

## Cyrano – invitation to private beta testing

Cyrano – the latest web application from emerging Melbourne-based digital agency, August, is currently seeking private beta testers.

This opportunity is open to one and all, however we anticipate that Cyrano is most suited to time-poor, busy professionals and small business people who need to stay in touch with a large network of clients, and maintain regular and meaningful contact.

### So what's Cyrano all about?

Well it's like this. Our working lives are becoming increasingly dominated by sharing information, blogging and social networking, particularly in an online environment.

Cyrano enables you to quickly, easily and automatically manage your client contact. Once you have imported your contact list from your Outlook program you can automate the process of sending interesting and relevant articles to your network, via a variety of methods including syndication feeds, direct emailing to the system and browser extensions.

Cyrano includes a highly intuitive, easy-to-use interface, and quite cleverly mimics the look of your personal email, so that so it appears authentic, not system-generated.

### Think you and Cyrano are a perfect match?

Please visit [www.cyrano.com.au](http://www.cyrano.com.au) and sign up for our free beta testing, or contact Daniel Banik at [daniel.banik@august.com.au](mailto:daniel.banik@august.com.au).

### About August

August is a Melbourne-based digital agency, where creativity and technology are used intelligently to generate business innovation and success. However, as much as we dig technology, August cannot be defined by technology alone.

August is first and foremost about ideas and bringing them to life. Whether it's creating a large scale, ecommerce-enabled website or developing a targeted, online product launch to integrate with an existing offline campaign, we've got the strategy, tactics and nous to make it work.

August was formed by three switched-on, future-focussed individuals; Daniel Banik, Zoë Warne and Matthew Agar. Zoë and Daniel contributing their business consulting experience and Matthew bringing the technical wizardry required. Together they dared to carve out their niche agency from the ashes of an industry still recovering from the dot-com crash.

August remains proudly independent, in a landscape that is increasingly populated and homogenised by mergers and acquisitions. We have created a vibrant team of young guns and whiz kids, and the right culture for retaining them – no revolving doors or corporate restructures here! Not surprisingly, we are well placed to ensure our growing stable of clients are 'loved and cared for', so they are here for the long-haul.

In addition we work in collaboration with traditional advertising agencies and PR firms, providing digital enterprise and strategy.

And as for innovation, if it doesn't exist, we build it. Not quite right? We improve it. In just over three years, August has created a suite of awesome web-based applications representing 'best of breed' technology; including Minotaur, August's 'kick-ass' CMS that today powers large, ecommerce-enabled websites like Snowgum and Bad Backs.



### MEDIA CONTACT & FURTHER INFORMATION

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High resolution logos and imagery available on request.