

# Electos

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The latest features of Electos.

*Harm Wibier (Data Access Europe)*



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# Overview

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- Electos 4.2
  - New MyWebsite
- Electos 4.3
  - Guestbook
- Using Electos Different
  - NarrowCasting
- In the pipeline

Overview of the last release of Electos..

# ELECTOS 4.2



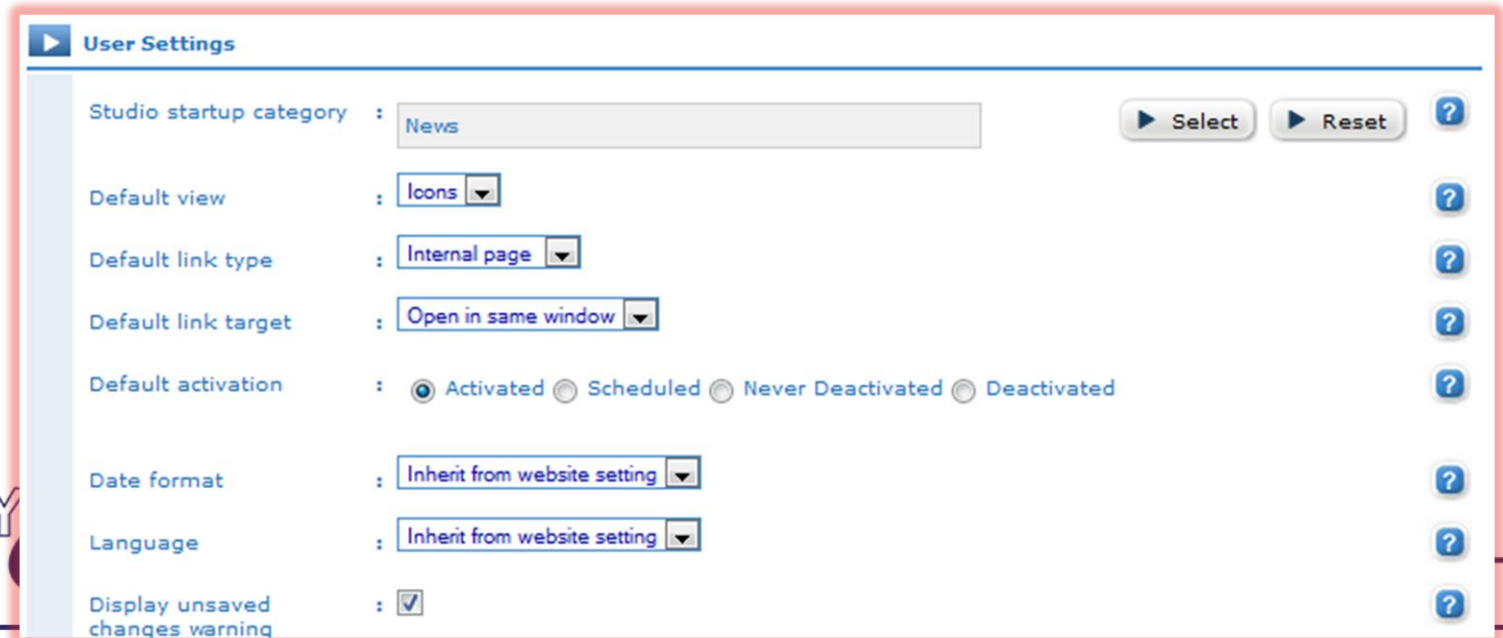
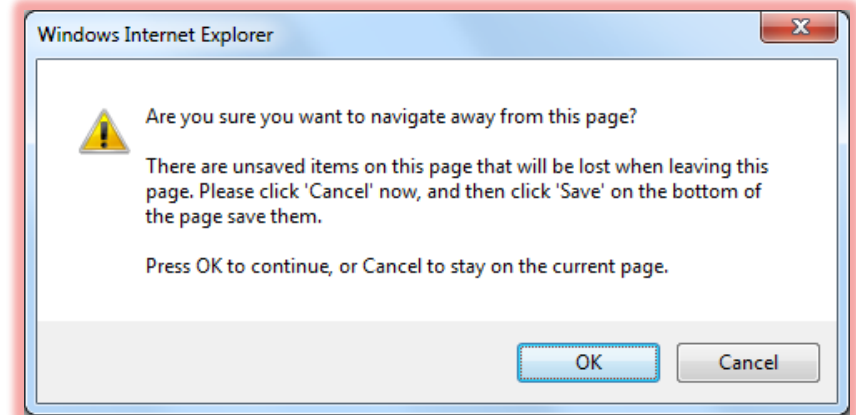
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# Studio improvements

