

COEUR D'ALENE PRESS



North Carolina used to life
in the fast lane A5

WEATHER



Isolated showers
High 48, Low 27

A2

Wednesday
March 30, 2005

The Official Newspaper
Sponsor of



To volunteer, go to
ironmanca.com

OUR BEST

Word on the Street

■ Company moves to Lake City

System Interactive Communications, a division of Systemic Inc., is a new media company in North Idaho.

The company's focus is the creation of interactive marketing and corporate training software, delivered via the Web, CDs, DVDs, PDAs, video and print. Samples can be viewed at www.systeminteractive.com.

Rob McKenna is the executive producer of "The Best of Coeur d'Alene," a new DVD release promoting Coeur d'Alene, its beauty, culture and businesses. Lake Coeur d'Alene, the seasons and the region's largest events — the Ironman Triathlon, Car d'Lane and the area's boat parades — are among the images.

When the DVD is played on computers with DVD drives, it includes interactive virtual tours, photo galleries, navigable maps, customizable interfaces, a soundtrack by local musicians as well as games, screensavers, and Web links to the virtual unfolding of the Inland Northwest at www.bestofnorthidaho.com.

Advance copies can be purchased online at www.bestofnorthidaho.com or at Hastings bookstore this summer.

System Interactive Communications is seeking video commentary from Coeur d'Alene business, educational and community leaders to add to the project. Area businesses, artists and entrepreneurs whose products and services add to the unique character of North Idaho are eligible for free promotion in the media project.

Information: 762-4014

