

DDL OMNI Earns W³ Web Award for Creative Excellence

McLean, Virginia, October 27, 2008 – DDL OMNI is pleased to announce that it has been awarded a 2008 W³ Award honoring creative excellence on the web. DDL OMNI received a Silver Award for the DARPA Defense Sciences Office (DSO) public website (<http://www.darpa.mil/dso>). The DSO website was designed to communicate DSO's mission, provide office and program information, and solicit innovative research ideas.

The W³ Awards honor outstanding websites, web marketing, and web video created by some of the best interactive agencies, designers, and creators worldwide. Sponsored by *Advertising Age*, the competition is sanctioned and judged by the International Academy of the Visual Arts (IAVA), an invitation-only body consisting of professionals from acclaimed media, interactive, advertising, and marketing firms.

In determining winners, entries are judged based on a standard of excellence as determined by the IAVA, according to the category entered. Winners in the website category are judged on **creativity, usability, navigation, functionality, visual design, and ease of use.**



In its third year, the W³ Awards competition received more than 3,000 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals, web designers, graphic designers, and web enthusiasts. Less than 20 percent of entries were award winners.

"We were amazed at the caliber and quality of work received this year. Our winners continue to push the envelope of internet creativity and web design, and it is gratifying to see such great work from the smallest agencies to the biggest firms," said Linda Day, the director of the IAVA. "On behalf of the International Academy of the Visual Arts, we are honored to recognize our winners as they continue to set a high standard of excellence for web development."

DDL OMNI has provided web development, communications, and graphics support to the DARPA Defense Sciences Office since 2000. After conducting thorough usability analyses and an e-government public service evaluation, DDL OMNI recently designed the DSO public website using the latest World Wide Web Consortium (W3C) standards for improved usability and greater accessibility.

“We are honored that the DSO website has been recognized for both its visual and technical merit, and we look forward to continuing our strong record of excellence in support of DARPA web development projects,” said Peter Caylor, Vice President, IT Division. “The entire web development team contributed to this achievement. Their creative and technical input—as well as their exceptional commitment to delivering quality products and services—demonstrates DDL OMNI’s dedication to ensuring customer satisfaction,” he added.

DDL OMNI is an engineering and technical services company whose capabilities include systems engineering and analysis, materials and structures engineering, design and prototyping, operations research, information technology, program management and acquisition support, logistics engineering, distributed simulation and wargaming, environmental services, and award-winning web design and development services.

The company is headquartered in McLean, VA, with offices in Virginia Beach, VA; Newport, RI; Norwich, CT; and San Diego, CA. Personnel also serve at government facilities in Groton, CT; Newport, RI; White Sands, NM; San Diego, CA; and Pearl Harbor, HI.

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