

Lazzara Yachts

industry:: manufacturing

www.datag.com

Technology
that means
Business

elegant, functional design

interactive accommodations guide

hosting and managed services

About Lazzara Yachts

The heritage of Lazzara Yachts is an impressive journey of nearly 50 years and three generations. Located in Tampa, Fla. there are nearly 300 dedicated craftsmen working for one single purpose – perfection. "Imagine Perfection" is more than the company's slogan, it is a way of life at Lazzara Yachts. Lazzara Yachts builds a limited number of personalized yachts for a select few each year.

The Situation.

Visuals are tremendously important in the yacht manufacturing industry. Smooth lines, consideration to overall aesthetics and a unique design are paramount. And when Lazzara considered a redesign of its online presence, they were looking for quality design and craftsmanship from their Web partner. They also needed their Web site to *transport* visitors inside their vessels – making Web visitors feel as if they were climbing aboard.

The Solution.

The new site streamlines site navigation and delivers detailed information and photographs of Lazzara's beautiful yachts. "Our site is a tremendous illustration of our high-end products, and it provides a heavy dose of visual information in the form of floor plans, photos and specifications," said Rich Lazzara, marketing director with Lazzara. The site features interactive accommodations guides of Lazzara's 106 and the award-winning 80 sc – the guides enable site visitors to easily access detailed floor plans and photos of the vessels. Also, DataGlyphics has provided hosting and managed services for www.lazzarayachts.com since 2001.

300 First Avenue South
Third Floor
St. Petersburg FL 33701
ph:: +1.727.827.3939
em:: info@datag.com