

Zoo Lex -- Firms on www.zoolex.org

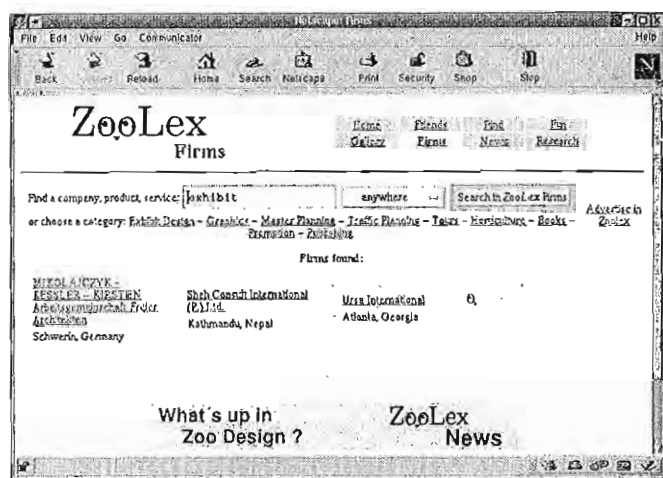
Monika Fibey

The ZooLex Firms page is a new part to the ZooLex website. This page offers a unique service that allows you to locate specific services and products either worldwide or focussed on a particular geographic area. Its main purpose is to facilitate the search for zoo-related services and products. You can go to "ZooLex Firms" from every ZooLex page by pressing the "Firms" button on the top navigation bar.

Companies from all over the world are listed under "ZooLex Firms". It is here that you will find their address, a description of their products and services, and you may also find references to exhibit projects. All information is provided by the companies and systematically saved in a database. Various search modi help to find specific information.

Now, zoo professionals can easily find special products and services on the internet.

Banner first



Companies can be selected by name, product, service and geographic region or by business category.

When you visit the "ZooLex Firms" page, you will first see search options and a banner. A banner is a company's display. Banners allow companies to announce special offers and new products. Banners are changed randomly each time you start a search on the Firms page. As long as no specific company is selected, an advertising banner is displayed. Once a company is selected from the list, the banner will be replaced by the selected company's page.

What to find in ZooLex Firms

You can find a company, as well as a product or service by typing its name into the empty field at the top of the page and pressing "Search in ZooLex Firms". When desired, you can restrict your search to a geographic region so that only companies located in the selected region will be listed. When looking for a specific company name, you need not select a region as the default is set to "anywhere".

You can also browse the complete company index by leaving the search field empty and pressing "Search in ZooLex Firms".

Alternatively, you can get a list of companies from within a certain business category. The links are listed just below the search field. Currently, there are companies listed for the following categories:

exhibit design, graphic design, master planning and traffic planning, tours, horticulture and books. Additional categories will be listed when needed.

After you have pressed the search button or clicked on a business category, a list of companies that fit your search will appear in the left margin of the page. Companies are listed with their name, city and country of location. Some companies have their own microsite in ZooLex. This is indicated by a ZooLex "eye" next to the company's name in the list. When you click on a company name the company's presentation will be displayed.

Microsites - A company presents itself

Every company can have its own microsite in ZooLex. A microsite is a part of a web page owned by a guest. These special pages are designed by the companies to communicate specifically to their clients. A microsite may be in a language other than English if its owner targets an audience speaking another language.

Companies may include pictures and forms in their microsites. If you fill in and submit such a form it will instantly be forwarded to the company. Microsites allow you to learn more about companies without necessarily surfing to their website. In addition to the microsite, ZooLex offers a standardized record about the company. A link to the record is offered at the beginning of each microsite. If a company does not have a microsite, you will find its "ZooLex Record".



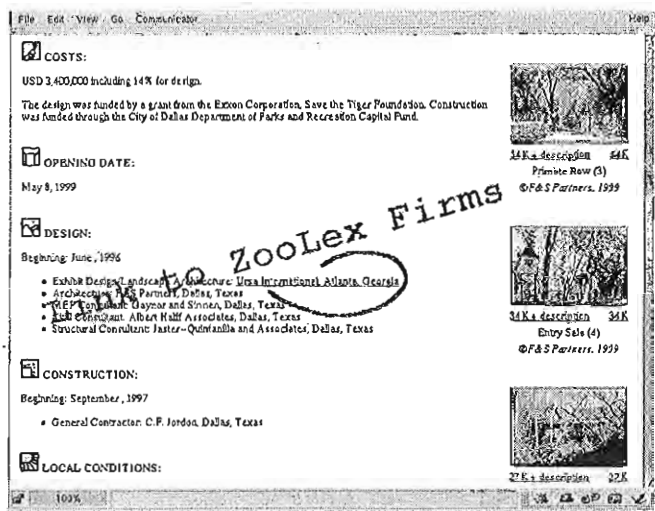
A ZooLex microsite introducing Rosinak & Partner ZT GmbH, our main sponsor.

