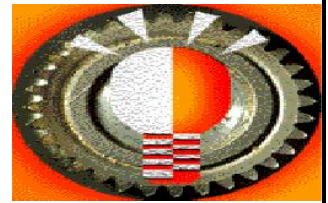


GenOmega

Achieving the Genesis and Omega



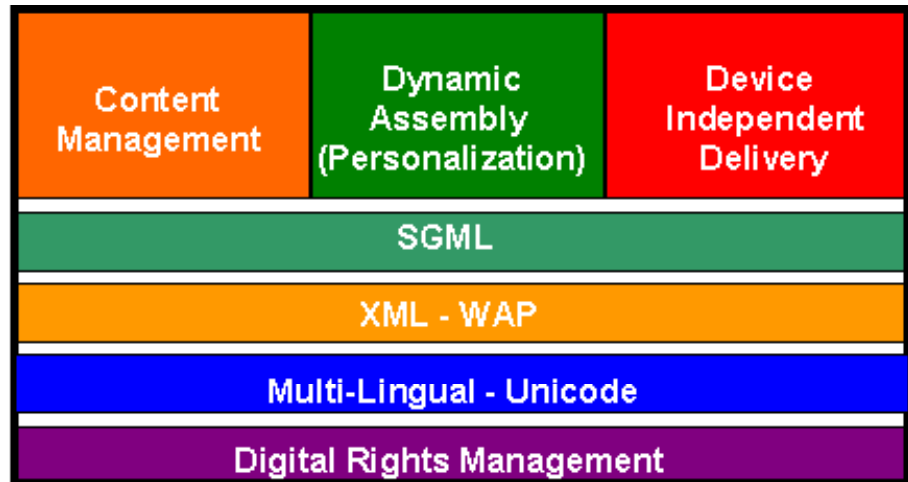
Chrystal Eclipse



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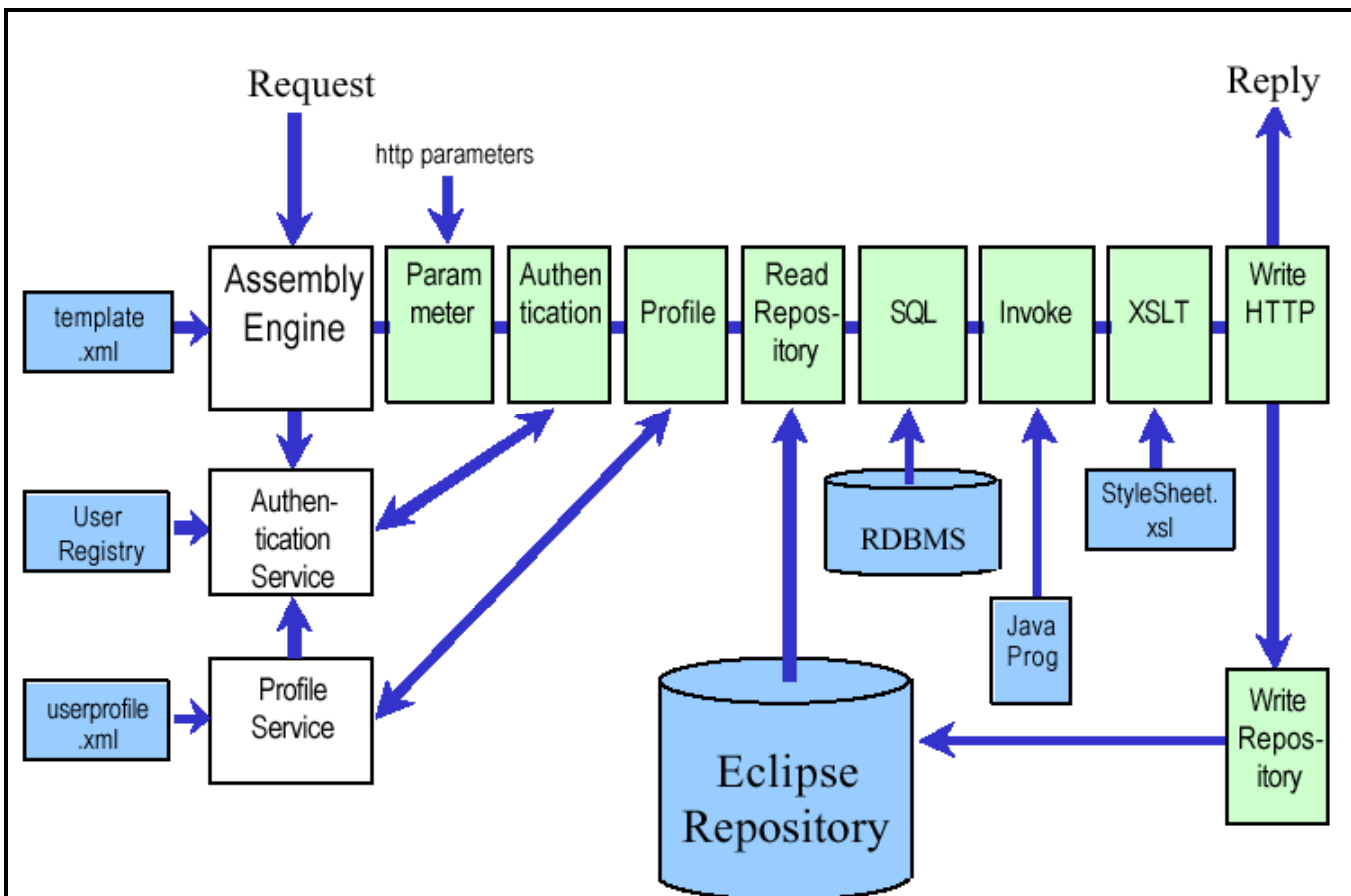


