Producer Introduction

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PRODUCER ADVANTAGE..... 3

THE APPWARES SYSTEM..... 4

PRODUCER PROCESS DIAGRAM..... 5

PRODUCER AUTHORING ENVIRONMEN..... 6

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[1]
- 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 web-development 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).

[1] 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

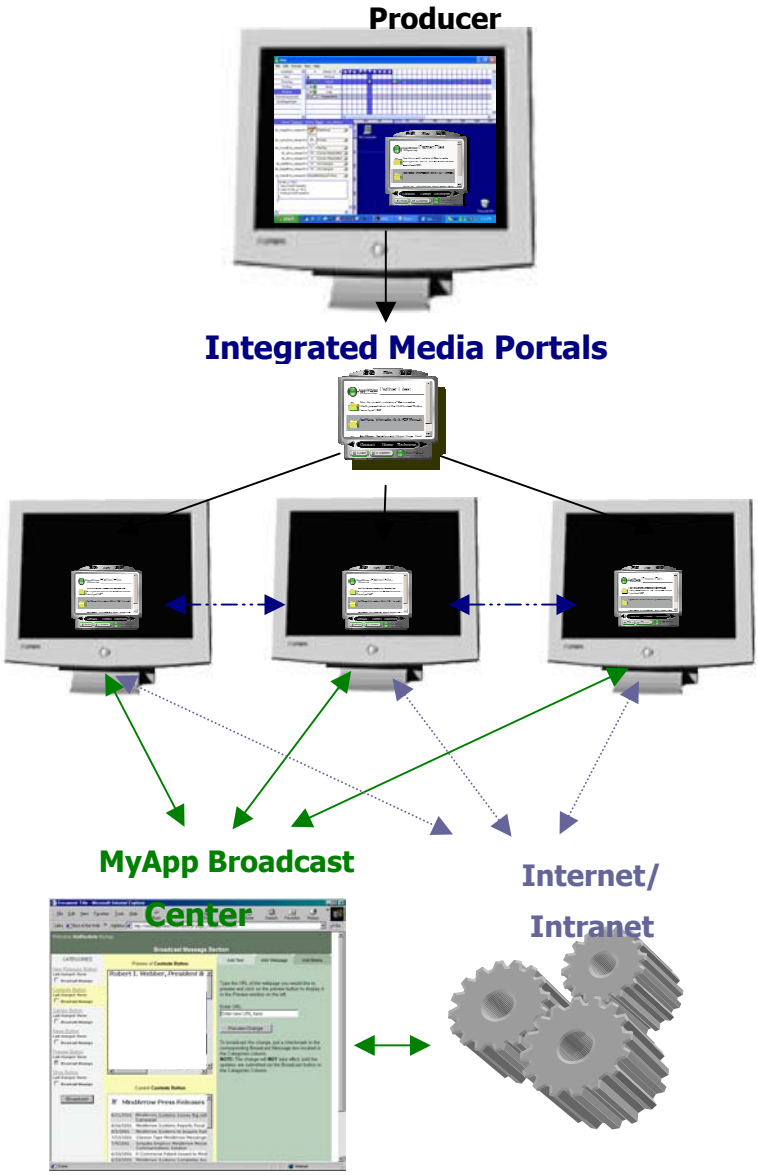


Figure 1: Conceptual Flow Diagram of AppWares System

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.

