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### Where Business Gets Down To Business

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## Advertising & Marketing

### Companies use CD-ROMs to offer virtual tours

by CLAUDE SOLNIK

Car dealers every day walk customers through their showrooms, pointing out the latest, shiny new vehicles in from the factory. But Habberstad Nissan in Huntington decided to go one step further. The firm hired Que Productions to produce a virtual tour of the showroom on CD-ROM.

Babylon-based Que organized the tour with a drive-in theater-theme, where consumers can wheel their way through features such as cars of the future, sales, service, parts and showroom. There's even virtual popcorn at the "Habberstad Drive-In Theater."

"You insert the disk. A movie plays and it brings you to a main menu," said Susan Gatti, president of Que Productions, a video, DVD and CD-ROM production company. "It's a really cool piece."

Possibly best of all, in addition to links to Habberstad's Web site - which includes the dealer's inventory - the CD-ROM provides an electronic credit application.

While there has been a great deal of talk about so-called "e-cards," business-card-sized CD-ROMs with room for 80 megabytes of information, Gatti said her clients instead typically tend to use a three-inch round mini CD-ROM with 180 megabytes. A standard CD-ROM fits 300 megabytes.

"It's not really limited to video or print," said Gatti, who noted that firms are putting Flash animation and PowerPoint presentations in these productions.

Three-inch CD-ROMs typically range from \$5,000 to \$50,000 to design and produce, depending on content and production run, she said.

In addition to the project for Habberstad, Que recently designed a CD-ROM to launch a device distributed by Melville-based Henry Schein Pharmaceuticals. "It was a marketing communications tool," Gatti said of the project.

And schools, she said, are using CD-ROMs as a way to recruit students from around the country with virtual campus tours and electronic enrollment forms.

"This allows the student to access the entire school via the card," said Gatti. "It assists in enrollment."

### Ad groups merge for more clout

The Advertising Agency Council of Long Island, a group of agency executives, is merging to become a committee of the Long Island Advertising Club, a local industry association.

The LIAC approved the proposal at its September board meeting. The AACLI subsequently voted in favor of the merger slated to take effect in November. The Council will continue as the Advertising Agency Committee of the LIAC.

"Joining our two groups is a big step in unifying what has traditionally been a strong but fractured industry here on the Island," said Ed Brennan, president of the AACI and CEO of Erin/Edwards Communications.

Brennan will become chairman of the new committee and a board member of the LIAC as part of the deal.

Michael DeLuise, president of LIAC, said a single group would give ad agencies on Long Island a stronger voice.

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