



BlueLava Freedom:

Whether you're at the beach, on an airplane, or in your basement, BlueLava Studio lets you update your website – anytime, anywhere. There's no special software to install, no proprietary plug-ins to download, and no per-user licensing fees – all you need is a browser and an imagination.

Because your organization deserves a flexible, custom solution, BlueLava websites are not restricted by a template-based design. BlueLava gives you the freedom to translate any design concept from your sketchpad to your website – after all, your creativity isn't limited, why should your website be?



BlueLava Power:

BlueLava Studio gives you the power to add dynamic feature-rich content to your website – content that engages users and encourages participation; content that provides a real business value to your organization; content that keeps your visitors coming back for more.

At the core of BlueLava's power are modular applications called [Elements](#). They range in complexity from simple text or images to dynamic online calendars and news publishers – they're all ready to install at the click of a mouse, require no programming, and are flexible enough to meet your unique needs



BlueLava Control:

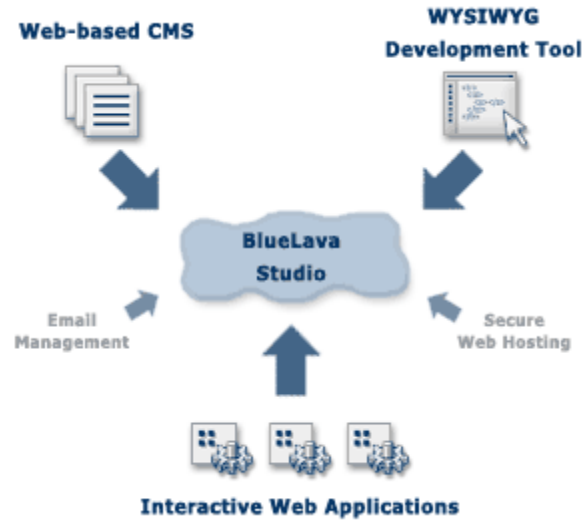
The days of relying on a developer are over. You shouldn't have to wait two weeks for a press release to be published – by then it's already old news. You shouldn't have to deal with expensive hourly rates for updates – you've already paid enough. It's your website – you should be in charge of it.

BlueLava Studio transfers control directly to you by providing an intuitive interface to maintain every aspect of your website. Add pages, edit content, publish news, and build forms; you can do it all now – without programming, without delay and without limits.

With BlueLava's powerful administrator capabilities, you can also take control within your organization. Workflow features and permissions allow you to monitor who does what and track when they do it.

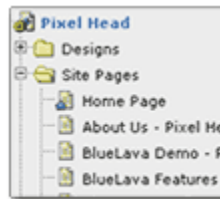
In-depth Features:

BlueLava Studio is a complete website solution. It's an online content management system (CMS) that allows you to create and edit web pages, add content, images and links, and set up workflow and collaboration throughout your organization. It's also a WYSIWYG (what-you-see-is-what-you-get) web development tool that lets you create custom page designs that rival any standalone development package. BlueLava also provides a powerful library of interactive web applications that enable you to add dynamic, value-driven applications to your site at the click of a button. And best of all, you get all of this without programming anything yourself.



Manage Web Pages:

Your entire website is at your fingertips. You can easily add new pages with a quick step-by-step wizard, or edit the content of existing pages using a point-and-click interface that provides immediate access to all content and properties of a page.



Site Page Explorer



Preview and Edit Pages

Build Reusable Designs:

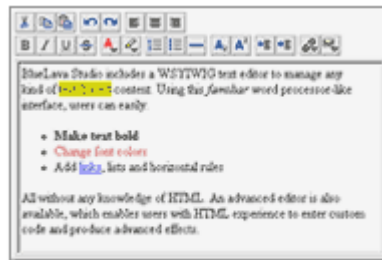
While BlueLava doesn't force you into a confining template, it does allow users to create their own reusable designs that provide a powerful feature when rapid development and consistent layouts are needed. Just like BlueLava's pages, these designs can accommodate any look and feel and can contain any type of content element.

