



CREATIVE INDUSTRY BUSINESS SOFTWARE WINS PRESTIGIOUS COMPUTER AWARD

Sohnar's Traffic scoops FileMaker Developer of the Year

A business software solution, developed by designers for designers, has won a leading computer industry award.

Sohnar, the company which spent two years designing the Traffic management system, was named FileMaker Developer of the Year in the Macworld Awards 2004. Traffic is a creative business management solution that operates across Mac and PC platforms, setting a new standard of mission management and organisation for the creative industries.

Tracey Shirtcliff, managing director of Sohnar Software, welcomed the award: "When we began designing and developing Traffic, we aimed to create something which was simple to use and great to look at. We have created a system that allows creatives to focus on what they do best – being creative. Traffic takes away administration and organisation worries, helping you administrate without becoming an administrator, and serve clients without becoming a 'suit'. It's fantastic that such a prestigious award recognises that we've got this right."

The Macworld Awards celebrate the excellence of the cream of the UK Mac community. The Developer of the Year Award is for the best business solution created with FileMaker Pro. FileMaker's General Manager for Northern Europe, Tony Speakman, explained why he and his fellow judges decided that Traffic should win:

"Sohnar's FileMaker-based Traffic solution was top notch in all judging categories. With its combination of a highly attractive user interface and great functionality, it is easy to see why people would want to use it. Traffic was a clear winner".

Another judge of the awards, MacWorld's Editor David Fanning agreed Traffic was a cut above the rest:

"Traffic stood out from the crowd because it's both technically excellent and aesthetically pleasing", he commented. "The product is a well rounded and professional solution to common requirements in the design industry, and a credit to the developers".

Traffic puts designers in control of their workload, charting jobs, projects, client demands and supplier deadlines. It does their job estimates and invoicing, their staff timesheets and their financial reporting. And, uniquely, it comes with a four month money back guarantee if customers are not completely satisfied.

-ends-