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**PEOPLE SHOPPING FOR IN-GROUND POOLS IN SOUTHEASTERN PA CAN DIVE INTO  
THE NEW FRONHEISER POOLS WEBSITE FROM MEDIA FUSION TECHNOLOGIES**

**Boyertown, PA** – (October, 08) **Fronheiser Pools** – a leader in [swimming pool construction in Southeastern Pennsylvania](#) since 1965 – recently launched a new public website ([www.fronheiser.com](http://www.fronheiser.com)) and a company Intranet solution through [Philadelphia website design and development company](#), **Media Fusion Technologies** (MFT).

Fronheiser Pools first established its Internet presence with MFT in the summer of 1999. Since then, its website has continued to evolve and serve the needs of the public and Fronheiser Pools alike. The all-new website – in addition to sporting a smart, contemporary design – enables Fronheiser Pools to update much of its site content live-time through use of MFT's proprietary Content Management System. Now, visitors to the site can be sure that they are always viewing the most up-to-the-minute news, announcements, product information and special sales promotions.

Like all companies whose foundation was laid long before the advent of the technology era, Fronheiser Pools was processing their quoting and day-to-day company functions through an array of physical paper trails and stand-alone personal computers. Today, the company's new Intranet serves as a comprehensive, centralized solution that facilitates quick, efficient and accurate quoting, sales-fulfillment and administrative functionality within a multi-tiered security structure.

"The recent launch of our new website from Media Fusion Technologies has taken Fronheiser Pools' presence on the web to the next level," said Fronheiser Marketing Manager, Seth Rhoads. "Consumers will now be able to access more information about our products than ever before and stay up to date with what's new in the industry.

"In addition, the new Intranet that Media Fusion has developed will help our staff consolidate the sales process and streamline information to our entire company. These exciting advancements are paving the way for a stronger and better future at Fronheiser Pools."

MFT's Matt MacDonald served as lead developer on the project. "Like every Intranet solution that we develop, this one is completely customized to meet the unique needs of the customer," he said. "This solution has modernized Fronheiser Pools' operation, allowing multiple staff members to add, view and edit administrative records from remote locations using only a Web browser. These updates take place live-time and without any physical paperwork changing hands.

"Having this type of centralized administrative organization enables Fronheiser Pools to increase operational efficiencies by keeping a current pulse on every project, receiving automated alerts when the project status is updated, choosing from multiple reports and more."

While the Fronheiser Pools staff is getting its feet wet in the new Intranet, customers are diving into all that the new website has to offer. In addition to information on Fronheiser Pools' vast selection of pools, saunas, hot tubs and related supplies; visitors can delight in a broad assortment of patio furniture and accessories, billiards and more all from the comfort of their homes.

#### **ABOUT FRONHEISER POOLS**

Fronheiser Pools has been a family owned & operated business since 1965 with thousands of satisfied customers in the greater Berks, Montgomery, Lehigh, Bucks, & Chester County areas of Southeastern Pennsylvania. Since our humble beginning, we have grown into one of the area's premier firms in swimming pool construction with locations in Bally and Robesonia.

For over 25 years Fronheiser Pools has been an exclusive Showcase Dealer for Pacific Pools which provides our company with the finest materials to construct the most suitable pools for the Mid-Atlantic climate region. For more information visit [www.fronheiser.com](http://www.fronheiser.com) or call (610) 854-2221.

#### **ABOUT MEDIA FUSION TECHNOLOGIES, INC.**

Media Fusion Technologies, Inc. (MFT) is a multi-media marketing services company specializing in online application development, custom programming, website design and in-house hosting and maintenance. MFT's network is comprised of multiple racks and multiple servers, all running Microsoft OS and utilizing Microsoft database management systems. MFT's Internet connection is powered by multiple trunk lines and fiber optic lines to their upstream provider(s) with the data connections being maintained using the latest in Cisco, SonicWALL, Barracuda and other bandwidth routing and management appliances and software. Further information regarding MFT's network is not available for general release.

As a result, MFT has firmly established itself as a leading source for all graphic design, Internet, Intranet, full online web application development, CDROM/DVD presentations, commercial photography, commercial print design and production, radio & TV production & placement, and other video needs for customers regionally, nationally and internationally. For more information visit [www.gomft.com](http://www.gomft.com) or call (800) 307-3533.

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