

# **Producer Introduction**

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#### PRODUCER ADVANTAGE

When AppWares created Producer, the first Authoring Environment (AE) for development of proactive media, there were several instrumental efficiencies that were considered. The impetus for the development of an AE system for windowless interfaces is a direct result of the following facts:

- The shorter the elapsed time between the design and creation of a functional prototype and the production of the final application, the more likely the application will be accepted and integrated<sup>1</sup>
- Many applications produced with existing programming environments do not fall within acceptable ROI due to high technical skill, design, coding, and testing requirements.
- A system had to be developed that leverages existing skill sets in webdevelopment and graphics design into more technologically advanced and integrated solutions such as application development.

To this end, the key efficiencies of the Producer AE program are:

- Use of prototyping to help media application visualization and corrections
- Facilitates the modeling and design of the media application, and the modeling and integration of the application with other systems
- Facilitates the re-use of proven template media applications
- Generate bug-free media applications and fully validated system design.
- Facilitates the intensive involvement of the end-user or administrator in the design of the project
- Enables ongoing dynamic design updates, application re-builds, and system integration
- Enables the rapid integration remote media and content

Appwares Producer is used primarily for basic IMP development, prototyping, and graphical layout. More complex functions and operations are enabled through manual coding in conjunction with the Producers' AE. (see IMP API manual).

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<sup>&</sup>lt;sup>1</sup> Davis. 1997. University of California.; Application Development Methodolgy.

#### THE APPWARES SYSTEM

Appwares' proprietary design and development environment facilitates not only information delivery, but allows for custom client specific applications, that capture the desired look, functions, and features into the custom desktop interface. The Appwares System is be made up of three main components (see Figure 1): the rapid application development environment which is used to assemble the application (*Producer*); the application itself (Integrated Media Portal or *IMP*); and the server and database back-end which facilitates extended networking and broadcasting capabilities

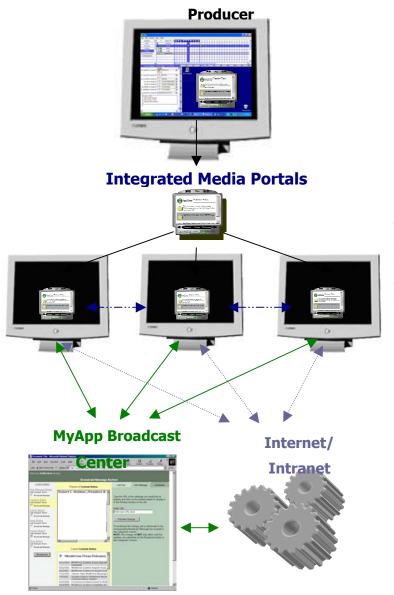


Figure 1: Conceptual Flow Diagram of AppWares System

#### **Producer**

Integrated Design environment software that allows for the rapid development and prototyping of custom Integrated Media Portals specific to individual client requirements in both form and functionality.

### **Integrated Media Portals**

The Integrated Media Portal (IMP) is a single access application that allows for integration, application launching, communication, media delivery, notification of information, and other functionality from various client-specified sources.

#### MyApp2 Broadcast Center

Once deployed, IMPs are selfsufficient, and have the ability to communicate to the inter/intranet (mini-browser), through the MyApp2 broadcast center (i.e. parsing, broadcasting, collecting),. The applications themselves will have security options such as encryption and password protection as needed.

### PRODUCER PROCESS DIAGRAM

#### Graphics Development

- image segmenting
- graphics optimization
- graphics formats
- alliasing of images
- exporting and naming

 Graphics and images are developed. outside of the Producer environment, in packages such as Photoshop and/or Illustrator.



2. Graphics are imported into Producer as conventional formats such as gifs and jpgs. Producer allows the developer to rapidly incorporate graphics and media, and create a working application.



#### Producer - Prototyping

- image importing
- image placement
- state creation/control
- sprite creation/control
- standard functions
- scripting

3. Once the prototype is: complete, the application must be configured to receive event requests from MyApp. The application is configurable through a Producer interface.

The AppWares installer.

bundles and compresses

the appwaresengine, the

IMP, and associated files

and media into one self-

extracting executable.

#### Producer - Configuration

- event handling
- myApp synchronization
- program optimization
- channel selection/naming
- statistic preferences
- sytem tray development



### MyApp Setup

- channel creation
- channel naming
- authorization
- administration/broadcast
- statistical collection

## AppWares Installer

- installer preferences
- 'include' files
- installer graphic elements





- desktop icon

Integrated Media

Portal (IMP)

 The myApp section is customized to reflect the application functionality. This process is referred to as myapp synching.

### Support Materials

- help pages
- send mail/send to friend
- tier1 customer support
- download page
- embedded browser content

Imps are typically accompanied by support materials for the end-user. These materials will provide a more intuitive and seemless user experience.

# PRODUCER AUTHORING ENVIRONMEN

