



mdCalendar 2.0 ASP Edition – Product Specification Sheet

Product Highlights	
Feature	Description
Creating, editing and scheduling events	Using the TimeLink application, calendar editors can create, schedule, and edit events for publication into the mdCalendar system.
Detailed events searching	Our flexible MTL architecture allows for virtually unlimited search variations, including the following: <ul style="list-style-type: none"> by calendar (or calendar group) by date by event name by type by description by status (active or inactive) by venue (name, city or zip code) by keyword by user-defined meta-data fields
Flexible event scheduling	Most calendar products only allow event scheduling that occurs in patterns (e.g. every Saturday or every 3 rd day of the month, only on weekends). With mdCalendar, calendar editors can assign multiple schedules per event, and assign multiple times per schedule.
Multiple data import formats	The mdCalendar system supports a variety of data input methods: <ul style="list-style-type: none"> A Java-based user interface which supports both Windows and Macintosh platforms. Batch data import via a java program. This feature allows manual and scripted file import capabilities. Web-based data entry for the general public, with entries subject to editorial review.
Multiple presentations of shared data	High data reusability that supports the following output formats: dynamic and static HTML, text, XML, WAP, e-mail, and Quark Xpress tags.
Template driven output	Morris Digital Works' (MDW) innovative Morris Templating Language (MTL) allows radical flexibility in presentation, and supports multiple publishing platforms and channels.
Standard Features	
Feature	Description
Customizable design templates	MDW will match the site design to a core set of templates for searching and displaying your events. The base template set includes the following: <ul style="list-style-type: none"> Event view (with optional venue information) Daily event view (all events, sorted by time) Weekly event view (all events, sorted by day) Monthly event view (top daily events, sorted by day) Basic event search (keyword and date-based search) Advanced search (by specified meta-data sets)
Event-specific logo and graphic support	Event logos and graphics can be displayed with the event online.
Event-specific web links and email addresses	Each event can store a specific web address and email address to present as links to further information.
Extensible data fields	Using the TimeLink and BizLink (optional software) applications, calendar editors can quickly add relevant data categories and information without requesting changes to the base data structure.
Flexible categorization for event listings	Each event can be assigned to an extensible list of event types, enabling event data to have search delimiters for related events (such as theater, music, or family). The event type list is controlled by the site administrator.
Storage and archiving of events	Event data is not purged from the database, and past events can be quickly rescheduled. Event data can be deleted by the site administrator.
User account security	TimeLink includes the ability to manage account creation and access control for those users designated as super-users. Its built-in security keeps users from seeing calendars in groups outside their permission set.

Venue-specific events	Each event can be assigned to a specific venue – a reusable data set that represents a specific location and can facilitate searching by nightclubs, theaters, or other popular venues. Venue information can include name, address, URL, e-mail, phone numbers, and descriptions.
Optional Upgrades	
Feature	Description
Business and venue listing upsell opportunities	Using the optional BizLink application, mdCalendar can store detailed directories of event venues to create a searchable database of local businesses, including event schedules and multimedia descriptions.
Content-sensitive advertising	Your templates can be customized to serve banner, rich media, and other advertising impressions based on event categories and searches
Customized presentation of calendar data	MDW's award-winning design team will develop a web site design tailored to the specific needs of a local market.
Email event to a friend	Site visitors can easily send the text any event to a friend through a customizable email form.
Integrated address mapping	MTL templates can enable a link to your online mapping system, attached to each listing that contains fielded address data.
Printer-friendly output	Search results or calendar pages can be formatted for easy printing in plain text.
Sortable search results	Site visitors may sort search results by features such as event date, event type, or venue.
Included Training and Support	
Feature	Description
Application training	Expert trainers will train designated site administrators in how to use all included applications.
Application support	MDW provides on-call end-user support of all included MDW software and applications is available during standard business hours.
Operational support	MDW provides customer support via: <ul style="list-style-type: none"> • Telephone and web-based support • Incidents tracking and resolution • Bug fixes Performance related or platform related problems are handled 24/7/365. Non-emergency-related product support is available during normal business hours, eastern time. Manned operations are from Monday through Friday, 8am-6pm eastern, except holidays.
Bundled Software	
Application	Description
TimeLink	TimeLink is a Java application that runs on Mac and PC desktop machines and lets calendar administrators control their calendar publication. Users can search for events or browse by event dates, then edit any facet of the event's data, including text and dates. TimeLink includes the ability to manage account creation and access control for those users designated as super-users.
Optional Software	
Application	Description
BizLink	BizLink is a Java applications that runs on Mac and PC desktop machines and lets calendar administrators enter and edit business and venue data for use in mdCalendar.
Template Manager	Editing and CVS application that manages your templates for the Morris Templating Language. Requires completion of MTL training and certification