ZooLex Record - Our presentation of a company

The "ZooLex Record" uses a standardized format for describing a company. At the top of the page appears the company's logo, name and mail address followed by a list of products and services offered. Below that, you will find the company's phone and fax number, email address and homepage address. The company may also add information about its foundation, owners, staff and a short description. All information updated by the company. At the end of a record, you may find a list of ZooLex references.

ZooLex references - A special ZooLex feature

ZooLex references are links to animal exhibits presented in the ZooLex Gallery. They allow you to go back and forth between company records and reference projects in ZooLex.



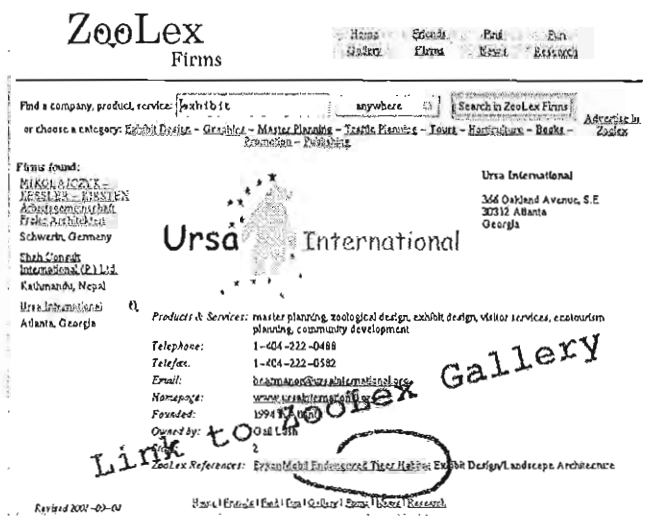
ZooLex exhibit presentation linked to company's record.

If a company is mentioned under design or construction in an exhibit presentation, the presentation is listed as a reference project in its ZooLex record. Since Gallery and Firms data are saved in the same database, updates are done automatically. Each time a new exhibit with contributions of a listed company is published in the Gallery, you will find an additional ZooLex reference in the company's record.

The links between Gallery and Firms work both ways. If you find an animal exhibit presented in the Gallery particularly interesting and would like to know who designed it, you can go to the heading "Design" where the companies involved are listed. If the companies

are listed in ZooLex Firms you will find the appropriate links. You can use these links to see company records and advertisements and then go back and continue browsing the Gallery.

ZooLex Firms is a valuable addition to the ZooLex website making best use of the ZooLex database. In addition to various search modes, the links between the ZooLex exhibit presentations and ZooLex records make ZooLex Firms a unique resource for zoo professionals.



A ZooLex record with a link to the company's reference project

WILDPro News

Two News Items for users of WILDPro on www.wildlifeinformation.org

<<http://www.wildlifeinformation.org>> and
<<http://institution.wildlifeinformation.org>>

1. UK Wildlife: First Aid and Care

Whilst this module committed to covering species represented in the UK, animals from the same taxonomic groups also occur worldwide and the information is applicable to species in Australasia, Asia, mainland Europe, North, South and Central America).

This module is now available on the website and CD-ROMs are being sent out by post this week! The module is extremely detailed and we would be grateful for feedback. Subscribers will also notice that introductory and navigation sections of WILDPro have been redesigned.

IF ANY POTENTIAL INSTITUTIONAL SUBSCRIBERS WOULD LIKE TO PREVIEW THE WEBSITE PLEASE CONTACT IAIN BOARDMAN FOR A TEMPORARY GUEST PASSWORD: <<mailto:iboardman@wildlifeinformation.org>>

2. Foot-and-Mouth Disease Module and Access

The WILDPro electronic encyclopaedia and library for wildlife has been open to public access using username: fmd and

password: fmd throughout the FMD Outbreak in the UK. This access will be closed later today and only subscribers will be able to gain access.

Both Individual and Institutional subscription forms are available at <<http://www.wildlifeinformation.org>>.

Membership is inexpensive, and your contributions fund next year's modules! You can subscribe on-line or by fax/post institutional on-line -<http://www.wildlifeinformation.org/Subscription%20Forms/PrintIndividual.htm>

institutional fax/post -
<http://www.wildlifeinformation.org/Subscription%20Forms/PrintInstitutional.htm>

If you cannot afford to subscribe but wish to continue using the Foot-and-Mouth Disease information, please email us on win@wildlifeinformation.org we will arrange for the CD-ROM to be sent to you free of charge.

If subscribers have now forgotten their passwords, please contact <iboardman@wildlifeinformation.org>