



## FOR IMMEDIATE RELEASE

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### **Sposto Interactive helps write Nikon's page in rock history**

KUTZTOWN, PA – Digital Creative Agency Sposto Interactive ([www.sposto.com](http://www.sposto.com)) was tapped by Nikon to create Nikon Live ([www.nikonlive.com](http://www.nikonlive.com)), a dynamic visual feast of rock and roll photography. The site includes VISIONS OF ROCK – with interviews and bios of rock photography greats, and BEHIND THE LENS – the result of placing Nikon cameras in the hands of artists like *My Chemical Romance* to capture life on the road.

Some brands are undeniably tied to rock and roll. Fender, Gibson, Marshall—all names that conjure up images of torn jeans and teased hair. But Nikon? Absolutely. From the cover of Peter Frampton's breakthrough album *Frampton Comes Alive* to the famous Sting and Bruce Springsteen covers of *Rolling Stone*, Nikon cameras have captured many of the genre's most iconic photographs.

So when Nikon wanted to dedicate a Web site to rock photography, it needed a Web design firm capable of bringing a youthful, high-impact, rock-and-roll perspective to the project. It came to the Pennsylvania-based firm Sposto Interactive.

"The Nikon team asked us to create a site that would be an extension of the summer concert scene," Sposto Creative Manager Keegan Linder said. "They wanted a web experience to make eyes pop and ears ring."

Nikon Live delivers.

Packed with exclusive photos of rock's legends—everyone from The Rolling Stones to B.B. King to John Mayer—behind-the-scenes photos of fresh new bands and front-row shots from this summer's hottest concerts, the site is a worthy celebration of Nikon's rock and roll heritage.

Sposto first caught Nikon's attention through the launch of *Life: A Journey Through Time* ([www.lifethroughtime.com](http://www.lifethroughtime.com)), the online component of world-renowned nature photographer (and Nikon enthusiast) Frans Lanting's innovative 2006 multimedia presentation and book.

The success of that site prompted early partnership talks between Nikon and Sposto, but it wasn't until Nikon Live that the partnership came to fruition.

"We couldn't have asked for a better project," Linder said. "Our team is fairly singular in its interests: Web design, photography, music and remote control helicopters. It's rare to get a project that pulls three of the four together."

Sposto Interactive is an award-winning digital creative agency specializing in the creation of unique and powerful online user experiences. Since 1996, SI has provided select national and global organizations with strategic web based marketing and branding solutions.

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