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## MTA Screensaver Giveaways Planned as Part of Internet Redesign Launch

By WARREN MORSE

(Aug. 31, 2001) As a way of thanking visitors and increasing traffic to targeted areas of the MTA's Internet web site, Marketing has developed a screensaver giveaway in conjunction with the Sept. 1 launch of the redesigned site.

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Visitors will be able to download any of five MTA-themed screensavers for free and run them on their workstations.

"We'll give visitors the opportunity to download these screensavers from areas of the website we'd like to emphasize," said Joe Simpson, MTA webmaster. "For example, you'll be able to download a special Stakeholders screensaver."

Other screensavers that will be available beginning this weekend are themed around the "It's Getting Better on the Bus" campaign, Metro Art, Metro Vehicles and Try Transit Week.

The screensavers will be available internally on metro.net, as well as on [www.mta.net](http://www.mta.net). Simpson created the animated messages using Flash and Screentime software. Some graphic elements were originally developed by the MTA's Graphics Department.

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