

Driving Innovation on the Street and on the Web - Windows Internet Explorer

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Driving Innovation on the Street and on the Web

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**Microsoft**  
the next generation Web

## Driving Innovation on the Street and on the Web

Honda Motorcycle France and Blue Acacia deliver 3D vision

**Blue Acacia**



Envoyer un message  
Inviter en tant qu'ami

Lieu : Paris, France

Blue Acacia specializes in web development and interactive marketing services.

Afficher les détails du profil

7 mars  
**Creativity and Innovation**



*Honda Motorcycle France wanted a web site that reflected their passion for quality and innovation. Blue Acacia, a Paris-based web development and interactive marketing services firm, knew how to help. Using .Net with XML and AJAX, Blue Acacia created a site featuring stunning visuals and cutting-edge technology, yet loads quickly and is easy to modify. Going live at the 2007 Mondial des 2 roues show, the site received over 600,000 hits on the first day. The site stands ready to showcase a 3-D web application that will allow customers to build their own motorcycles when it is released in Spring 2008. This is their story.*

**A client with 3D vision**  
Honda Motorcycle France is a company that is passionate about quality and innovation. As the worldwide leader in motorcycles, they set the pace. They wanted to project an image that perfectly reflected that passion. Honda Motorcycle France's commitment to innovation is expressed in many ways. For example, they have, for many years, built motorcycles specially designed for the racing circuit and it actively participates in both the MotoGP and Formula One races. Their latest innovative idea was to use a 3-D web application that would allow customers to configure their own motorcycles, including parts and accessories.

**Pictures**



Accueil-sm  
Photo 2 sur 10  
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**Blue Acacia believes in Microsoft products**  
Blue Acacia believes in Microsoft's products. In fact, the whole staff is Microsoft certified, including one network administrator who has seven certifications.

"Some of our competitors use Linux because of the cost. While the Microsoft applications can seem expensive, in exchange you get a guarantee. Recently, we were migrating some applications and had some technical issues. It was great to have the Microsoft Support team behind us!" says Francois.



République française



"Our former website was OK, but it was more informative than visual"

Sebastien Pernel, Marketing Director for Honda Motorcycle France, wanted to fulfill that

Terminé

Internet 100%

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