Designs also serve as a shortcut to modifying the appearance of a bulk number of pages - just change the design and any page associated with it will be updated.



Content Management:

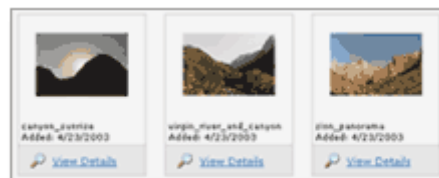
BlueLava Studio includes a WYSIWYG (What-you-see-is-what-you-get) text editor to manage any kind of text-based content. Using this familiar word processor-like interface, users can easily make text bold, change font colors, or add links, lists and horizontal rules – all without any knowledge of HTML. An advanced editor is also available, which enables users with HTML experience to enter custom code and produce advanced effects.



Edit Text and Content

Images and Graphics:

Images can be used in many areas of your website. BlueLava allows you to upload graphics from your computer to your website for use in page backgrounds, navigation buttons, photographs, and much more.



Upload and Group Images

Custom Fonts:

To guarantee a consistent look and feel across the content of your site, BlueLava allows you to create and reuse custom font styles. Options include font color, text size, bold or italics properties, and many other display options.

Maintain Mailing Lists

BlueLava lets you set up and manage your own database of contacts, enabling instant interaction with site visitors. Subscribers can be categorized and sorted into separate mailing lists based on interest and

visitors can opt-in or out of any category. Many available features integrate with the Subscriber Library to send targeted marketing materials, newsletters, event announcements, or press releases.

Secure Web Hosting:

As part of the complete BlueLava solution, we also take the worry out of hosting your website. Security, reliability and uptime are guaranteed on our high-performance BlueLava Studio servers. Because your site is hosted in a dedicated BlueLava environment, you'll enjoy many benefits including instant updates and patches, valuable community features and powerful content sharing.

Email Management:

BlueLava also handles your organization's need for email on our dedicated mail servers. With a basic BlueLava purchase, you'll receive up to 10 email accounts with the option to add as many as needed.

BlueLava Elements:

The core of BlueLava's Studio lies in an extensive library of modular applications called Elements. They range in complexity and functionality from simple text or images to dynamic online calendars and news publishers. All Elements are ready to install with a few clicks, require no programming, and can be customized to fit seamlessly into your site.

Here is a list of current Elements:

Text Editor:

BlueLava Studio includes a WYSIWYG text editor to manage any kind of text-based content. Using this familiar word processor-like interface, users can easily make text bold, change font colors, or add links, lists and horizontal rules – all without any knowledge of HTML. An advanced editor is also available, which enables users with HTML experience to enter custom code and produce advanced effects.

Image:

Add a simple image to any area of your site and control many different properties such as alignment, spacing and borders. You can also set up rollover images that create feedback effects when visitors mouse over the image. Images can be used for logos, photographs, buttons, and much more.

Custom Table:

The Custom Table Element allows you to create complex page layouts and control many aspects of your site's design. Add rows or columns; adjust widths, spacing, padding, background colors, and more – all with an easy-to-use table editor interface. The Table Element can also be used to create a chart of values or spreadsheet.

Site Navigation:

Use the Site Navigation Element to create groups of links or navigation menus that serve as gateways to the different sections of your site. Links can be created from text or images and rollovers can be applied to images. Site Navigation can be horizontal or vertical in orientation and is extremely flexible with options for spacing, font, delimiters, and alignment.

Element Rotator:

This Element can make your site truly dynamic by switching content between members of a custom list of Elements at certain time intervals. You can set this list to rotate on a wide variety of conditions to create effects that will engage users and encourage repeat traffic. Change the message on your home page every time a visitor hits the page; display a "Merry Christmas" message every December 25th; or change the look and feel of your site to reflect the current season.

