



Making A First Impression That Lasts

(NAPSA)—In business, as in life, first impressions are enormously important. The effect of physical design and decor on customers and even workers is considered as critical to the success of the business as the day-to-day operations.

Virginia Postrel, renowned columnist and author of the critically acclaimed “The Substance of Style,” says sensory pleasure works to commercial and personal advantage because aesthetics has an intrinsic value. People seek it out, they reward those who offer new-and-improved pleasures and they identify with those who share their tastes.

Several manufacturers of computers and related technologies take these messages to heart when developing new products for the growing number of small to medium businesses.

“Sony places product design among the top priorities when developing its business products,” said Peter Anderson, strategic marketing manager for that company’s business-to-business solutions. “We understand that our customers are looking for that competitive edge; they turn to us to provide state-of-the-art design combined with innovative technologies.”

The “Small Business Monitor” survey conducted by Open found that 54 percent of small businesses plan to purchase personal computers in the next six months and, of these business owners, one-quarter say they plan to spend more on technology over the next six months compared to the recent past.

When you’re making that technology investment, here are some guidelines to help you harness the power of design to give your business a leading edge:

Invest in progressive, aesthetically pleasing devices from well-known brands. Innovative technology not only can increase pro-



The aesthetic choices you make, whether your clothes or your laptop, are essential to a positive first impression—and can help determine your business success.

ductivity, but it can aid a company in building its image, strengthening its reputation and securing new business.

Provide employees with a state-of-the-art workspace. Smart companies’ cubicles better reflect the firm’s personality through high-style equipment such as flat-screen monitors, highly portable notebooks, and ergonomic furnishings.

Project a large image, no matter the size of your business. According to Anderson, technology solutions with a high degree of style and excellent design can help even the smallest office compete with major corporations. “The latest wireless technologies give individuals the ability to work from anywhere,” he explains. “With high-end offerings such as network projectors, plasmas and videoconferencing devices, companies can increase effectiveness of communication and collaboration.”

Said Postrel, design adds value to commercial experiences by appealing to different tastes and personalities and evoking different associations. Not counting the importance of aesthetic pleasure for its own sake, Postrel added, technology and other office items are more valuable when they offer distinctive aesthetic identities.

For more information, visit <http://news.sel.sony.com/firstimpressions/>.