Chrystal Software's Eclipse is built upon Astoria, the leading XML based Content Management System supporting the full end-end content creation to publication cycle, multiple document types, multi-lingual delivery, security and support for distribution to mobile devices and multiple publishing platforms.

Eclipse provides dynamic assembly and full personalisation of targeted content on the fly using a rules-based personalisation engine that creates both user and component based profiles. Rules may consist of any combination of dynamic user profile data, component metadata, search query parameters and / or links to other external systems for content, data and business rules to be used for the dynamic assembly and personalisation of content.

Eclipse focuses on personalised, interactive, Web-based e-commerce solutions using the capabilities of XML. Information is personalised and assembled for a broad audience of viewers, each with potentially different goals and information needs. Using XML and static content, user profiles and other content and / or data attributes along with business rules, the Eclipse dynamic assembly and personalisation engine creates interactive personalised content:

- Deliver targeted information to any media (web, print, wireless);
- Personalise information to groups, users, requests...etc;
- Assemble information dynamically on command and in real-time;
- Collaborative authoring, reviewing and workflow;
- Content (keyword), Concept and Metadata search capability;
- Flexible access control / security for authoring and retrieval;
- Established vocabulary and glossaries for standardised authoring.



Eclipse utilises its dynamic assembly and personalisation engine in conjunction with content and user profile XML templates to create targeted information and personalised content on the fly. The diagram above depicts the staged process Eclipse uses to determine the construction of content based on content, data, programs, security attributes and templates that form the basis for rules that define the presentation and personalisation of the information.

Eclipse is flexible enough to be used in any e-commerce or electronic service delivery involving businesses, consumers, employees, government and / or other service delivery organisations. In addition, using its dynamic assembly capability, it can also be used for delivery of content to wireless devices and therefore support content and information distribution to any mobile device (e.g. WinCE, Palm, Ipaq...etc) using WAP, SMS, HDML, XML...etc.

Eclipse offers organisations with requirements for full end-end content management and support of dynamic assembly for users or devices, a commercial off-the-shelf solution (COTS) that does not require extensive development and / or customisation to get started. In that Eclipse is built upon Astoria, the leading XML-based Content Management Systems, all the advantages and capabilities of Astoria are available. The advantages are quickly able to be realised and profound:

- Targeted and personalised content and information to customers, employees, partners, suppliers;
- Security-based information retrieval using defined business and security rules;
- Dynamic usage of application components, processes and programs for application based content;
- Reduce customer support costs (Call / Customer Interaction Centre, Internet and publication);
- Decrease document cycle times of authoring, review, rework, authorisation and distribution;
- Accurate and timely information distribution to employees and customers;
- Re-use information in multiple documents through shared linking and automatic updates;
- Specify, assemble and produce custom documents—on demand based on device or, language;
- Simplify document maintenance through versioning and tracking of components;
- Simultaneous edit by multiple authors for the same document with security access and control;
- Link to external relational database for reference / inclusion with full automatic updates;
- Establish a shared glossary for all authors and enable search by keyword, concept or metadata.