

Featured Member Business:

Russell Fustino

Owner / Software Developer / Internet Video Specialist / Trainer

Russ' ToolShed Network, Inc.
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www.russtoolshed.net
Software Developer & Internet TV

2011 Featured Business: Russ' Toolshed Network

Location: New Port Richey, FL 34656

Website: www.russtoolshed.net

Phone: 727.207.9254, Fax: 727.849.2174

Contact: [Russell Fustino](#), Owner

Years in Business: 1

Business philosophy: To get businesses to make greater use of Internet TV. Each TV Station on the Internet will be dedicated to a different industry. Internet TV is the "Final Frontier" in marketing. Also, media is playing a more and more important role in Phone app's. Russ' ToolShed Network is actively generating apps in the new Windows Phone 7 market. The ToolShed has published, to the Phone 7 Marketplace, 28 applications to date in English with 28 corresponding versions in Spanish. This series of apps is on Keyboard Shortcuts for several products including Windows 7, Internet Explorer, and Office apps such as Word, Outlook and Excel as well as developer apps for C#, VB and Expression Studio. The Marketplace can be browsed with Zune software. Currently there are over 2,500 unique users of my apps worldwide... and this is just 2 months since the Phone 7 came out at the beginning of November 2010. These apps feature easy one touch look up of the shortcuts, learn mode and search. Future apps will be published for ToolShed TV on the Phone 7 Marketplace using this as a new platform for media distribution.

Why do companies/clients contact you? This is a relatively new arena for businesses. Now they can take direct control of their advertising and marketing. More control produces more positive results. We work with the business to educate them about the growing power of Internet TV. The ToolShed has been contacted by companies to use the learn engine of the Shortcut Phone 7 apps for internal and industry wide training and knowledge reference.

Why do companies/clients select you over your competitors? Internet TV is the future. Companies need a way to enter this market. We provide the tools for them to use Internet TV. We can train and develop the companies to harness the power of Internet TV. Our goal is to "Entertain, Enlighten and Educate". As for the Phone 7 app business, the ToolShed knows how to create and publish these applications with trial, instrumentation and foreign language support.

How do you accomplish this? We target our development towards companies which are in "Vertical" Markets. We support industry specific businesses. Internet TV immediately establishes your business as successful. In the phone 7 apps, the central repository and look up is in the Phone 7/Zune Marketplace which is one of the main tiles on the front screen of the Microsoft Windows Phone 7, making these apps accessible with one touch.

What do you offer? We offer businesses the means to use Internet TV to their benefit. We supply them with the means to market their products and services without the giant overhead expenses associated TV. The expenses just are not money, but time, training and analysis. We save our clients time and money. We put them in the forefront of their industry and are involved in new emerging markets in the Phone space.

Further information on the Phone 7 Shortcuts apps go to our blog entry at: <http://www.russtoolshed.net/Blog/tabid/55/EntryId/21/Trial-now-available-on-all-Phone-7-Shortcut-Apps.aspx>

See how Russ' ToolShed rates? Now in the top 20 developer list for Windows 7 apps!

<http://lobiesobaku.wordpress.com/2011/02/07/infographic-windows-phone-7-marketplace/>

Contributing Editor:
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Photography/Images by:

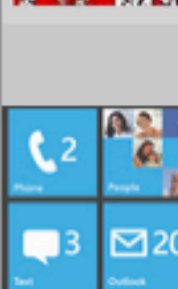
The Fustino Family, Friends & Acquaintances

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Pictures Tell the Story:



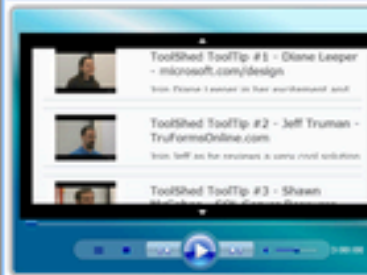
- Shortcuts Win7
- Accessibility
- Calculator
- Dialog Boxes
- General
- Help Viewer
- Magnifier
- Remote Desktop
- Taskbar
- Windows Explorer
- Windows Journal
- Windows logo key



Russ' ToolShed Blog - Announcing Shortcuts!!! A new set of tools that runs on Windows Phone 7 from...
Blog: <http://www.russtoolshed.net/Blog/>
Blogging on software developer tools, and more!



Videos - Speaker Idol Florida Finals - 2010



More! It's All About The Tools - TV Show, Update One
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