



Press Release

Geelong born net technology guide turns ten

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Geelong, Australia

Today marks the tenth birthday of the online technology guide www.gizmohighway.com, created by the Geelong local guide creators of www.intown.com.au.

From its humble beginnings as the historic appliance page in 1994 the website has transformed over the years to include a wide range of technology based topics, including automotives, computers, robotics and aeroplanes to name just a few of the more than 200 articles online. Changing its name to gizmohighway.com in 1997 the site is now one of the world's most respected technology guides.

"How it got started was very simple", as gizmohighway.com creator Gary Watts explains. "Coming from an electronics background, I was quick to get on the web, and as soon as I started surfing I knew I needed to contribute something to the internet and be part of this new medium. Spending time thinking of a good subject for a web site, two ideas came to mind, one was intown.com.au and the other was what has led me to produce gizmohighway.com".

"As the years progressed this small technology site was getting a substantial amount of visitors despite consisting of only a few pages and of relatively obscure content. It was then we decided to relaunch the site with a new name and slight change of focus with more content and topics- that has led gizmohighway to what it is today."

Recently gizmohighway.com featured on the BBC World program Click Online, an event that saw our visitors increase ten fold. The site has also been featured on the cable TV channel TechTV as well as other acclaimed websites like howstuffworks.com, about.com and wikipedia.com.

As www.gizmohigway.com continues to go from strength to strength, the creators of both gizmohighway and intown have launched a new site www.visionhighway.com which focuses on home theatre equipment and like gizmohighway it is targeted to an international audience. Geelong hasn't been forgotten either, as Geelong's entertainment and tourist guide www.intown.com.au gets a fresh new look and site update.

