, the people's vote, tools for educators, news & events, national competitions, about this site, contact information, related resources, and search.
- Additional Content:** A "document viewer" section shows a zoomed-in view of the document, and a "welcome..." section provides a brief overview of the site's mission.
- Footer:** The footer includes logos for NHD (National History Day), NARA (National Archives and Records Administration), USA Freedom Corps, Siemens, U.S. News, and The History Channel.

Every Jewel

Ecommerce site at www.everyjewel.com

Built on a full-featured ecommerce platform, this site combines beautiful design with sophisticated back-end integration. To promote the site, we also developed an engaging email marketing campaign utilizing the Constant Contact engine.

EVERY JEWEL. YOUR ACCOUNT ORDER TRACKING CUSTOMER SERVICE

SHOP BY PRODUCT SHOP BY STYLE SHOP BY COLOR SHOP BY BRAND GIFT IDEAS WHAT'S NEW 0 ITEMS IN YOUR SHOPPING BAG

EVERY JEWEL Matching Sets
LOOKING FABULOUS HAS NEVER BEEN SO EASY!
SEE ALL OF OUR EXCLUSIVE MATCHING SETS

SHOP BY PRODUCT
Matching Sets
Necklaces
Earrings
Rings
Accessories
Bracelets

SHOP BY STYLE
Cubic Zirconia
Swarovski Crystal
Engagement & Promise
Designer Inspired
Basic & Modern
Classic
Modern Silver
Marcasite
Men's
Vintage & Antique
Prom & Wedding

SHOP BY COLOR
Pink Clear/ICE
Green Blue
Turquoise Red
Yellow Purple
Brown Black
Pearl White
Gold Orange
Silver

SHOP BY BRAND
Absolute Silver
Angelica
Arthologic
Caeli by Elaine
Celestia
Clenoshy
Divina
Eternia
Every Jewel
FauTerra
Joyful
Kiva Pluz
Lutina
Lumina
Lustara
Mystical Expressions
Pop Perez
Prismatica
Prismatica
R&B by Design
Sovereign Prince
Selectera

Glittering Greats

Sterling & CZ Luxe Set of 3 Stackable Rings
SALE \$42.50 (Compare at \$54.44)

Round Cotton Candy Pink CZ Ring
SALE \$21.90 (Compare at \$28.44)

Ocean Blue Marquise CZ Ring
SALE \$42.00 (Compare at \$54.44)

Ball of the Ball Sterling and CZ 2-pc. Ring Set
SALE \$44.70 (Compare at \$59.22)

Match 2-piece CZ & Sterling Ring Set
SALE \$41.10 (Compare at \$54.44)

Round Silver Necklace
SALE \$37.20

Double CZ Heart Sterling Pendant with necklace
SALE \$41.70 (Compare at \$54.44)

Round CZ & Sterling Silver Chain Ring
SALE \$35.40 (Compare at \$44.20)

Round Silver CZ Ring Set
SALE \$35.40

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FREE SHIPPING on all orders over \$75

NO RISK 30-day, no hassle return policy

BOXES INCLUDED for signature, large beautiful design

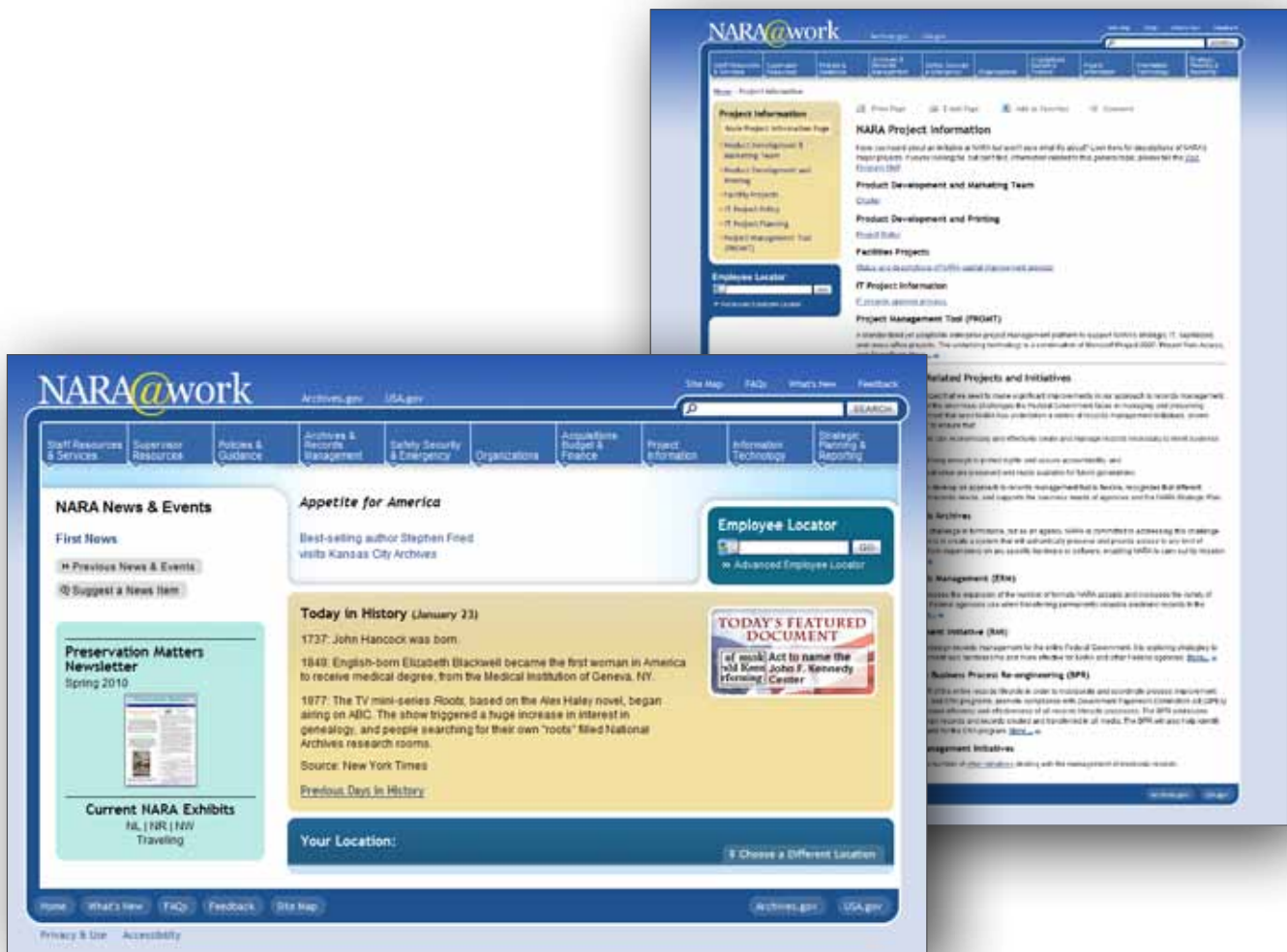
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EVERY JEWEL.
www.everyjewel.com

