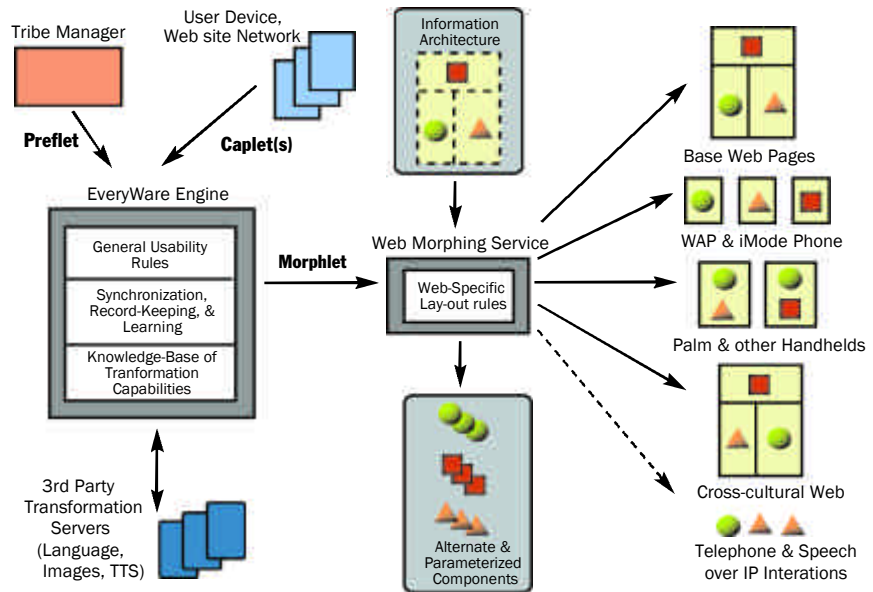


Reef EveryWare

ADVANCED CONTENT TRANSFORMATION SOFTWARE DYNAMICALLY ADAPTS AND OPTIMIZES WEB CONTENT FOR A BROAD RANGE OF USER ACCESS DEVICES AND NEEDS

Dynamic, Extensible Web Content Transformation.

- Maintain a single Web site that can optimally present content to all end users regardless of Internet access device
- Automatically detect what type of access device is being used to access information
- Evaluate and accommodate end user-specific preferences and needs
- Automatically construct XSL style sheets to assemble the best user experience
- Ensure maximum flexibility in site design and functionality through the easy integration of third-party language translation, text-to-speech, and image transcoding services
- Leverage open standards and open APIs to easily extend system with additional rules and presentation components as needs evolve
- Easily accommodate and support new Internet access device types as they emerge to maximize reach of existing site content



Same Content, Varied Views

Reef EveryWare is a powerful and innovative Web content transformation solution that enables Web publishers to dynamically transform Web content for a wide range of Internet access devices and formats. These include WAP phones, PDAs, Internet appliances, enterprise terminals, Web pads, home server devices, and PDF print-ready files. By offering support for multiple devices “on the fly”, Reef EveryWare eliminates the need for hard-coding the adaptation of content for each device—reducing the total cost of running Web sites while increasing content reach. With Reef EveryWare—part of the Reef Internetware product suite—you can deploy Web content and deliver it to virtually *every* Web-compatible device while maintaining only *one* version of the content itself. Based on open APIs and standards such as XML, Reef EveryWare is easily expanded to address new devices and usage situations as they emerge.

Intelligent, Rules-based EveryWare Engine

At the heart of Reef EveryWare is a sophisticated, rules-based Java application called the Reef EveryWare Engine. This engine gathers information not only about end users, but also about application serving environments. Based on a thorough evaluation of such information, Reef EveryWare automatically creates and assembles user interfaces with whatever

level of complexity and granularity is specified by the user interface designer.

Preflets and Caplets Gather Information

The Reef EveryWare Engine stores end user information in the form of “preflets.” This could include information on hardware, software, operating system, user preferences, W3C composite capabilities/preference profiles, cookies, user-selected form inputs, intelligent pattern-recognition based on user observation, and any other factors included in a Reef EveryWare rulebase. Serving environment information is delivered in the form of “caplets.” Caplets describe what resources—for example, Web morphing services, text-to-speech encoders, language translation services, and image transcoders—are available to meet end user needs.

Morphlets Craft User Interfaces “On the Fly”

Combining preflets and caplets, the Reef EveryWare Engine generates “morphlets” that instruct Reef EveryWare resources to craft an optimized interaction model for the end user based on access device, computing environment, and end user preferences. The EveryWare Engine is particularly proficient at adapting Web Content to a wide range of Internet devices as well as meeting the needs of disabled individuals such as the visually impaired who may require the use of a screen reader to interact with Web sites.



Reef EveryWare

FEATURES

BENEFITS

Single Site Content Repository Serving All Access Devices	<ul style="list-style-type: none"> • Dramatically reduces costs associated with developing, maintaining, enhancing, and supporting multiple sites for access by multiple devices by allowing use of a single content repository to seamlessly serve the needs of all site visitors regardless of device used to access site
Dynamic Discovery of Access Device Type	<ul style="list-style-type: none"> • Enables site owners to automatically recognize how individual users are connecting to a site (e.g., via WAP-enabled mobile phone, PDA, enterprise terminal) allowing for the dynamic presentation of content and facilitating the generation of tracking statistics
Evaluation and Application of End User-specific Needs and Preferences	<ul style="list-style-type: none"> • Ensures optimized presentation of site content to all users by dynamically customizing the user interface based on site-gathered information (e.g., network speeds, acceptable mark-up languages, device sound output capabilities) and end user-specified needs and preferences (e.g., favorite colors, preferred languages, physical disabilities); leverages user context and preference data stored in the underlying, horizontal Reef Engine
Automatic Construction of XSL Style Sheets	<ul style="list-style-type: none"> • Drawing on a library of extensible and reusable XSL (Extensible Stylesheet Language) components, automatically evaluates the usage context and chooses the optimal presentation elements with which to assemble the best user experience
Open, Standards-based Technology	<ul style="list-style-type: none"> • Completely Java- and XML-based solution facilitates easy integration with other systems and future extension through the utilization of open, industry standard APIs
Integration with Third-party Transformation Services	<ul style="list-style-type: none"> • Gives site owners infinite flexibility and versatility in site design and functionality through the use of open APIs that allow easy integration with powerful third-party transformation services such as language translation, text-to-speech, and image transcoding
Support for Emerging Access Devices	<ul style="list-style-type: none"> • Open technology enables site owners to quickly and easily extend service capabilities to support new access devices as they emerge through the simple addition of a few new rules and style sheet components — all in XML (Extended Mark-up Language)

Reef Internetware: Modular Applications Built on Shared Engine

Reef Internetware is a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. Designed from the ground up to *embrace* continuous change, this comprehensive, integrated suite enables decentralized knowledge workers to directly manage dynamic e-business—content, commerce, community services, and business process coordina-

tion—using a simple Internet browser interface. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

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About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of e-business. For more information, visit us at www.reef.com

