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| --- | --- | --- | --- | --- | --- |
| Website URL | Picture of animation | Advantage | Disadvantage | Comments |  |
| <http://www.pcmag.com/> | [http://common.ziffdavisinternet.com/util_get_image/28/0,,i=285576&sz=1,00.jpg](https://www.zdmcirc.com/zdmcirc/default.asp?LK=new032612BR4&I=ibmp) | * Colours * Layout * Text/Front * Graphics * Information what is being conveyed eg. Here they are promoting subscribing to their magazine or an ipad. | * Sound * Video | * Changing simple colours * Eye catching * Changes when you move your mouse. * Limited colour |  |
| <http://www.pcpro.co.uk/?utm_source=thedotcom> |  | * Simple colours * Looks futuristic * Moving object * Changing text * Don’t have to hover on it | * No sound * No video | * Different layout every time it changes |  |