



Airport launches redesigned Web site today

Site features improved usability, information access, and new features, functions

INDIANAPOLIS—At 1 a.m. this morning, the Indianapolis Airport Authority launched a new, improved Web site featuring interactive maps, image galleries, searchable calendar and archive, improved navigation, and more reliable flight data.

The site includes fully interactive, color-coded maps detailing specific terminal and concourse areas, including:

- Airlines & Flights
- Food & Beverage
- Public Art
- Services & Amenities
- Shopping, News & Gifts
- Parking & Rates
- Interstate Map

Each map has a content listing. When users click specific entries on the list, their browser windows “zoom” to the corresponding area on the map and a pop-up window with photos and more information, including phone numbers, appears.

A document management tool cleanly and clearly displays board papers, RFPs, image galleries, news releases, and more. The tool can be searched by year and by type of document via pull-down menus. Individual entries expand to show related documents available for viewing and downloading.

An image gallery (searchable by year) contains photos of airport opening activities, individual artwork, and the terminal. When users click a thumbnail image, it enlarges to provide users with more visual detail.

The status of arriving and departing flights now displays in a separate pop-up window so users don’t lose track of their location within the site. A searchable calendar features specific icons to represent airport events, board meetings, and more. When an icon is clicked, a pop-up window appears to provide more information.

The site also contain photos, renderings, and other information documenting the recently completed Midfield Project, including a design overview, facts and statistics, and news releases about the project dating back to 2001.

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The site was designed by Webize Interactive Media, a Creative Street Media Group company. Webize specializes in Web site design, e-marketing and e-business applications, audio and video streaming, and tools for integrating live and archived presentations, video, Web links, surveys, and usage data reporting and statistics. Creative Street Media Group is an award-winning, nationally recognized, fully integrated communications company serving clients in virtually every electronic, print, and interactive medium. For more information, visit www.creativestreet.com.

The Web site's maps were developed and illustrated by RLR Associates Inc. RLR is recognized for award-winning print graphics, signage and wayfinding, and interpretive space design. The company also developed the interior and exterior signage for the new Indianapolis International Airport as well as the branding for the airport's opening communications campaign. They serve as a design-team consultant to top architectural and engineering firms seeking creative solutions to directional and promotional challenges for public and private projects. For more information, visit www.rlr.biz.

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