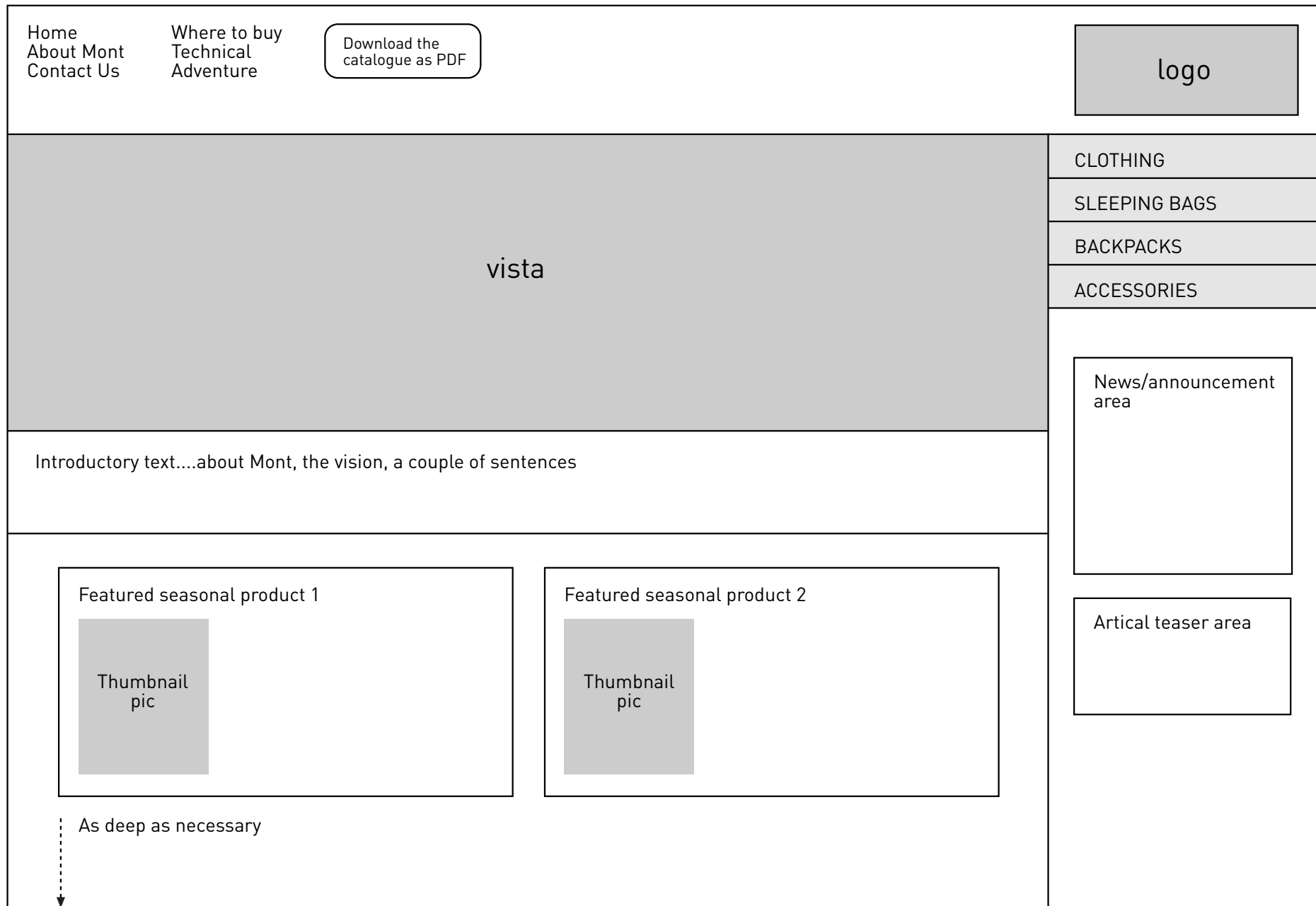


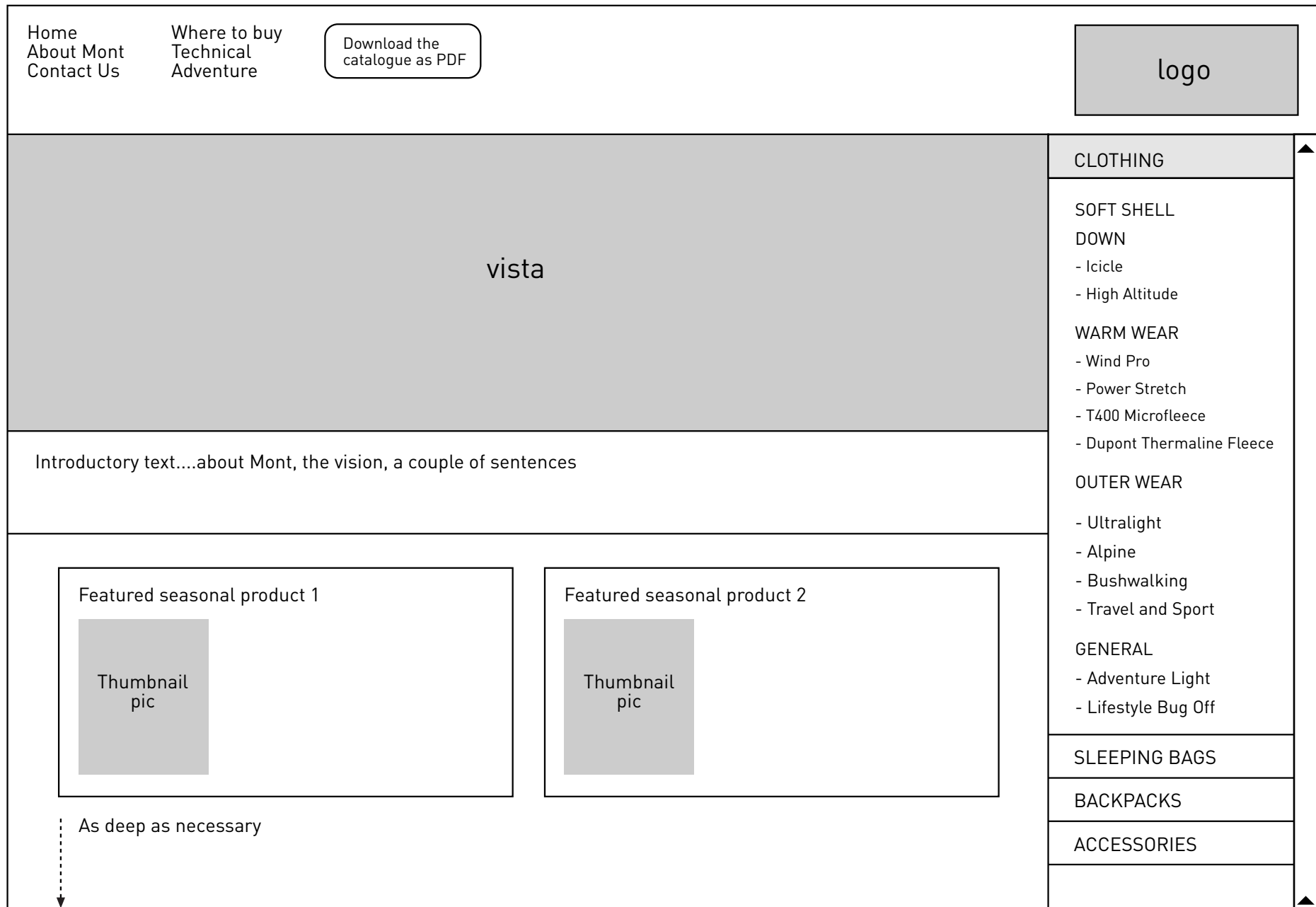
Sample 1- The Home page

The home page aims to keep all navigation items simple and clear, and high on the screen. The primary navigation is the product navigation at the top right, near the company logo. The secondary navigation is at top left, and will grow as the site grows (eg. when the retailers section is available, privacy and so forth).