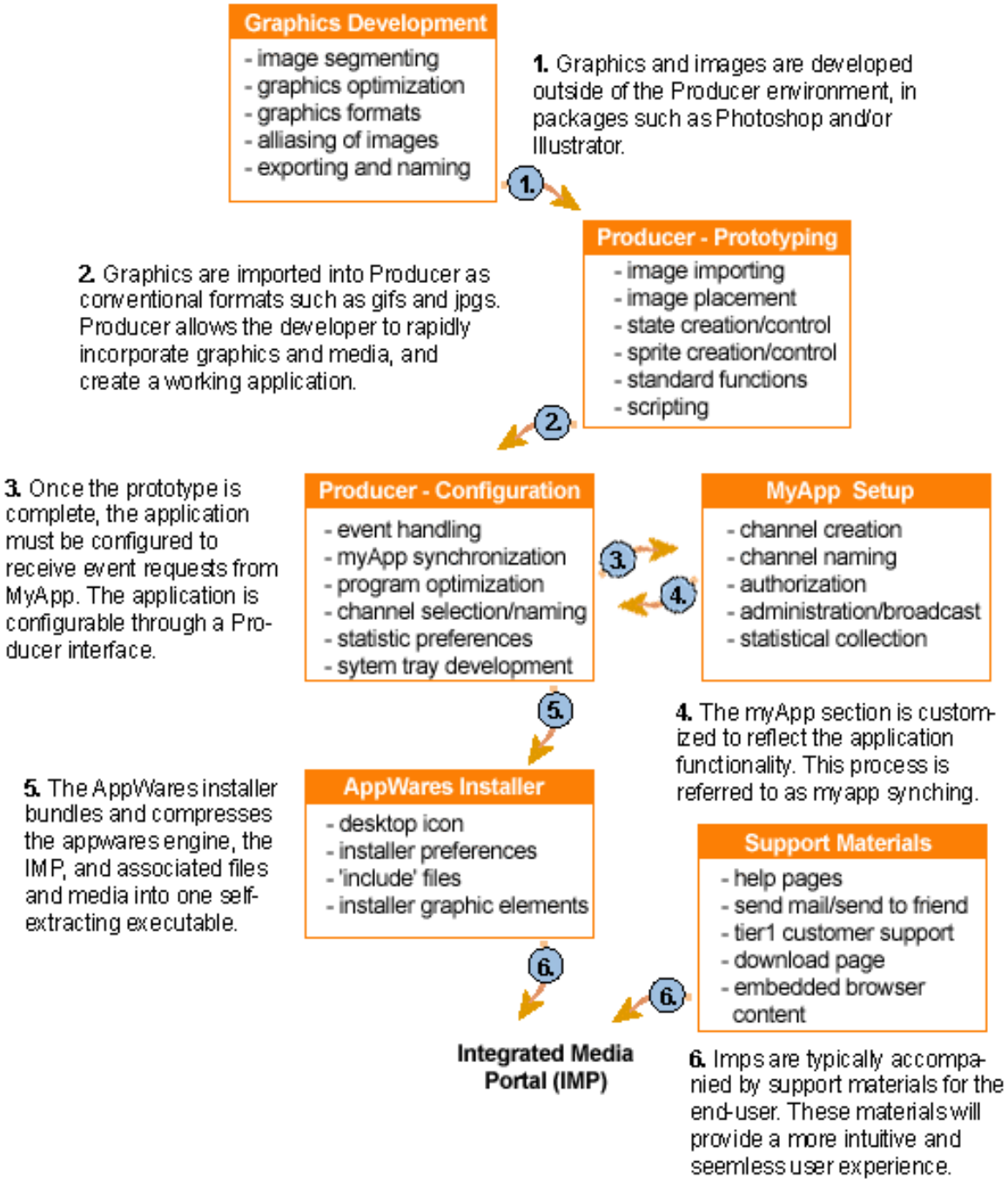
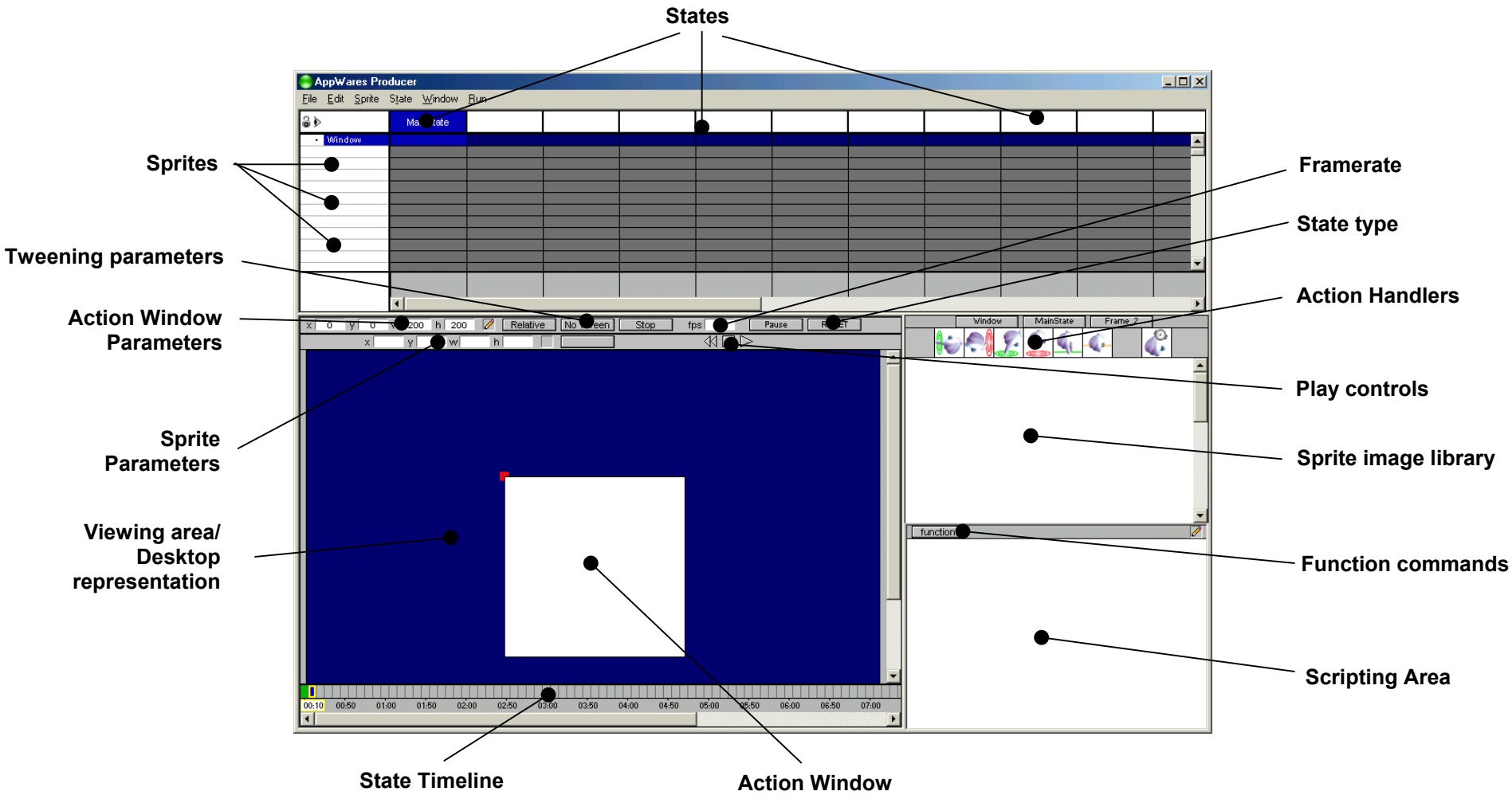
Integrated Media Portals

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 self-sufficient, 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



PRODUCER AUTHORING ENVIRONMEN