



LUXURY CRUISES THE WEB

Dominator unveils its new site: www.dominator.it

"A new perspective on the sea" is the perfect description of the Dominator philosophy and the key to the shipyard's new website that now presents its unique vision of yachting online.

Specifically planned to coincide with the shipyard's tenth anniversary, the new site, www.dominator.it, is the result of a long and meticulously structured project to create rapid, efficient and comprehensive access to the Dominator world.

Tasteful, linear graphics, combine with user-friendly, intuitive and ergonomic navigation to allow visitors to fully appreciate the features, style and design that make the Dominator yachts unique the world over.

A particularly important role is played by the **iconographic artwork** in the site, which features numerous full-screen images with an exciting, high-impact focus that effectively communicates the value, style and prestige of the **Dominator** yachts.

On the **home page**, the major theme areas are given pride of place, together with a scroll banner that displays a sequence of images symbolising the Shipyard's style and philosophy. The **navigation menu**, located at the top right of the page, gives rapid, direct access to all the main sections in the site.

The section dedicated to the Dominator **yacht range** is, naturally, an essential part of the site's contents and each model is accompanied by full screen images and a short description illustrating its special features, strong points and technical specifications.

Other areas of prime importance are the Shipyard's **History, Engineering** and **Production** sections that all include a special focus on craftsmanship and meticulous attention to detail, two qualities that are fundamental to the construction of top-class luxury yachts.

These boats are unique, because they are all different. They are all treated individually right from the initial design stage and they are all constructed in such a way that customers can choose most of the fittings and furnishings, in line with Dominator's special "**custom philosophy**".

To complete the site's panorama of contents, there is a **customer care** section offering access to pre and post sales services, a **dealer network** section showing the vast, worldwide network of Dominator dealers and branches on a dynamic geographical map, and a series of reserved information pages, including **press kits and releases**, a **photogallery**, a **download area** and a special **news and events** section.

Happy navigating!

www.dominator.it

For more information

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