

## ***CloudConference Proceedings***

- ✓ Deliver conference content to all of your customers, when they want it, on the electronic device of their choice
- ✓ Responsive design code makes each user experience unique to their personal access device



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## **Why CloudConference Proceedings ?**

Because your customer base is changing and your challenge is to meet all expectations. Whether it's viewing content on a phone or your personal computer **CloudConference Proceedings** uniquely optimizes that experience for each individual user.

Avoid the production cost of CD-ROM/ DVD/USB -- AND -- improve the consumer experience.

## **Why Greyden Press ?**

Greyden Press applies technology that helps scientific and technical publishers meet the continual challenges of their market place -- and we're very good at it.

**CloudConference Proceedings** is the ultimate combination of our experience with conference proceedings, Internet and work flow technologies.

It's an opportunity for you to get on the cutting edge to satisfy ALL of your customers AND reduce costs.

### **Contact Us Today:**

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## The Product

**CloudConference Proceedings** is actually a web site that presents your conference proceedings content with the same navigation and functionality a user would find if they were delivered on a CD-ROM, DVD, or USB drive.

What's unique is the responsive design technology that formats content specifically to the hardware from which it is accessed.

Your customer now can use the electronic device of their choosing and the content you deliver will adapt it's presentation to that specific device.

## How it Works

**CloudConference Proceedings** follows the same work flow for proceedings content currently delivered on a hard medium such as CD-ROM, DVD, or USB drive that uses a browser as the interface.

The difference is that coding is done in HTML5 allowing for content to be created using responsive design and presented as a web site with its own URL.

Access codes are established and distributed to users designated by the publisher. There are several options for providing limited or selective access.

The web site goes active (and inactive) at the discretion of the publisher.

Along with receiving access codes, designated users get an icon to place on their electronic devices) that links them directly to the web site.

Users access the conference proceedings from the device of their choice -- content will format to the device providing the most efficient user experience.

Navigate the content through a bookmark structure that makes any point in the content a click away.

Search on general key word, title, author, subject, and article key word level. Efficient searching that delivers time saving, relevant returns.

Papers/articles are viewed as PDF files.

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## **What actually is responsive design ?**

Simply put responsive design is a technique for creating web sites that are easy to use no matter what type of electronic device is used for access. Web sites that do not apply responsive design can be accessed from any type of device but content will usually be displayed as if it is being viewed on a personal computer, viewing from a phone, I-pad, or tablet will require an incredible amount of sizing and scrolling to work through the content. A web site that applies responsive design will detect the viewing area of the device being used and actually reformat the content to the screen size. Not just resize -- reformat -- buttons will move around, windows will rearrange, elements will resize all to make it as easy as possible to view, navigate, and search the content, no matter how your looking at it.

## **How does responsive design effect the PDF files of the articles/papers ?**

It doesn't. PDF files are not effected by responsive design coding so they will open to the size of the screen from which they are accessed.

## **Does that make sense for accessing the site on a phone ?**

We don't judge. There are a lot of people who have grown up using their phone for everything and do not seem to be bothered by working on a small screen -- in fact they prefer it. **CloudConference Proceedings** is your opportunity to reach those people with a product that meets their expectations.

## **Why not create an "app"?**

Responsive design web sites are simpler and more flexible than "apps" -- and -- less costly. Check with those who have tried applying "apps" to conference material such as programs and you'll find that a combination that works for all users and maintaining an "app are real challenges. A web site can be adapted and adjusted to your specific needs much easier, and changes are simpler, faster, and less costly -- a real benefit in the last minute world of conference proceedings.