Site Search:

The Site Search Element allows visitors to enter search criteria into a form that can be setup to search all the content on your site. You can customize which elements are searched, the appearance of the search box, and how results are displayed to the user.

Events Calendar:

The Events Calendar is a highly-flexible, totally customizable scheduling application that can be used to announce important events, track office meetings or maintain personal appointments. The Calendar can be displayed in monthly, weekly or daily view, each with extensive options for controlling colors, fonts and images. Events are organized into Event Categories, which can be customized to meet your organization's needs. Recurring events can be set up to accommodate weekly meetings, monthly appointments or yearly holidays. The Events Calendar also integrates with the Subscriber Library to send email announcements to members of a mailing list, notifying them of important upcoming events.

Event Pull:

The Event Pull Element will pull the latest events from any Events Calendar and display a link to event information. This element can be useful when printing a daily schedule or upcoming events on your home page.

NewsRoom:

The NewsRoom Element is a flexible online publishing tool that can be used to post press releases, create newsletters, send marketing materials to mailing lists, or even start your own online newspaper. Powerful automatic processing tools can publish articles at any time in the future or automatically move articles to an archive based on a specified schedule. The NewsRoom integrates with your database of subscribers and can email press releases to visitors who request updates.

Headlines:

The Headlines Element will pull the most recent headlines from any NewsRoom Element and display links to the articles. This Element is particularly useful for posting top news stories on your home page and linking to article content.

Photo Gallery:

BlueLava's Photo Gallery allows you to share digital photos, build a facilities tour, or create an online portfolio – all with a variety of layout and display options. You can customize the order and appearance of your pictures, as well as add titles, captions and dates to a photograph.

Email Form:

Create and customize your own web based forms using BlueLava's Email Form Element. You may add any kind of form field from simple text boxes to checkboxes and buttons. When a visitor fills out a form, its results are emailed to a specified member of your organization. This enables visitors to request information, send feedback, take surveys, or purchase products.

Online Poll:

Create and publish online polls to discuss current events, gather site feedback, or collect valuable visitor opinions. Automatic processing features allow you to create polls in advance and publish them automatically based on a specified schedule. Options are available for results display and preventing visitors from voting multiple times.

Email Signup/Removal:

These two Elements integrate with your Subscriber Library to allow site visitors to subscribe or unsubscribe to mailing lists. You can set up interest-based categories that allow visitors to sign up to receive news alerts, tutorials, updates, or any other kind of correspondence.

Employment Opportunities:

Post current openings in your organization with the Employment Opportunities Element. Allow candidates to search jobs in multiple categories and email résumés to a specified contact.

Yellow Pages:

BlueLava's Yellow Pages allow you to create a searchable business directory that provides a valuable service to you visitors. Set up your own business categories and add entries with a variety of powerful customization options. Use this Element to build a directory of stores in a shopping mall, an index of businesses in your area, or a listing of members in your association.

Adobe Acrobat (PDF)/Microsoft PowerPoint (PPT):

BlueLava supports several third party web enhancement products such as Adobe Acrobat and Microsoft PowerPoint. These files are uploaded from your computer and stored in a document library. With PDF files, you can publish information sheets, brochures, forms, or any kind of document in a printer-friendly format. Use the PowerPoint Element to share informative corporate presentations or tutorials.

Macromedia Flash:

Macromedia Flash movies can be embedded seamlessly into a BlueLava website allowing you to add your own interactive visual content and Internet applications.

Scrolling Marquee:

A Scrolling Marquee animates across your page and allows you to communicate important information that will grab the attention of your visitors.

System Requirements:

When editing your website, BlueLava Studio can be accessed using any internet-enabled PC and requires no proprietary software or plug-ins.

- Microsoft Internet Explorer version 5.5 or higher
- Active Internet Connection

The websites built using BlueLava Studio are compatible with any browser or operating system.