

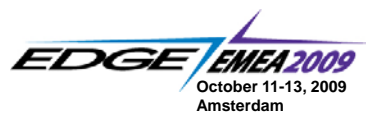
On the *EDGE* of the New Media Revolution

Andrew Shapton, EDGE Board

Session 7  
12<sup>th</sup> October 2009 16:50

### About Me

- Software Development Architect for Fujitsu Services (UK)
- CA Gen user since Composer 4 in 1997
  - (Driver and Vehicle Licensing Agency – the UK's Register of Motor Vehicles)
- Member of EDGE Board since 2008
- Gentalk.biz
- GenVillage in Second Life



*Communication is evolving.....*



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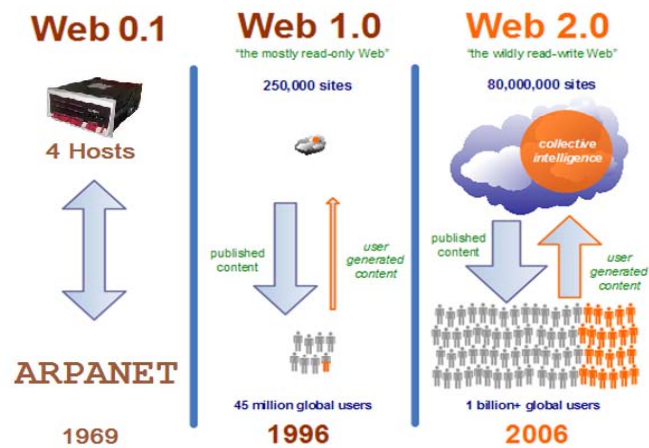
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*Evolving into the electronic age - "Web 0.1"*



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## Evolution on to the Internet



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## EDGE/CA Community Technologies for CA Gen

- EDGE Website
  - EDGE Forums
- DUICK.com mailing list
- EDGE emails
- EDGE newsletters
- EDGE LinkedIn group
  
- CA forums

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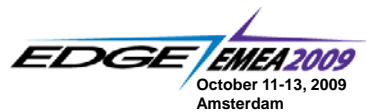
## Evolution on to the Internet

### Web 2.0

- Internet incrementally evolved over a period of time, likewise Web 2.0 has evolved incrementally, no single effort, technology, formed Web 2.0
- Web 2.0 is the 2nd phase of development of the Web – amalgamation of best practices of the last generation – comprising of technical, social, and economic changes.
- It refers to the new generation of Web that offers a two-way communication with the user, one that involves both reading and writing – “Two way Apps”.



## Current Community Technologies





## EDGE Community Technologies - Wiki

- Collaboration of knowledge
- User-maintainable
- Learn from others' experiences
- Hyperlinks around a shared knowledgebase.

### [[ca\_gen\_tips\_and\_tricks]]

Show pagesource Old revisions

Trace: » ca\_gen\_tips\_and\_tricks  
You are here: start » ca\_gen\_tips\_and\_tricks

#### CA Gen Tips and Tricks

This area of the wiki is based on the 'COOL:Gen Developer Tips & Tricks' document by John Dunn. This 120+ page document covers tips in all areas of CA Gen.

[Getting to Know Gen](#)

[Window Design Tips](#)

[Action Diagramming Tips](#)

[Client Deployment Topics](#)

[Subsetting Topics](#)

[Where to Get Help](#)

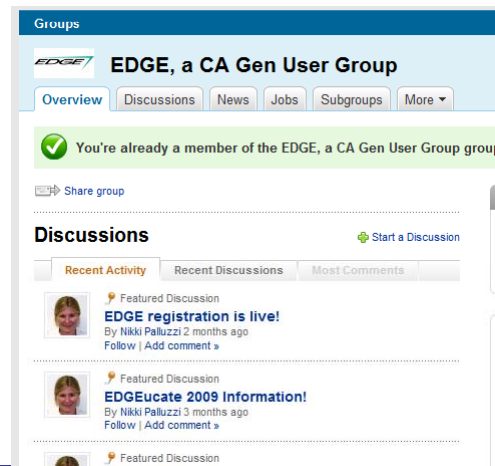
[Appendix](#)

Discussion

## EDGE Community Technologies - LinkedIn



- Networking
- Discussions
- Job advertisements



## EDGE Community Technologies – Twitter #1

- Twitter is used to allow small “tweets” to be quickly published on the Internet and for users to “follow” them
- Designed for quick and easy dissemination of information
- EDGE has 3 Twitter IDs
  - EDGEUSERGROUP
  - edgeemea2009
  - edgeucate2009
- You can follow and be followed...
- You can follow CA\_Gen on twitter too!



## EDGE Community Technologies – Twitter #2

- Delegates can use the internet to tweet at the website:  
<http://twittemea2009.gentalk.biz>
- Tweets are tracked and will need a conference passcode  
**20amsterdam09**
- People who can't attend the conference can feel part of the experience in a small way
- People can see the tweets in real-time



Tweet (< 133 characters):	
Name:	
email Address:	
Conference Pass Code:	

**rected    ferrer**

Type the two words:

## Flickr Photo Feed

- Allows for users to upload tagged pictures
- Allows for users to email images  
\*subject becomes a tag
- Allows for members of the public to see the pictures
- Websites can carry the RSS feed
- Pictures are served in real time
- If you email pictures from here, then can see the conference as it happens in still pictures



