

## Our new look

It's the end – and the beginning.

The redesign and relaunch of *thestar.com* today is both the culmination of months of work by designers, producers, programmers and editors and the foundation on which we can build for the future.

The whole project has been a lot like designing and building a new car. The body is new, there's lots of new options and we've added a high-performance engine called TOPS.

These are some of the new features:

- A wider design to take advantage of today's higher resolution computer screens
- Larger images, and more images
- An in-page multimedia player to present video, photos and podcasts
- Improved navigation
- Improved search

The new website is powered by a completely new content management system developed by Torstar Digital called TOPS, or Torstar Open Source Publishing System. This powerful publishing system offers more flexible design of the website, faster handling of breaking news and will allow greater innovation and content sharing across the Torstar publishing properties.

Re-launching a site as deep and layered as *thestar.com* is a complex job. You may notice some hiccups over the next little while and we'd be happy to hear about them at [webmaster@thestar.com](mailto:webmaster@thestar.com) - or leave your comments using the link at left.

Some features of the new site will be making their debut later this week, including a new video page to showcase the best video created by the Star's new Multimedia team and breaking news from Associated Press and Canadian Press. And we'll be adding more features frequently through the end of the year and beyond.

Many people helped make this relaunch possible. Among them:

Sharon Dean, David Darnell, Dave Lake, Craig Wattie, Brett Smith and Marcus Price from the Star's online publishing team;

Chris Carter, Aneurin Bosley, Ken Faught, Chris So, Scott Simmie and Bernard Weil from the Star newsroom;

Tomer Strolight, Danny Galic, Andrew Wardle, Jeff Sherman, Kevin Yeung, Eric Sellers, Mike Kanyo, Mehrdad Aboudizadeh, Andriy Solovey, Rania Dib, Joe Samual, Chris O'Grady and Erik Holmberg from Torstar Digital;

Tony D'Alessandro, Cheryl Clogg, Rick Takashima, Julian Marin, Patrick Chung, Cindy Liang and Stephen Schwenker from the Star's corporate IT department;

The whole TOPS team from imason <[www.imason.com](http://www.imason.com)> and especially Nariman Haghghi, Ryan Morreau, Chris Chapman, Stephen Kearns and Nicole Williams;

Sarah English from Usability Matters; and

Sean Patrick of Patrick Paradisi design

And now we hand over the keys to this new "car" to you, the reader. Kick the tires, take it for a spin and try the multi-media player. We'll keep the tank filled and add new options from time.

Please let us know how you like the ride.

Greg Loewen,  
Publisher, *thestar.com*

Link to original article:  
<http://www.thestar.com/News/article/141292>