Sample 2- The Home page, with product navigation opened

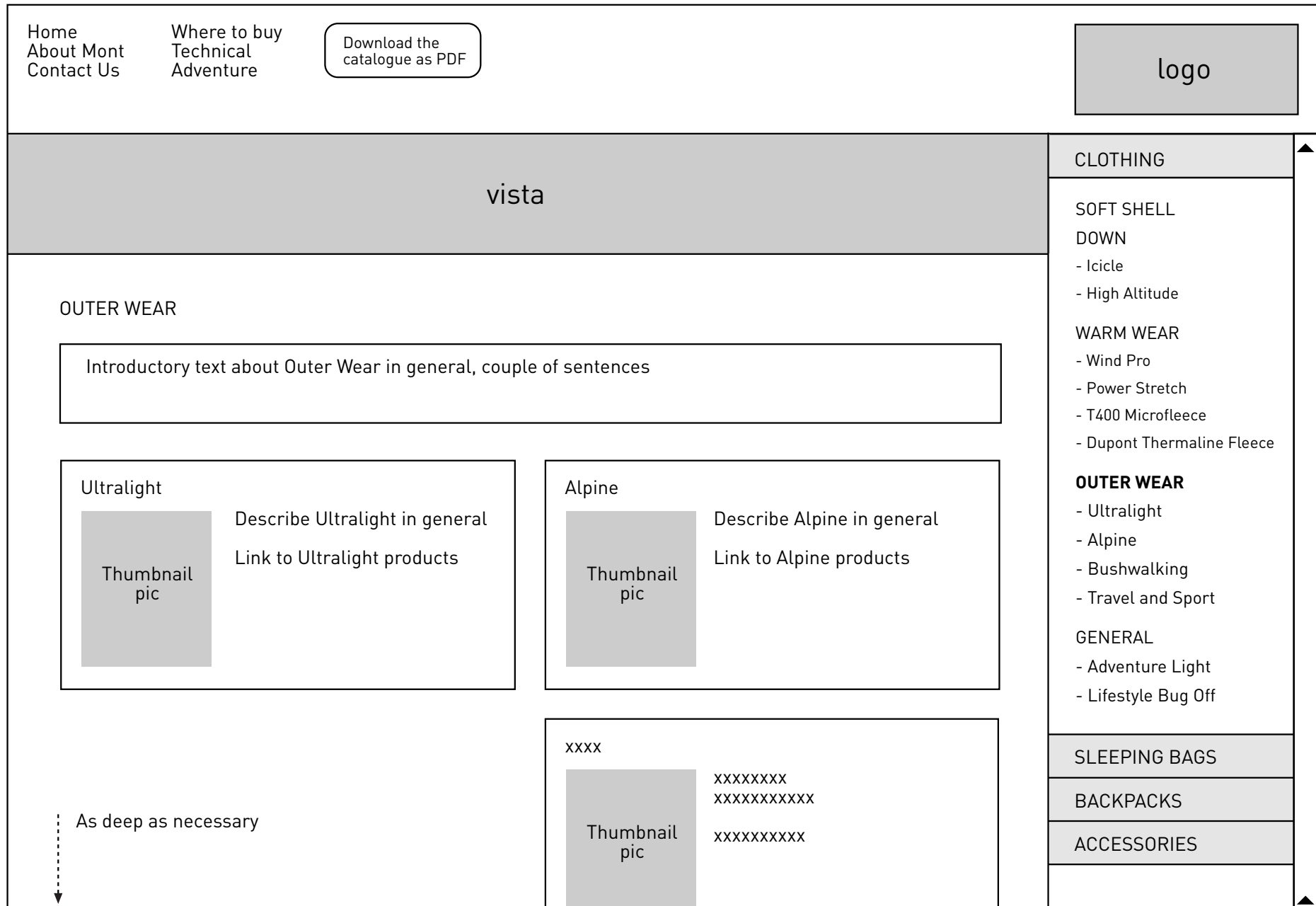
Clicking a major product category will 'toggle' the visibility of subcategories. For example, clicking on 'CLOTHING' will reveal the full listing which contains both the Sub Categories (eg. DOWN) and the Series/Activities (eg. Icicle). Only one major category to be open at any one time. So if you next clicked 'SLEEPING BAGS' the Clothing list would collapse and the Sleeping Bags list opens. A scroll bar will be invoked at the right-hand-side of the navigation as required.