## EDGE Community Technologies – Second Life #1

- Utilizes Web 2.0 Technologies – Communities, Web Cam, Instant Messaging, Voice over IP, Game technologies
- Education, Collaboration, Virtualization
- 1.2 Million Users with world-wide participation
- Leveraged by Major Corporations such as IBM, HP, Cigna Healthcare for help desk and constituent interaction



<http://secondlife.com/>



## EDGE Community Technologies – Second Life #2

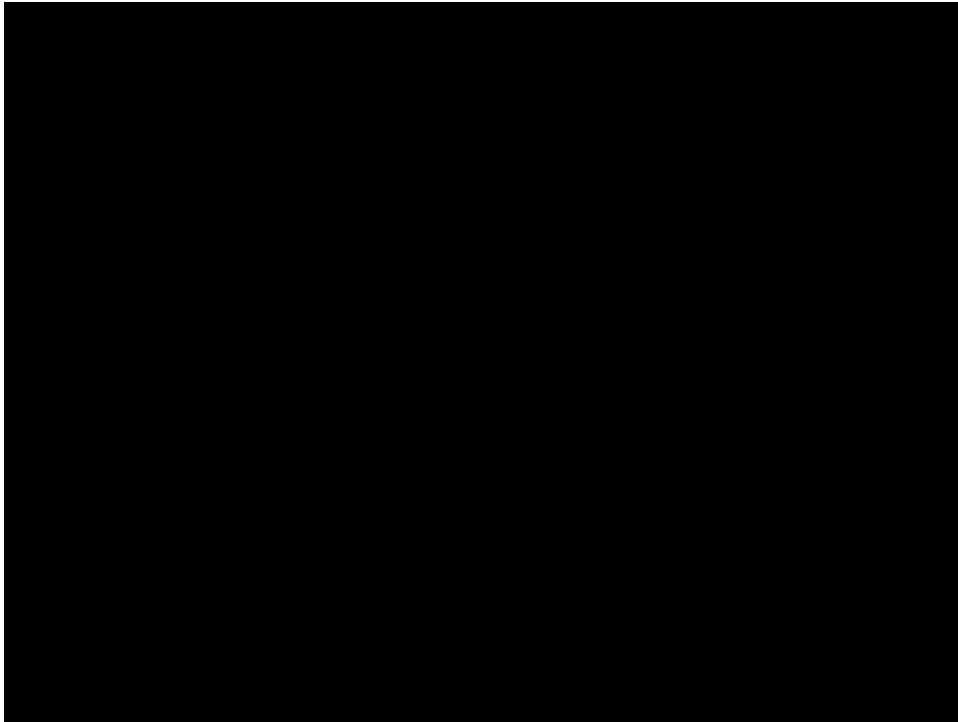
- Used as a platform for “physical” interaction
- Several partners (Jumar, APG, Response Systems, Everware) and CA have presented in Second Life to a global audience
- Discussions and meetings have taken place
- CA and Partners have offices in the Gen Village area of Second Life
- Opportunities for collaboration and interaction
- Extend reach of the conferences by using virtual technologies



<http://secondlife.com/>







### *Why are we doing this ?*

- EDGE is moving toward a vision which allows collaboration and mutual content creation in a virtual space
- EDGE is a user group that should serve its constituents with leading edge technologies to allow maximum value and information dissemination
- EDGE is operating in a world which feels fiscal pressure, so leveraging technology to allow interaction (two-way) serves its constituents to the fullest

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## What do we ask of you ?

- Get involved!
  - Sign up to Twitter and follow EDGEUSERGROUP (and discover other followers!)
  - Post pictures to Flickr Feed
  - Download podcasts
  - Sign up and use Second Life for presentations and travel-free meetings

# Connect



## Resources

Resource	URL
Post photos/pictures to Flickr	<a href="mailto:edgephotos@gentalk.biz">edgephotos@gentalk.biz</a> (email)
View Flickr Photos	<a href="http://www.flickr.com/photos/edgeusergroup">http://www.flickr.com/photos/edgeusergroup</a>
Flickr RSS Feed	<a href="http://api.flickr.com/services/feeds/photos_public.gne?id=42171352@N02&amp;lang=en-us&amp;format=rss_200">http://api.flickr.com/services/feeds/photos_public.gne?id=42171352@N02&amp;lang=en-us&amp;format=rss_200</a>
EDGE Wiki	<a href="http://www.edgeusergroup.org/wiki">http://www.edgeusergroup.org/wiki</a>
Post Tweets in real-time	<a href="http://twitemea2009.gentalk.biz">http://twitemea2009.gentalk.biz</a>
View Twitter Feed	<a href="http://twitter.gentalk.biz">http://twitter.gentalk.biz</a>
LinkedIn Group	<a href="http://www.linkedin.com/groupinvitation?gid=139800&amp;sharedKey=266156249045">http://www.linkedin.com/groupinvitation?gid=139800&amp;sharedKey=266156249045</a>
Twitter	<a href="http://twitter.com/EDGEUSERGROUP">http://twitter.com/EDGEUSERGROUP</a> <a href="http://twitter.com/edgeemea2009">http://twitter.com/edgeemea2009</a> <a href="http://twitter.com/edgeucate2009">http://twitter.com/edgeucate2009</a> <a href="http://twitter.com/edgeapac2009">http://twitter.com/edgeapac2009</a> <a href="http://twitter.com/CA_Gen">http://twitter.com/CA_Gen</a>
Gen Village in Second Life	<a href="http://genvillage.gentalk.biz">http://genvillage.gentalk.biz</a>



# Q & A

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