> NARA@Work

Drupal-driven intranet site at www.naraatwork.gov

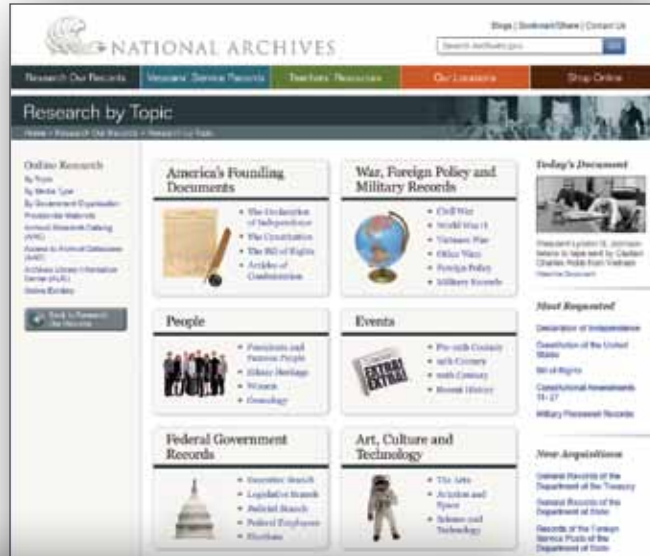
Using Drupal, an open-source content management system, we streamlined information-sharing within the National Archives. A WYSIWYG text editor, publishing workflows, and an easy-to-use interface significantly simplified the process of adding and editing information on this intranet site.



> National Archives

Government site at www.archives.gov

Providing strategy, information architecture, design, and implementation, we completely redesigned the 16,000+ page National Archives website with a keen focus on its visitors and their goals. The resulting site enables research experts and casual browsers to explore America's history through enhanced searching, task-focused navigation, and integrated social media applications.



Don't take our word for it...

"I don't know how we would have a successful program if not for Viderity's ideal combination of technical and communication skills... and constant self-exertion. They've demonstrated that they will work however long, and whenever necessary, to meet a client's needs—many times without being asked. In fact, they approach each project as if it were their own business."

—Jennifer Nelson
Web Program Director
U.S. National Archives

"What a positive experience working with Viderity. They are professional, knowledgeable, and highly responsive."

—Marc Sansbury
Director
Dynamics Event Management

"We have heard nothing but positive comments about the website. We went live this morning and people are thrilled. You guys have done such a nice job with this!"

—John Bryer
Vice President and CIO
Parkway Corporation

"Viderity created a great site in a very, very limited time frame. I look forward to working with Viderity again. They deliver great results, are personable, and are on time."

— Suzanne Adamko Isaacs
Digital Projects Coordinator
Foundation for the National Archives

Just the facts, ma'am...

General Information

DUNS: 828717897

EIN: 263621449

Year Incorporated: 2008

State of Incorporation: MD

Corporate Status: Subchapter-S Corporation

Cage code: 58L23

Certifications

8(a) certification through 2019

GSA IT70 schedule

Maryland Minority Business Enterprise

Women-Owned Small Business

NAICS Codes

- 541430 Graphic Design Services
- 541511 Custom Programming Services
- 541512 Computer Systems Design Services
- 519130 Internet Publishing and Broadcasting & Web Search Portals
- 519190 All Other Information Services
- 541490 Other Specialized Design Services
- 541519 Other Computer Related Service
- 541611 Administrative Management & General Management Consulting Services
- 541613 Marketing Consulting Services
- 541618 Other Management Consulting Services
- 541810 Advertising Agencies
- 541890 Other Services Related to Advertising
- 541910 Marketing Research & Public Opinion Polling
- 561210 Facilities Support Services
- 611420 Computer Training



Questions?
Comments?
Contact us today...

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