



It's about storefront volume.

With a direct sales model, Aperion Audio's online storefront is the foundation of its entire business. To ensure market and financial success, it was vital to make this storefront compelling and user friendly. This is where PMSI came into play, as Aperion asked us to redesign and develop their online presence and product storefront.

From wireframes to usability and design deployment, PMSI touched every angle of the storefront, reinventing a site that is not just a simple place to purchase, but—more importantly—a place to connect people with their passions: music, movies and gaming. With this recent successful launch, PMSI and Aperion are already looking forward to the next great innovation. Check them out online today at www.aperionaudio.com.

The screenshot shows the website's navigation bar with links for 'APERION UNIVERSITY', 'STORE', 'PRODUCTS', 'AWARDS & REVIEWS', 'COMMUNITY', 'HELP', and 'APERION WHO?'. A search bar is also present. The main content area features a large banner titled 'A ROCK N' ROLL SYMPHONY' with a man holding a large speaker. Below the banner are four promotional boxes: 'NEW AT APERION', 'THE SOUND ROOM', 'TOTALLY RISK FREE IN-HOME AUDITION', and 'JOIN OUR NEWSLETTER'. At the bottom, there are sections for 'Create An Authentic Home Theater Experience', 'Hear A Concert In Your Living Room', 'Immerse Yourself In Gaming Bliss', and 'Awards & Reviews'.

HOME PAGE

SITE FEATURES

- Interactive system building tools
- Customer and audiophile forums
- Product review engine
- Online chat with audio gurus

The banner features the 'Aperion University' logo, which is a shield with a red and white design. Below the logo, the text reads 'welcome to APERION UNIVERSITY' and 'ALL THE BUZZ OF A REAL COLLEGE WITHOUT THE TUITION OR HANGOVERS'.

AUDIO EDUCATION



SYSTEM BUILDER PAGE

PMSI is a strategic marketing, design and technology company. We're a group of a few dozen, which responds and creates like one many times larger. It gives us fluidity. It allows us to be innovative. And for over 30 years, it has allowed us to achieve results for some of the best-known brands in the world.

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