

PCWEEK

ONLINE BREAKING STORIES: <http://www.pcweek.com>

SEPTEMBER 23, 1996

WEB SITE OF THE WEEK

Owner: Millennium Productions Inc., Cambridge, Mass.
Description: Harvard-Square.Com is an online community featuring articles on health and fitness, places to eat in Harvard Square (in Cambridge), open opinion fo-



rum and real-time pictures of the square. The site features more than 700 businesses and more than 1,000 pages. Restaurant owners, using a PIN code, can update their menus and content right on the site without having to do any HTML coding. The site was created pro bono by Millennium.

Developer: Millennium Productions.

Web tools: Adobe Photoshop and Premier, Lotus Notes and Domino, Ulead for optimizing graphics. Also used was Echo Sentinel, from Information Cybernetics Inc., of Cambridge, a tool that monitors conversations in the forums using artificial intelligence and pattern recognition technology.

Site traffic: 30,000 to 33,000 visitors per day. Thirty percent are from outside the United States.

Turnaround time: Four months. Went online in August.

Staffing: 12 full-time employees.

URL: <http://www.harvard-square.com>