



Rhythm Mobilizes Segway Brand For CES 2016

Rhythm - a digital marketing agency in Irvine, Calif. - launches new mobile website for Segway.

IRVINE, CA, USA, January 19, 2016 /EINPresswire.com/ -- [Rhythm](#) launches new [Segway](#) brand and mobile-first website in time for largest global consumer electronics and technology show

Jan. 19, 2016 — Irvine, CA - On Jan. 5, 2016, the opening day of the world's largest consumer electronics show (CES 2016), Rhythm (www.rhythmagency.com) - a digital marketing agency located in Irvine - launched a new mobile-first website for Segway Inc. Rhythm worked together with Blue C Advertising to not only launch the new website, but unveil the company's enhanced brand identity and new product categories.

"We chose to work with Rhythm primarily for its mobile-first approach to design. We were also impressed with the team's confidence in its ability to deliver a high-quality, comprehensive site on a very tight deadline," said Brian Buccella, Vice President of Marketing and Business Development, Segway. "Rhythm not only met our expectations for a dynamic mobile-friendly site, they also exceeded our vision for its desktop companion."

Segway's new website (www.segway.com) caters to the consumer market and was architected to easily accommodate the addition of new product lines. The parallax design is clean and easy to navigate, inviting visitors on an experiential tour to learn more about the Segway brand and its many product lines and offerings through fresh content, vibrant and adventurous imagery and video - all of which can be updated in real-time via the robust Umbraco CMS.

Rhythm worked with Segway to identify conversion points throughout the website and setup unique tracking metrics tied to forms, video views, social sharing and more, gathering valuable consumer insights for Segway right from the start. The teams will continue to work together to develop new website content and features including integrating e-commerce functionality.

"It has been invigorating to work with Segway as they reinvented themselves and launched an entirely new Segway brand," said Rhythm CEO Craig Cooke. "Under tight time constraints, Rhythm, Blue C and Segway teams all followed our Rhythm i-5 process enabling the site to launch in time for CES. The feedback we've received has been overwhelmingly positive. We look forward to continuing our relationship with Segway and helping them change the way people live, play and work," added Cooke.

About Rhythm

Located in Irvine, Calif., Rhythm is an integrated marketing agency specializing in digital. Rhythm combines sophisticated strategy, experience design and elegant technology to create effective brand experiences for clients. Rhythm develops innovative solutions that achieve business goals and engage users. Learn more about Rhythm at www.rhythmagency.com.

About Ninebot Limited & Segway Inc.

Ninebot is a privately held company. In April 2015, Ninebot strategically merged with Segway, headquartered in Bedford, New Hampshire. The combined company focuses on the development, manufacturing, distribution and sales of short-distance transportation products. The ultimate goal is to

promote the evolution of our products to become the world's leading provider of mobile robotics solutions. Segway boasts an international distribution network of more than 250 retail points in 80 countries. For more information, please visit www.segway.com and www.ninebot.com.

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