



Building Customized eBusiness Infrastructures  
20 Lyman Terrace, Waltham, MA 02452  
[www.bluerobininc.com](http://www.bluerobininc.com)

## **Blue Robin's New eCatalog System Takes the Hassle out of Publishing**

**Waltham, MA 2005...Blue Robin, Inc.** a leader in building customized eBusiness infrastructures, announces that the company has released their eCatalog System. Blue Robin's proprietary digital technology makes creating and publishing company catalogs a breeze. Both large and small companies, faced with the challenge of publishing a product catalog, will appreciate the simple to use interface that will help to keep the publishing schedule on-time and on-budget.

Blue Robin's eCatalog system will allow companies to upload and manage their product catalogs online, which is becoming more of a necessity today, as more and more companies are doing just that. This unique eCatalog System has an easy to use interface that makes uploading and maintaining your online catalog a breeze. Companies that embrace this technology, that enables publishing their catalogs online, will not only save money and time, they also help to increase a visitor's time on your company's web site and that's what it's all about.

Blue Robin's eCatalog System makes it simple for authorized personnel to edit the catalog, making sure that content is fresh and up-to-date. The ability to edit the catalog on-the-fly is an important component of the system as many companies add new products frequently. The system takes the hassle out of publishing your catalog so you have more time to devote to other business processes. More information on Blue Robin's eCatalog System can be found at [www.bluerobininc.com](http://www.bluerobininc.com)

### About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

For more information contact:

Hadi Shavarini, General Manager, Blue Robin

p: 781-577-6010

f: 781-577-6001

[hadi@bluerobininc.com](mailto:hadi@bluerobininc.com)