Sample 3- The Sub Category page***

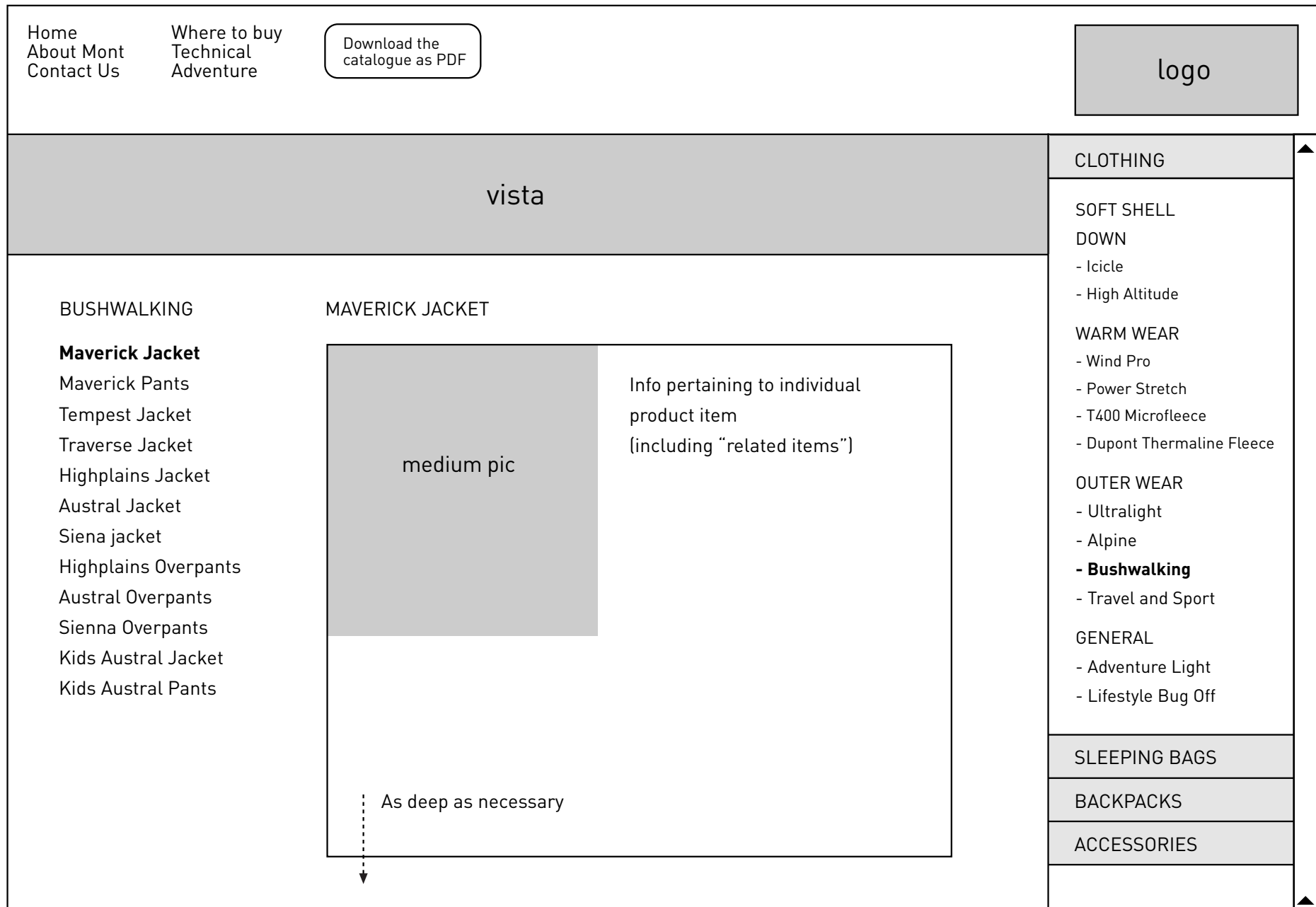
Clicking a Sub Category page (such as 'OUTER WEAR') will open a page which displays each of the series within it. A series may be represented by a small block (eg. see the Ultralight block), which will contain a short description about the series, and perhaps a representative image.

***It's possible that we could do without this level of page, it depends on what sort of 'education/informing' you would like to extend to the customer.



Sample 4- The Series/Activity and Product/Item page

Once a Series/Activity is chosen (such as Bushwalking) a page is presented containing the series listing (at left). We could either have a page with information about Bushwalking series in general, or open directly into the first item in the series, the approach shown below.



Sample 5- An article page

This is a general text page, called an article page. It is the style used for pages such as 'About Mont', 'Where to buy', 'Announcements', and so on. If there are multiple subpages they will display in a horizontal row above the article heading. Such a case occurs on the 'Where to buy' page where you might also have links to each State formed in that row.

