

# Acoustica Releases New Website

Founded in 1998 and located in the foothills of the Yosemite Valley, Acoustica's mission is to create high quality, intuitive, and powerful software at affordable prices. Our motto is "Software Should Be Easy To Use." At Acoustica, the customer comes first!

  
**ACOUSTICA**  
[www.acoustica.com](http://www.acoustica.com)

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Acoustica has just released their new CSS website, a long awaited update to Acoustica's original site. The redesign unveils a new customer experience with modernized design and content. Rosalind Clarke, designer and developer of the new CSS website explains, "Our aim was three fold: yield simplicity, design effectively, and integrate everything. Acoustica.com boasts smooth design and content; our downloadable products, product interfaces, CSS website, and the recently available box products all line up now."

Rosalind continues, "Back in 1999, Acoustica started out with just one music converting program. Today Acoustica has grown significantly, offering a wide range of downloadable and boxed software products. Still operating from its original website and with nearly 8 million visitors a year, by 2007 Acoustica was ready for a facelift. That's where I came in. My job was to overhaul the content, organize information, enhance customer experience, and integrate Acoustica's boxed products. Getting everything connected was a dance, and we are still doing that dance, constantly expanding, refining, and updating. The new site rolls out a solution section, extensive FAQ, Mixcraft Pro Tips Newsletter, HowAudio video tutorials, consolidated navigation, and streamlined content. We also have plans to add flash content in the future, to improve the customer's experience as well."

### Overview

"Acoustica has a number of music software products that meet all sorts of customers' needs. The new product solution section is a natural addition to our new web site. Customers can now choose the solution that best meets their needs, such as recording music,

recording a podcast, converting an LP or Cassette to CD or MP3, and CD burning and labeling, to name a few." explains Dan Goldstein, Senior Vice President of Development.

With more and more individuals choosing Acoustica products, the new FAQ offers a sizable knowledge base that clearly organizes a wealth of helpful information, allowing customers to find articles on a multitude of topics, including technical solutions, usage tips, registration help, system requirements and more. Customers can find answers for even the toughest of questions.

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