- Improved defaults
  - User settings
  - Last created page
- Unsaved changes warning



# New MyWebsite

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- Brand new design
- Latest standards
- More advanced Electos features
- Cleaner HTML
- Proper CSS usage



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# Features

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- Drop down menu's
- Home page
  - News items, main stories, product images
- New
  - Overview page, side bar news list, next and previous
- Galleries
  - Photo book overview, lightbox popup, advanced thumbnails, hover & zoom
- Webshop
  - Advanced overview, attribute support, side bar shopping cart, streamlined checkout

# DEMO

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<http://localhost/MyWebsite/>



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About the upcoming release of Electos.

# ELECTOS 4.3



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# Guestbook / Blog

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- Leave comments on the website
  - Comments on pages
  - Comments on products
  - Management using the studio



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# Features

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- Moderate comments
  - Approve
  - Mark as spam
  - Delete
  - Edit
- Add smileys to comments



# DEMO

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<http://localhost/MyWebsite/?page=Guestbook-66>



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# Status

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- Electos 4.3 for Visual DataFlex 2010
  - 16.1
  
- Beta release
  - Shortly after the conference

New ways of using Electos

# NARROWCASTING



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# About NarrowCasting

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*Spreading an advertising message or signal over a small geographical area, or to a select group of audience.*



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# Where to use NarrowCasting

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- Seminar, conference Events
  - Program/schedule (changes!)
  - Directions
  - Sponsor messages
  - Marketing



- Shop
  - Special offers
  - Product presentations
  - Marketing





- Sports clubs / bar
  - Tournament scores
  - Sponsor message
  - Soup of the Day
  - Special Announcements



- Travel
  - Hotel lounge info
  - Travel schedule
  - Weather
  - Traffic
  - Shuttle schedule
  - Train schedule
  - Gate information



# Case Study (DailyFresh Logistics)

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- Fast Moving Consumer Goods
- Corporate
  - Welcome at reception
  - Corporate presentation
  - Performance indicators
    - Dynamic AI
  - Special Events
  - Lunch special



# NarrowCasting with Electos

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- <http://localhost/narrowcastwebsite/>



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 DATA ACCESS  
WORLDWIDE

# Implementation

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- Smart templates
  - Single master ASP script
  - AJAX Calls to load the content
  - jQuery is used for animations



# Weather

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- Weather is loaded from XML Service
  - Loaded using AJAX Calls
  - ASP forwards request to different domain
  - Caching on the server





# News

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- News is loaded from RSS feed
  - Loaded from the server using AJAX Calls
  - ASP forwards request to the different domain
  - Caching on the server



# Dynamic AI

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- Report is loaded in IFrame
  - Created and initialized while invisible
    - Timeout parameter determines waiting time
  - Slide animation starts after timeout
  - Custom report CSS

## DYNAMIC AI



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WORLDWIDE



# Why Electos?

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- Central management
  - Multiple monitors showing the same information
- Easily create and manage slides
  - Change order
  - Activation and scheduling
    - Schedule the lunch of tomorrow
  - Custom templates
  - Configure with parameters



# Managing the NarrowCast

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- <http://localhost/narrowcaststudio/>



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# IN THE PIPELINE?



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# In the pipeline

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- Electos 4.3
  - Release in the months after Synergy
- Next version
  - Edit rights per category / page



# QUESTIONS?



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I'll be around and would be happy to answer any specific questions you may have...

**THANKS!**



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