



Now you're talking business™

Contact Sales: Toll Free(877) 300-6030 x1 Email: Sales@SitePal.com

Dear Friends of SitePal,

Welcome to the July edition of the SitePal Newsletter!

In This Month's Issue:



- [SitePal in the News](#)
- [Summertime Special](#)
- [New Models Added To Store](#)
- [Audio Streams - New Lower Prices](#)
- [Think Big Real Estate Case Study](#)
- [Submit Your SitePal Site](#)
- [SitePal Tip: The setColor\(\) Function](#)

SitePal in the News



Entrepreneur magazine (July 2006 Issue): "Talking avatars are a friendly way to connect with site visitors"

"I like the Sitepal application for its ability to give [customers] information they may not be able to get through text," says Sucharita Mulpuru, senior analyst at Forrester Research Inc. in Cambridge, Massachusetts."

"Talking avatars work best with high-consideration products like computers, large appliances and travel services. They're also a good choice for products that face stiff market competition. It's a great way to differentiate yourself, says Mulpuru. "

[Read entire article.](#)

Summertime Special



Get 5 Additional Characters With Any New Account

For a limited time, we are offering 5 additional summer models to everyone who purchases any new SitePal account.

[Get a new account today!](#)

This offer ends July 31st

Need advice on your purchase? Contact SitePal Sales at (877) 300-6030 x1 or by email at Sales@SitePal.com.

The Summer Bunch



New Special Models In The Store

Just in time for the July heat, we've added new models to our specialty models store.

[Purchase the new summer models.](#)

Note: You need a SitePal Account to buy a specialty model. [Buy an Account now.](#)

If you have a Gold Membership these models are already in your package for free.

Have a Bronze or Silver Membership? [Upgrade to Gold](#) and get all of these models!

Need advice on your purchase? Contact SitePal Sales at (877) 300-6030 x1 or by email at Sales@SitePal.com.

Price Reduction On Extra Audio Streams



Extra Audio Streams Now Cost Less!

Running Out of Audio Streams?

Not to worry. We have reduced the price of our audio streams. So whether you need 1,000, 10,000, or 100,000 streams, you will now be paying up to 10% less!

Need advice on your purchase? Contact SitePal Sales at (877) 300-6030 x1 or by email at Sales@SitePal.com.

Case Study: "Think Big" Real Estate



Case Study: "Think Big" Real Estate Increases Conversion Rates with SitePal

In the year that Think Big Real Estate has been in business, the company has sold over \$25,000,000 in property throughout the State of Florida and other states around the country. The increase in sales has been attributed to their unique website, where a plethora of information is provided for potential and existing clients. Their **SitePal character** adds to this uniqueness and helps to position Think Big as the ultimate source for all real estate needs.

[Read the entire Case Study and find out how SitePal has helped Think Big Real Estate Succeed](#)

Submit Your SitePal Site



Current Showcase Site:
AV Planners

Submit Your Best SitePal Site

Have a SitePal site that you are proud of? Send it to us! We would love to see it.

The chosen sites will be featured on the [SitePal's website](#), as well as highlighted in next month's newsletter.

[Send Us Your Site](#)

SitePal Tip : The setColor() Function



Changing the Color Properties of Your Character Once It's on Your Site

Have you ever wished you could change the coloring of your SitePal character after it's on your website? The SitePal team just developed a new API function which allows you to accomplish this goal - The setColor() function.

The setColor() function allows you to dynamically change the color properties of your character. [See a simple example.](#)

By adding coloring sliders to your website, you can even allow your visitors to change the color of your characters. The setColor() function can also be used to add custom colorization configurations to a SitePal eCard application.

The setColor() function consists of the following two

components - setColor(attribute, hexColor). The possible "attribute" parameters are make-up, eyes, hair and mouth. For 'hexColor', there are many freely available color pickers on the web, including www.mattkruse.com.

Want more help setting up your SitePal? Contact our fantastic support team, they're eager to help you out. Email them at Support@SitePal.com.

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Sincerely,

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