



**For Immediate Release**

## **VoteWeb Taps Syrinx Consulting to Build Social Networking Site for Political Campaigns**

*Innovative Web-Based Application Built In Six Weeks*

WALTHAM, Mass., July 17, 2007— Syrinx Consulting Corporation, a developer-founded software engineering firm, announced today the beta launch of TheVoteWeb.com, a full-featured social networking Web site that bridges the gap between traditional voter campaign drives and social networking.

VoteWeb LLC, a political campaign startup based in Cambridge, Mass., retained Syrinx Consulting to provide rapid application development (RAD) services to develop the site, which underwent a successful field test during Philadelphia's 2007 mayoral race.

Rather than relying on cold calls and door-to-door campaigns for voter persuasion, TheVoteWeb.com allows volunteers to build viral networks among trusted peers, using the platform to reach out to friends and colleagues. Social networking software is layered over voter registration files to create high-quality, effective voter contact.

“When we originally decided to develop a social networking site, we knew we had to get our application up and running very rapidly and on a limited budget,” recalled James Katz, CEO of VoteWeb. “Syrinx Consulting was able to meet our stringent deadline – getting us up and running in just six weeks, from start to finish.”

He added, “We were impressed by Syrinx’s history of leveraging reliable, cost-effective technologies to produce robust Web applications. We needed a product that could scale to accommodate immense quantities of data and high transactional demands, and Syrinx clearly had the know-how to build it. Syrinx worked closely with us, letting us choose the features and functionality that were most important. Their flexible, collaborative process ensured the application would meet our unique and wide-ranging challenges.”

Syrinx Consulting, which specializes in Microsoft .NET application development, has a proven RAD process that resulted in a robust, one-of-a-kind Web application for VoteWeb, delivering 113,000 lines of virtually bug free code on time and on budget.

Andrew Gelina, CEO of Syrinx Consulting, commented, “We’re extremely pleased to have been selected by VoteWeb to construct this innovative application. Rather than relying on open source technologies used by most



social networking applications, such as PHP, PERL, MySQL, and Ruby on Rails, we were able to leverage the enterprise-ready capabilities of Microsoft .NET 2.0 technologies.”

**About VoteWeb LLC**

Based in Cambridge, Mass., VoteWeb LLC was formed to develop social networking sites that enable high-quality, effective interactions between political, charitable, environmental, and other organizations and their constituencies. More information is available at [www.thevoteweb.com](http://www.thevoteweb.com).

**About Syrinx Consulting Corp**

Syrinx Consulting is a Waltham, Mass.-based Microsoft Gold Certified Partner and software engineering firm specializing in rapid Web and application development using Microsoft’s .NET and SharePoint frameworks. For more information, see [www.syrinx.com](http://www.syrinx.com).

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