## **What if I have customers that want a hard copy CD-ROM/DVD/USB drive ?**

**CloudConference Proceedings** provides a couple options. First, a link can be placed on the web site that allows users to download the complete content to the device of their choice. Content is packed up in to a ZIP file, downloaded, and unpacked, the user than has the conference content on their device presented exactly as if they would have the hard medium -- or -- we can produce a single "one off" CD-ROM or DVD and send it to your customer -- see our web site [www.greydenpress.com](http://www.greydenpress.com) and check out our POD production services. (More information on traditional product delivery follows in the FAQ)

## **How do I reduce production cost ?**

Eliminate your CD-ROM, DVD, and USB drives and eliminate the cost materials, production, packaging and distribution -- more important -- your replacing these with a product that offers much more value -- anywhere access and functionality that meets or exceeds traditional product.

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# CloudConference Proceedings Frequently Asked Questions

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## **We have a conference program “app” can this be tied in to CloudConference Proceedings ?**

Yes. We can add a link to the conference web site that opens the “app” and in almost all cases a link can be inserted in the “app” to the web site.

## **What else can be added to the CloudConference Proceedings web site ?**

The great thing about this concept is flexibility. Add links to any individual conference, to any other web site, and we can add any level of functionality to individual customers specifications -- there may be additional cost, but technically it is a relatively easy proposition.

## **How am I adding value by improving the user experience ?**

Your giving your customers what they want through a single product offering. Younger customers get to use their phone and/or I-pad/Tablet while older more traditional customers can use the device they want. Everyone is getting what they want -- maximum functionality on the device of their choice -- you deliver all this value from a single product.

## **How do the access codes work ?**

There are many ways to manage access, our default is a single User ID/Individual password where there is one single User ID and each user sets their own password. We'll work with you to provide whatever form of access you would like to offer conference attendees.

## **What about security, what's to keep someone from passing around their access code ?**

Security is a difficult issue because the tools tend to be expensive and they limit the flexibility of the user to access and use content for which they have paid. There are some fairly simple security applications that we can make you aware of -- limiting access to a single device or the number of times a file can be downloaded -- we're also willing to research all possible options provided you're aware of the limitations security packages will have on your customers, and the additional cost. Historically the trade off between security and customer satisfaction has not been acceptable to publishers.

## **My CD-ROM/USB allows content to be searched -- is this true with CloudConference Proceedings ?**

Absolutely. Our search engine allows users to search across all content by general key word -- but there's more -- searching can also be done on article level meta data for title, author, subject, and article level key word. A much more powerful and efficient search engine, giving your customers precise search results.

## **How else can I add value with CloudConference Proceedings ?**

You now have a tool that will allow conference attendees to view actual presentations before or as they are presented, links can be drawn directly to sponsor web sites, you can offer varying levels of access - at the conference, 3 months, permanent... -- and the list goes on and on for a product that can be modified, add on to, turned on and off, adapted to a variety of business models.

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## **Is there anything special I need to do when preparing material for production?**

No. We provide an outline of the material needed along with any file formats and organization. You will find all of our requirements are consistent with your current work flow. In fact with the level of automation we've developed in content building there's a good chance you'll find working with Greyden Press makes project preparation simpler, easier, and much less costly.

## **Where is the server for a conference created as a *CloudConference Proceedings*?**

That depends what you want. We can package up the files and port them to your server, or we can host it for you. There is additional cost if we host the proceedings but all prices are competitive and your proceedings is presented from a server with state of the start security and access capacity.

## **Can you tell me more about the print and CD-ROM/USB options?**

Sure. Should you want to offer your conference attendees an opportunity to get either a traditional printed book, CD-ROM, or USB drive of the conference content we simply add a link to the home page bookmarks offering these options. There are also several options for managing production, distribution, and billing. As an example if you wanted to offer a USB drive with no charge to the attendee, we would set a time line, collect all the orders, produce the product and ship them to the individual customers. You also could sell the products to anyone who would like one on a POD basis, as orders are placed we produce them and ship to the individual customer. The point is traditional product options give you the opportunity to make sure you satisfy **ALL** of your customers -- while at the same time adapting to the latest delivery technology. Details are worked out prior to project submission.

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