

Nanophase: <http://www.nanophase.com/>

This is a company based near Chicago which has the patents on some nanoparticle-creating processes which they are using or planning to use to produce several consumer goods.

Overall, the site seems to be a bit technical. Even the home page starts out introducing the company and their processes but then quickly turns into some sort of technical talk about how these processes work.

How is the information presented/organized?

There is a bar across the top of the site with different sections in which information has been organized. Most of the sections are self-explanatory, such as investor relations and products. There is also a search feature which someone could use to search the website for certain information.

Is there any bias?

Of course there's bias. The entire left sidebar of the page is full of links to where the company was cited in the media.

The rest of the site is littered with trademarks such as "NanoTek[®]" and "NanoGard[®]" and they keep reinforcing their "patented processes." I can understand that this is a new technology that is just now being developed and therefore patenting is a big deal, but I am against using the word solely for a marketable edge.

To whom does this information appeal?

Several pages are headed by the company's NASDAQ abbreviation. And one of the larger sections of the page is entitled investor relations. So it is my understanding that the website is being used as a marketing tool to try to get more investment capital into the company. Probably the largest section of the site is the "Applications" section which goes into all the different ways that the company is looking into applying their nanotechnology. There are several sub sections such as anti-microbial, personal care, and polishing. Each link to an application leads to about a one paragraph blurb on how the nanotechnology is being applied in that area. The only problem I see with this is that the one paragraph blurb is very specific and technical and a bit hard to understand for anyone not already in the know about what is being presented.

What is the longevity?

The site has been around since 2003.

How does the general public get to the site?

The site is just the name of the company with a .com afterwards so if a member of the general public were to read one of the media pieces about the company and then either type in the name of the company with a .com or search for the company on google, then the public could reach the site.

Is the information positive or negative?

Positive definitely. The company has an invested stake in presenting positive information and therefore that is what they are going to present.

What can we not get off the website?

Anything negative such as side effects of these nanoparticles or side products of the particle production processes.