



CALROG.com Merges Two Highway Libraries into One

"Pictures of Highway Shields" and "Videos of Worldwide Highways" were two CALROG.com websites targeting a specialised and nomadic audience. By presenting photographs of highway signs and first-person videos from the fastlane, an international audience was able to catch a glimpse of worldwide highways that they may have never seen. The new year represents a new concept at Calrog.com: the "Pictures of Highway Shields" and Video of Worldwide Highways" libraries have been merged into a single "Worldwide Highway Library".

San José, CA ([PRWEB](http://prweb.com)) January 6, 2007 -- Calrog.com announces the merge of its two highway libraries, "Pictures of Highway Shields" and the "Videos of Worldwide Highways". By showing its reader pictures of highway markers from three continents, and first-person videos from North America, the two libraries previously enjoyed growing, yet modular success. At the end of December 2006, the two sites held a combined 70,000 monthwide hits.

"It's all about simplicity and giving the reader a seamless experience", said Carl Rogers, owner and chief-editor for Calrog.com. "Highway enthusiasts want the whole enchilada, not just a piece of the pie. The crossover of interest between highway videos and highway photographs was simply compelling. Both Pictures of Highway Shields and the Videos of Worldwide Highways experienced a simultaneous, double-digit growth (per centage-wise) during the past several months, every month. That's unprecedented. Those same visitors enjoyed toggling between those videos and photographs that Calrog.com offered--I want to make the experience more seamless and enjoyable for them today."

The two libraries have now merged into the "Worldwide Highway Library", available today at <http://worldwide-hwys.calrog.com>.

Rogers began highway photography in 1999, along Interstate 80 in Reno, Nevada. After Calrog.com was formally founded in 2000, volunteer contributors have added hundreds of pictures to the library, from Washington State to China's Jiangsu province. In 2005, Calrog.com began its video documentaries in Calgary, Alberta, Canada. Due to the international coverage of the Worldwide Highway Library, there has been a diverse group of cultures who have experienced it. As such, four official languages are offered to the reader: French, German, Italian, and English.

Today, there are 2,004 photographs and 57 videos in the Worldwide Highway Library.

About Calrog.com

Having served ninety-five countries since 2000, Calrog.com is an integrated media arm in Turn-of-the-Century PC Development, International Highway Research, and Interpersonal Psychology. It distributes its content through Internet downstream and published works.

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Online Web 2.0 Version

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