

15th September 2002.

Active Technology & Active MediaForge,
The Friary,
Rickfords Hill,
Aylesbury,
HP20 2RT

Re: A Web Site "Designed for the digital age"

Dear Darran & James,

I have been a satisfied customer of Active Technology for many years because of its' high quality and fast personal service.

The web site, which you designed a while back, represents the ultimate blend of balancing the business and personal aspects of my life, which was the original challenge I set you. **The site design has proven to stand up to the ultimate test for a designer – the test of "digital" time.** The website still continues to receive many accolades, both from business colleagues and personal acquaintances.

American poet and philosopher Ralph Waldo Emerson once said: **"Talent alone cannot make a writer; there must be a man behind it."** I can unequivocally say that if you want a website designed, which balances passion for the subject, a business perspective and a "nose for the market"- **James "the digital writer" must be the man behind it.**

I am proud to have the website which you designed, as part of my digital legacy – you should be proud of it too.

If Active Technology or Active MediaForge ever requires a reference for another company I will have no hesitation in recommending you

Yours sincerely



Lord James F Lawler
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