profile / intro

3D Multimedia, Graphics & Web Services...
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1- INTRODUCTION:

At the age of evaluation where business is touching its limits, Shadow Aura is a firm, which contributes to its efforts and expertise in the fields of Graphics, Website designing and Multimedia, in Pakistan and Internationally.

**Shadow Aura** believes that making unique Websites and Graphic designs and a professional look according to client’s business is the first step to make a long term relationship with the client. We are specialized in Web Designing and Web Development of small to corporate level businesses. We deliver Unique Graphic Designs and give a professional look to meet client’s expectations. Our team sincerely believes in perfection of every project.

Entering in a new millennium, Shadow Aura is willing to put its energy in providing good services to its valued clients to fulfill their requirements. Creating International Standard designs in low prices gives benefit to our clients.

Shadow Aura spends time to advice, educate and explain at every step of project; so that your project comes out exactly the way you want.

Shadow Aura also offers free tutorials, to train you how to update your sites yourself.

In the next few lines, we will unzip our expertise & skills that we use to expedite the process of delivering our services to our valuable clients in swiftly manners.

2- HISTORY OF SHADOW AURA:

We first started our business with the name of **Shadow Arcade** in 2005. After satisfying large amount of international market we decided to provide services in Pakistan also.

We decided to change the name from Shadow Arcade to **Shadow Aura in 2009**. We as a team are offering services of Graphics, 3D Multimedia and Web Development services.
3- OUR SERVICES:

3.1 TECHNOLOGIES:

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<tr>
<td>Web Designing / Development</td>
<td>HTML, JavaScript, AJAX, CSS, XML, PHP, SQL, ASPX, Front Page, Dreamweaver, Fireworks, Photoshop, Adobe Flash</td>
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<tr>
<td></td>
<td>Also work on all kinds of CMS</td>
</tr>
<tr>
<td>Multimedia / TV Ads / Animation / 3D</td>
<td>Adobe Premier, Final Cut Studio, Adobe Aftereffects, 3D Studio Max, Auto Desk Maya, Adobe Flash</td>
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3.2 WEB SERVICES:

Shadow Aura provides all sorts of Web designing and development services.

3.2.1 Web Designing Services:

Affordable website designing and Animated Intros in Pakistan offered by Shadow Aura and Outside Pakistan. Our team values every Client and promises to give them attractive websites by catching the ideas in their mind.

Most Pakistani Developers develop websites with just Pakistani Look and Designs. But our Team works on both Pakistani Look and World Wide Designs. In these days nearly every business is running in a way that they need their websites in a way so they can compete with international businesses. Shadow Aura offers them what they need.

Shadow Aura makes its own web designs and all the designs have a professional look. We also create unique designs on demand which are attractive, showing the theme of customer’s company and idea.

Shadow Aura also Provides Web site Maintenance and handling Forums and Blogs.
**3.2.2 Dynamic Sites Development:**

Dynamic Websites unlike static websites are extremely flexible as they allow people to update content, make modification in the design style or pattern without editing all the pages manually.

These features may come in handy when you are running an online store or a large website with several thousand pages.

As static websites are continuously migrating to dynamic websites to get stability and achieve a certain level of flexibility, the importance of dynamic web development is skyrocketing.

We also use Joomla, Druple and other CMS (Content Management Systems).

**3.2.3 WordPress Sites:**

Shadow Aura also provides Wordpress Sites / Wordpress News Blogs. Wordpress is basically mostly used CMS (Content Management System) used when you need your site to be dynamic and want to make changes yourself. You can also install new plug-ins and functionalities in your wordpress when it is ready.

We basically install Wordpress and create new template for wordpress according to your desire and look of your company. And we then install some plug-ins which makes your site more functional. Creating Pages and adding new updates is very easy in wordpress.

**3.3 GRAPHICS & ANIMATION:**

Attractive and Unique Designs are the roots of Shadow Aura. Shadow Aura adds new ideas to your Company and show best effects never seen before. We are Expressing words of graphics in every design. We don’t take presets and templates; Shadow Aura always creates its own designs and templates.

We are providing following services in Graphics and Animation:

1. Logo Designing
2. Visiting Cards
3. Static Banners
4. Flash Animated Banner / Site Banner
5. Flyer / Brochure
6. Animations / Intros / Auto Play CDs / Website Home Page Intros
7. Product Packaging / Branding
8. News Letters & much much more...
3.4 3D SERVICES:

We are Arena Multimedia Certified 3D Designers.

3.4.1 Box Model:
Box Modeling includes:

- 3D Logos
- Product Modeling
- Mechanical Product/Object Modeling
- Or any other Simple Shaped Object...

3.4.2 Organic Modeling
Organic Modeling includes:

- Food Items
- Humans
- Gaming Models
- Animals or Other Unrealistic Aliens etc

3.4.3 Architectural Modeling
Converting any 2D architectural design into 3D Building is the specialty of Shadow Aura. Our professional staff is totally qualified to work with any architectural design.
4- HOW WE WORK:

Our experience in the Web and Graphics business industry has taught us one basic fact: **people who need websites in their businesses and organizations do not have, nor should they be expected to have, the knowledge necessary to develop their own site.** They should know how to hire a good web designer / developer to bring their site to life and good for their business or personal interest. Some clients also have no knowledge about Packages and Rates in web industry.

4.1 We Train our Clients:

We train our clients how to update and maintain site content and manage any special features we built for them. Training sessions include a custom-tailored online manual that your team can access 24/7 from any web browser. Also Training can be done any time anywhere you like.

