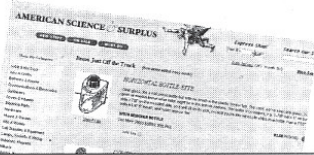


eBIZ



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WWW.SCIPLUS.COM | Niles-based American Science and Surplus, a favorite online haunt for mad scientists and pranksters, has added interactive features to its Web site, including customer-driven favorites pages and e-mail and RSS feed notification of new items. —Howard Wolinsky

Getting the Web in your sites



SCI-TECH SCENE | Lake Forest-base SellFolio makes it easy for even non-techies to create a Web site that has flair

SANDRA GUY

sguy@suntimes.com

A Lake Forest company helps businesses make do-it-yourself Web sites and/or matching CDs with audio, graphics and video bells and whistles.

SellFolio.com is run by brothers Russ and Steve McNeilly, who grew up in the Austin neighborhood and in suburban Park Ridge.

The company's software, which must be licensed for use, enables even non-techies to create Web sites with flair: Users choose from a list of templates and click to change such things as the template's color background, as well as add digital photos, FLASH video and musical selections. The software offers enhancements to photos, such as shadows and glows, and allows the background music to be set to play at a certain speed and to change volume as the Web site appears on the screen.

A company using the software may use its own hosting service to back up the Web site, upload the Web site or let SellFolio do the hosting.

"I'm a firm believer that software should be simple and easy to use," said Steve, 35, who previously ran his own companies that offered multimedia development and produced multimedia training software for the aviation industry.

Russ, 42, who has 20 years of marketing management experience in the software industry, said the company's 4,000 customers range from churches to corporate investor relations departments to the U.S. Army.

"Organizations that buy SellFolio want to make a conscious shift away from text and documents to pictures, sound and video," he said.

Online video is becoming a habit among Web surfers. A survey by Advertising.com showed older surfers use streaming video when they watch news, while younger surfers stream video to watch movies, TV shows and other surfers' home-made videos.

The brothers work out of their homes, much like other executives who have chosen to work remotely.

SellFolio offers three types of software with varying degrees of flexibility, all designed for Microsoft Windows: SellFolio Basic



Vice President of Marketing Russ McNeilly (left) and his brother, Steve, vice president, technology, started SellFolio four years ago, and have seen 60 percent yearly profit growth since then. | TOM CRUZE-SUN-TIMES

for \$49.99, the Client Project Edition for \$199 and the latest version, SellFolio 4.0 Complete, for \$369.

"The software resides on the computer, and projects can be deployed to the Internet or onto a CD or run off the computer itself," Steve said.

The company has enjoyed 60 percent yearly profit growth since it started four years ago.

The McNeillys' biggest competitors include well-known names in software such as Flash and Power Point, which Steve said are out of reach for people who aren't programmers.

Thomas Gulrud, an independ-

ent software developer who runs New Jerusalem LLC in North Prairie, Wis., said SellFolio's offerings could very well cut into his own market.

"But that's what this is all about — getting it done quickly and professionally and having a robust application," Gulrud said. "... SellFolio is an excellent tool."

Cindy Williams, an economics professor and executive director of Women Are Dreamers, uses SellFolio at the Atlanta not-for-profit organization that teaches victims of domestic violence how to start a business.

"The brochures can be de-

ployed in real time and look as though they were made from scratch using Macromedia Flash, Adobe Photoshop and the other Adobe programs," she said.

"I'm a firm believer that software should be simple and easy to use."

STEVE MCNEILLY
SellFolio vice president

