

# eventDB

eventDB is a full-featured, web-based event calendaring system. It offers a new benchmark in marketing events and activities. eventDB allows web site visitors access to up-to-date event information with a full range of search options. Now site visitors can easily find events of interest and get all of the detailed information about an event. The advanced search features provide visitors with intuitive search parameters. Visitors can drill down to find all the details on an event in one site.

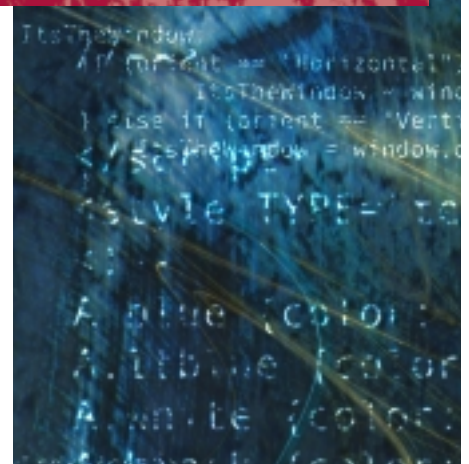
eventDB lets people find out what they need to know about your event. eventDB supports the automated display of current event content and provides site visitors with the ability to find events in the future that would be of interest, based on user-specified or pre-selected criteria.

## Distributed Content Management

The distributed data management function allows you to delegate data entry and content management. Each event organizer can enter details and descriptions for their own events, but you still retain overall control over both the content and the publishing process. This results in lower cost of data/site maintenance and improved information quality, since the presenter has a vested interest in making the data accurate.

## One Database Many Views

Every site visitor sees an up-to-date view. Because event pages are dynamically generated, there is no need to maintain individual HTML files to present data. It is easy to create predefined views of data that highlight specific events or event packages (e.g. subscription package A, family events, jazz concert series). Because visitors view information from a single source, the costs of maintaining the data are much lower, and information can be kept current with minimal effort. As a result, higher quality data will be available to the site visitors.



## System Requirements

- Runs on Unix platforms
  - Sun/Solaris 2.X
  - Linux
  - Other Unix systems
- Required support software
  - Perl
  - Apache Web server
- Supported DBMS (MySQL, Oracle, DB2)

## Tools/Technologies

- Unix
- DBMS: Oracle, DB2, MySQL
- Web/cgi-bin
- Perl
- Myxa ToolKits

# Myxa

Myxa Corporation | Suite 302 | 525 Plymouth Rd. | Plymouth Meeting, PA 19462-1640 | Voice: 610-234-2600 | Fax: 610-234-2640

## 610-234-2600

[www.myxa.com](http://www.myxa.com)

## Customer Orchestrated Info

Whether the event is a concert, play, sports event, lecture, or exhibit, the eventDB Calendaring System can make it easier for site visitors to find events of interest. Then a full complement of information is available to help the visitor in deciding whether to attend the event.

Myxa's eventDB Calendaring System allows you flexible control over what content is presented to a site visitor. This can range from a simple display of a title with time and venue to a more comprehensive display that includes a detailed description and other parameters. It is easy to provide

detailed information to site visitors on the event, giving them all the information that they need to make an informed decision.

The Myxa eventDB Calendaring System can be used by a presenting organization, a venue, or an Internet portal to provide information to any number of events and activities. Since the eventDB Calendaring System supports system-wide definition of geographic regions, it is possible to restrict searches to a geographic region or search across all regions.

Because event data is stored in a database, it is easy to export data from the eventDB Calendaring System to be loaded into other systems or to be used to create marketing brochures and flyers without having to reenter all of the data.

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## Features

### Dynamic event calendar views and browsing

- Today's activity summary
- This week's activity summary
- Month view

### End-user search functions

- Date range
- Location (geographic region and venue)
- Event type/category
- Event organization
- Featured individuals (artists/performers/athletes)
- Event title/name or other key fields

### Dynamic generation of results pages

### Comprehensive description on the results page

- Event title
- Time and location
- Featured individuals (artists/performers/athletes)
- Detailed event description
- Footnotes and special notices
- Graphics
- Sound clips
- "Buy" button support — link directly to event in your ticketing system
- Links to more detailed information

### Database-driven calendar

- Centralized data repository
- Authenticated access control over data management functions
- Automated publishing controls
- Intelligent display of content — predefined and ad-hoc searching

### Control of the design of search and results pages

- Template-based HTML files
- Control over what content is displayed on page
- Full HTML control over presentation of data
- Integration of custom graphics images

### Full data management functions

- Users can only manage data for which they are authorized
- Distributed data management functions
- Extranet based
- Easy to use web forms — presenter oriented