



## Online business solutions

### A Hybrid information /eCommerce site

#### Opening their eyes: A new web site for the Fred Hollows Foundation

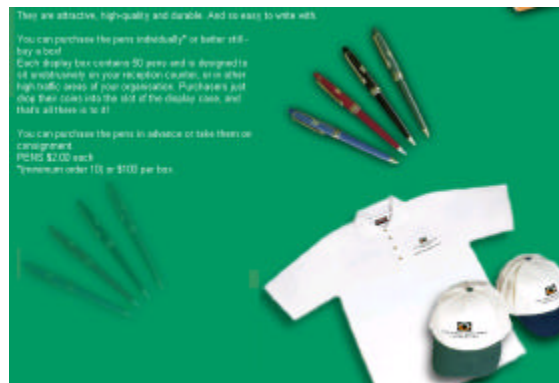
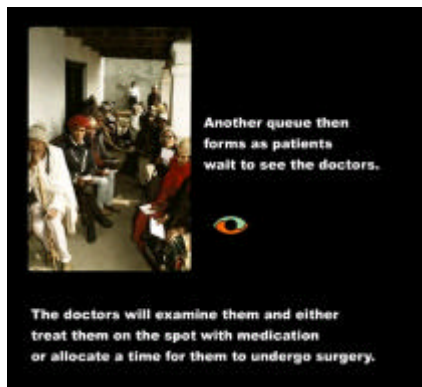
**ResearchPlus** was so impressed by the **Fred Hollows Foundation**, its mission and its achievements, that it developed a new web site for it, free of charge.

The **Fred Hollows Foundation** is a major not-for-profit organization set up to help treat and prevent avoidable blindness in developing countries. It is supported by private and corporate donations, the proceeds of fund-raising initiatives and the sale of merchandise. The new web site would need to combine e-commerce functionality with information delivery for a broad audience, ranging from school children to medical professionals.

The site was designed in close consultation with the Foundation and developed in Net Objects Fusion, a copy of which was kindly donated by Firmware Design. This program was chosen because it would allow **Fred Hollows Foundation** staff easily to update their site after handover. The automated processing of merchandise sales and donations is provided free of charge by World.net. The site is hosted by PPS Internet, who have also waived payment as a way of supporting the **Fred Hollows Foundation**.

One of the features of the site is the 'journey'. From the Splash page, the visitor is invited to 'take a journey' to find out more about the Foundation's work. These animated journeys show aspects of the Foundation's work either in general or in a specific country, or follow the story of a cataract blindness sufferer as he or she attends a clinic, undergoes an operation and returns home, able to see clearly again after many years of total or partial blindness. At this stage visitors are invited to make a donation or to explore the site further.





ResearchPlus is proud to support the [Fred Hollows Foundation](http://www.hollows.com.au) in its work and thanks the other donors who have made the site possible. You can visit the site at [www.hollows.com.au](http://www.hollows.com.au).



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