4.2 Free Analysis of your Project:

We offer a **free** discussion and analysis of your website needs, and this first meeting is one of the most important things we offer you. It is not easy for most business people to decide what kind of site you need, which pages you should include, how they should be presented to best satisfy your prospective new customers, what kind of design and navigation would work best, how it should be organized, etc. Our first meeting normally makes things a lot clearer and gives you a solid basis for making decisions.

4.3 Quotation System:

After our first meeting we will normally prepare a professional quote for you, outlining exactly **what you can expect us to do, how many pages** your site will have, and what those pages will consist of. We outline time lines (i.e. an initial design for you to inspect within X days), deposit requirements, and much more. We also link our **Terms & Conditions** and **Privacy Policy** with the quotation.

4.4 Expected Result:

- Every static graphics project will be perfectly ready for printing. Colors and Size will match your expectations.
- All the projects related to Web Media, will be properly tested before launching phase. It should match all kinds of browsers, should take less time to load etc.
- Every 3D model is created for every medium for which it can be used in future.
- All the projects related to any service we provide are properly tested before launching phase.

4.5 Our Team:

Our talented staff brings life to your project. The distinct skills we collectively possess are as diverse as the staff members themselves, and when focused to reach a goal – whether it’s achieving a business objective for a client or winning a paintball match at a company event – our teams are exceptionally effective.
5- WEB DESIGNING / DEVELOPMENT PROCESS:

To simplify process we divide Web Projects and most of the graphics projects into 4 Phases.

5.1 Planning Phase:
Planning is the key to a successful project. This step is very important for us to understand what it is that you require. Some of the elements that make up the planning phase include a detailed brief of your company and target markets, prototypes & sitemaps so we can visualize the components, industry & competitor research.

5.2 Design Phase: (Get JPG or PDF and approve)
The design phase is an exciting time for our clients. Shadow Aura Design’s graphic design team take all the hard work created in the planning phase and create a beautiful, unique look & feel for your website. You will be supplied the designs in “PDF or JPG” where you can either approve the work or make amendments. Our packages do come with basic logo design but we can also offer branding packages. All the web site projects and Graphics Projects (logo, Banners & Product Branding etc) have same Design Phase.

5.3 Development Phase: (Approved Design in Action)
The development phase is where your approved designs will be brought to life by our web developers. We code to the universally recognized standards of the w3c, which allows your site to run on any browser. We also follow guidelines for best practices such as accessibility. Our development expertise includes xhtml, php, javascript, java, sql, css, python & django and ajax.

5.4 Deployment Phase: (launch)
The deployment phase is where all our hard efforts are presented to the public. Before the switch is flicked to change the “we will give this web design agency a ring” good idea to a fully functional production website, we rigorously test the site with unit tests and usability testing.

6- WHY SHADOW AURA?

Our customers have chosen to work with us because of the following characteristics:

6.1 Capability:
Experience and innovation are key attributes of a worthy off-shore provider. Shadow Aura’s team possesses all that is needed for a successful development: technical capabilities, creativity and experience with large and small projects.

6.2 Stability:
Shadow Aura is a financially stable company with a seasoned leadership team, which continues to strive for improvement of personal and professional skills and the quality of our services.
6.3 Availability:
Communication is a main factor when working with any off-shore provider. We are always there to help you out. Our online Ticket system lets you remember how many tickets you opened and how many are resolved.

6.4 Dependability:
We are committed to building steady, reliable long-term relations with our customers. Sometimes this becomes rhetoric for an off-shore provider; however we welcome you to discuss how we achieve this. Contact us for a proof of how we go beyond the rhetoric and stand by our customers.

6.5 Backup / Upgrade:
We offer Backup and upgrade services to you. In case of a new client, backup and upgrade packages may change according to their project’s condition. Every Hosting package includes backup service which clients can also handle in their own way.

Note: Client will also receive Client Code on Backup or Upgrade Packages.

6.6 Quality:
- We guarantee our client will receive proper project, on time with proper material.
- Client can show our project during the project or after the project to anyone to find out its quality and stability.
- Every project is designed in a way in which it can be updated any time in any way.
- Every project is flexible and can be converted to any package any time.
- Our projects are designed / developed in a professional way and international standards.
- In every project Proper CSS and XML files are maintained, these files help in upgrading projects or giving backup.
- Every Print Media Project is properly designed keeping the Print Quality in mind.
- Every TV or 3D Multimedia Project is designed properly by knowing the broadcasting mode. NTSC or PAL etc.
SOME OF OUR RESPECTED CLIENTS

GOV. | GOV.
---|---
National Trade Corridor Improvement Program | MegaLink Communication

USA.

N2K | Nasco
---|---
Agina Fashion House

UK.

Navigator | NetGic
---|---
Pharmion | Print Leaf

UK.

Rura Milk | Raja Ishtiaq & Co.
---|---
Buffalo Milk | Renovo

UK.

Risalat Consultants | Ryan Cars
---|---
SW16 | The M.O.E.S.C.
8- CONTACT DETAILS

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Phone: +92-345-5105125
Email: support@shadowaura.com
Website: www.shadowaura.com

9- ACCOUNT DETAILS:

Bank Branch: HBL 2206 Jinah Avenue – Islamabad.
Account Title: Shadow Aura
Account No. 23397900296203
NTN No. 3782525-9