



Parallax Design Group
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By Leslie Horton, VP AABPA

Mary Helen Fein is the President of Parallax Design Group located at 12840 Earhart Avenue - Suite 105 within the Auburn Airport Business Park. Her company specializes in custom website design and development, Internet database applications, newsletters, surveys and other online media presentations. Their focus is to help clients establish a strong and fresh corporate identity. To further extend their offerings, Parallax Design Group also does graphic design for collateral materials that complements websites and strengthens branding.

Parallax has an interesting history: founded in 1993 before the Internet actually existed, the Company developed the award winning multimedia CD *GalaxyGuide* that provides wonderful insights about the night sky and many astronomy subjects. Fast forward to today, *GalaxyGuide* is an app that one can download onto an iPhone or Android device. In 1995 the Internet was heating up and companies soon needed websites. Enter Parallax to fulfill that need in the Sierra Foothills.

They have done an excellent job of carrying that value proposition forward. The client repertoire is diverse with such examples as: a radio station, an athletic club, a manufacturer, a veterinary clinic, a professional services firm and a heating & air conditioning company. Mary Helen finds the variety interesting and listens carefully to what each client is asking for so that the end project is spot on. Recently Parallax won the 2013 Best of Auburn for its outstanding website design work.

Beyond Parallax, Mary Helen is a writer and is publishing her first novel about her sailing adventures when she was in her twenties. She also enjoys teaching meditation, painting and knitting. Yes, she is very creative!

An interesting statistic for we readers is that at least half of the people who visit our websites *never go beyond the home page*. This means we must make a highly favorable impression in the first few seconds to create stickiness so viewers will learn more about our companies. This is where Parallax Design Group excels because they can help us create the magic that will capture the attention and interest of those all-important visitors.

