

# Instant local information

The screenshot shows the 'Oldbury Community Gateway' website. At the top, there is a navigation bar with 'HOME', a location input field containing 'ex204bb', a search bar with 'Enter search terms..', and icons for Local, Web, Music, and Books. Below this is a 'Site Options' menu with dropdowns for 'Local Links', 'Quick Find', 'Subjects', and 'Everyday Tools'. The main header features the '2DAY.WS INSTANT INTERNET' logo and the title 'The Oldbury Community Gateway'. A clock shows the time as 14:40 on 12th April 2006. The page is divided into several sections: a left sidebar with a postcode input field (ex204bb) and buttons for 'Create A Site', 'Make Homepage', 'Add to Favourites', 'Register', and 'Login'; a 'Quick Find' section with a 'One Click' list of services like 'Directory Enqs.', 'Local Cinema', and 'Local Eating Out'; a main content area with a large image of a church, a 'Welcome to 2Day' message, and a 'FINDING EVERYTHING YOU NEED WITHIN 3 CLICKS!' section explaining the gateway's purpose; a 'BBC News' section with a headline 'Berlusconi demands ballot review'; and a bottom section with three columns of links: 'Local' (listing areas like Cherhill, Yatesbury, Compton Bassett, Calstone, Wellington), 'Favourites' (listing 'Oldbury Team of Churches' and 'Calne'), and 'All Subjects Areas' (listing categories like 'News & Whats On', 'Shopping Online', 'Computers', 'Education', 'Family', 'Forces', 'Forces Discounts & Services', and 'Giving'). A right sidebar features the 'Oldbury Team of Churches' contact information and several small images of churches.

## The Problem - 300 million websites.

Too often you go to a computer with a simple query, spend ages – and end up with endless lists of possible sites.

## The Solution – Interest & Location focused Microportal Gateways

Gateways focus the Internet on *where* you are and *what* you are interested in. Try making [www.Oldbury.2day.ws](http://www.Oldbury.2day.ws) your homepage and you have 3 click (max) access to any site **relevant** to you wherever you are:

- **1 click** to check the trains at your station – live from the platform
- **1 click** to your own five day weather forecast
- **1 click** to check your local traffic, plan a route or print maps
- **1 click** to see the TV and Radio listings - and the national news
- **1 click** to find a restaurant, or B&B near you – or where you are going
- **1 click** to events and news at your library or school or community
- **1 click** to the day's news and sports headlines
- **2 clicks** to download a free virus checker or spam blocker
- **2 clicks** to find a plumber, electrician or builder

[www.Oldbury.2day.ws](http://www.Oldbury.2day.ws)