

CATALOG EXCERPTS

*Originally written for Vann's, Inc.
December 2011 Promotional Catalog*

For the Road Warrior

Permanent address? Sure, but you won't likely find them there. This giftee spends more time cramped into a plane, riding the rails, or behind a wheel than they do in their own home. Vann's has a few things you might get for the intrepid traveler on your list... next time you see them that is.

No-mirror magic

Fast and beautiful. Small and portable.

Mirror-less technology is the next step in digital camera innovation. A viewfinder mirror involves a lot of moving parts. By replacing it with an electronic sight, the camera becomes smaller, lighter, and more durable.

In case full HD 3D support, 2D to 3D conversion, and built-in Wi-Fi for streaming content and we apps wasn't enough, this 1000W theater system features wireless rear speakers for a hassle-free setup.

More than just a pretty case, this floorstanding speaker delivers wide-dispersion audio for music and movie sound you'll love.

Efficient. Durable. Founded on Maytag Commercial Technology, you'll get years of service, loads of clean clothes, and a remarkably gentle wash each time.

VOICE AND STYLE GUIDE

*Originally written for Vann's, Inc. - The ON Store
Excerpt from full style guide, written August 2012*

So, you're writing something for ON...

Congratulations!

ON is an exciting and ever changing place. Writing for it can be a fun process. However, as a burgeoning, boutique style electronics store in Missoula, Montana, every communication to our customer base needs to have a uniform feel, and professional look. To maintain a consistent voice and style, this guide will help you write in the "ON" style.

You're likely looking at this guide because you're writing...

- ...a response on Facebook
- ...a Tweet
- ...an e-mail to a customer
- ...a training seminar
- ...to a customer on a review site

or for some other reason not covered in the list above.

For most style concerns, ON communications follow the usages outlined in the Chicago Manual of Style (or CMOS). There are a few specific cases that are different, or that require clarification. Don't worry! These exceptions and oddities are outlined in the glossary at the end of this document.

Now that you know where to look for answers regarding questions about spelling, usage, and grammatical concerns, you're probably wondering, "What does ON actually sound like?"

What ON actually sounds like

The first thing to keep in mind when writing for ON is that you are not writing for yourself. What you write may reach only a single customer, or it may go out to every customer we have had, currently have, or ever will have everywhere.



PROMOTIONAL ARTICLE

Excerpt - Originally written for Vann's Inc. - Bigskycountry.com

What is bug repellent clothing?

Mosquitoes. Ticks. Horseflies. No-see-ums. Almost any of these words is enough to make even the most seasoned outdoorsman wriggle a little, and with good reason: these biting insects can turn any outdoor excursion into a lesson in itchy discomfort, and some can even carry dangerous diseases.

There are many ways and ideas about how to ward off these natural nuisances, from slathering yourself with bug sprays to standing in smoke. As a rule though, very few are particularly convenient or comfortable. But, like any rule, there's always an exception.

Bug repellent clothing has made keeping insects at bay more comfortable, convenient, and even a little bit stylish. Like many solutions, bug repellent clothing aims to make you a less desirable target to biting insects by doing what's known as "knockdown," disabling and killing insects that

land on your clothing. In order to provide total coverage, bug repellent clothing is made to cover nearly every part of your body – from hats and bandannas, to shirts, pants and socks.

How does it work?

The clothing works by bonding a chemical called permethrin to the fibers of clothing. While the actual process is a trade secret, the easiest way to think about it is like dyeing clothing: the permethrin is integrated into each individual fiber. The EPA certifies its effectiveness through about 70 launderings, or about the expected lifetime of the garment.

Permethrin itself is a synthetic version of a chemical normally found in chrysanthemum plants, and has been used as an EPA-registered bug repellent and insect killer since 1977. Other than bug repellent clothing, it's most commonly found in products like lice shampoos, and flea dips and collars for dogs (but don't worry about smelling like any of those: per-

BLOG POST

Originally written for Vann's, Inc. Published on June 12, 2012.

WWDC 2012: Does the new MacBook Pro with Retina Display threaten the Air?

Every once in awhile, I have to face facts. I'm a bit of a hardware nerd when it comes to the best computers and laptops. I love learning about the guts of my computer, and anytime a new update to a system comes out, I want to know more.

That's exactly what happened yesterday, June 11th, at Apple's annual Worldwide Developer's Conference. I, like many people around the world, spent the morning glued to my screen as Apple CEO Tim Cook and director of marketing Phil Schiller unveiled the updated lines of MacBook Pro and MacBook Air, as well as an all new MacBook Pro featuring a thinner body and retina display.

Seeing a refresh of their current MacBook Pro and Macbook Air line was great news, with upgraded processors, faster graphics cards, and, for the Pro line, USB 3.0 across the board. However, it was the unveiling of a the next generation MacBook Pro with a retina display that stole the show. The most striking thing about this new model (besides the incredibly high-resolution retina display) is just how thin the new MacBook Pro is, at just 0.71" when closed. Even open, the laptop looks very sleek, and the screen almost seems non-existent when shown in profile.

This slim design doesn't come without a few sacrifices. Apple removed the optical drive (that is, the CD/DVD player/burner), which accounts for the bulk of the size loss, and moved to flash memory to avoid including a large sized hard drive (purely in size, mind you, as the SSD flash drives included can go up to 768GB of storage).

The other sacrifice to the reduced size of the MacBook Pro may be the MacBook Air.

Before its redesign two years ago, the MacBook Air had existed largely as a forgotten piece of hardware, overshadowed by it's larger MacBook and MacBook Pro cousins. While it was thin and small, that was all it boasted compared to the rest of the line. With a sleek redesign, the removal of an optical drive, and the switch to a flash memory based system, the MacBook Air once again became a popular option for those seeking a light, full featured mobile computer.

With the updates to their MacBook Pro line that encroach into the areas that make the Air unique, the MacBook Air may soon find itself forgotten again amidst thin body design and retina display screens.