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### Welcome to our 10th edition of Bits & Bytes!

Welcome back to our popular bi-weekly newsletter.

As a previous customer, associate or perhaps someone we've met at a networking event, we wanted to provide you with a short summary of technology news and events that may be of interest to you.

Don't forget to listen to our **Soundbyte** at the bottom of the newsletter!

### THE MYTHS ABOUT FLASH!

Many stigmas are attached to flash applications and still haunt this cool development tool. These outdated myths were the results of old flash bugs and limitations that no longer hold true.

Flash has been in the market now for more than 10 years and has a penetration of more than 98%. It is here to stay. In this post we will address the five common flash myths and show you that flash is worth your investment.

#### Flash Myth #1

Some people think that if you have flash you should use it as an introduction to your website and some even believe that flash should be reserved for introductions only.

**FACT:** Introductions to websites are not necessary and are usually a waste of time, unless they are there to serve a specific purpose. If you need to deliver a message you can always use the header of a page or a better positioned space on a website page.

We also recommend the use of limited animation inside a website

### XOBNI = INBOX!

A new addin for your Outlook called Xonbi promises to help organize and gather statistics about your email that you may have not previously considered.

With a tagline of "Drowning in Email?", the company's simple tool really does organize things a little better than the built in tools.

during page transition because the attention of your website visitor should be dedicated to the message and the content.

### Flash Myth #2

People claim that a flash website takes too long to load, so the user may get bored and leave your site.

FACT: This issue is more related to bad development practice than flash facts. If the developer/designer building your website decides to put everything into one movie, then the loading of the website will be very slow.

Good developers create a container in which they load different movies on demand. This reduces the load time from seconds to milliseconds. In fact, some flash websites actually load faster than HTML or Joomla websites.

### Flash Myth #3

Flash development is very expensive and the extra cost is not justified because it rarely focuses on the needs of the site visitor.

FACT: When you build a flash website from scratch (not a template), the majority of the price is allocated toward the customization and the intellectual copyright. When the consumer understands that he is paying to get one of a kind website design and animation, then flash development becomes inexpensive. How else can you justify paying millions for a Picasso original?

If you want flash templates, they are available and are very cheap. On the other hand, if a website does not concentrate on grabbing the attention of its visitor, and does not facilitate the conversion from visitor to client, then this is a design issue more than a flash issue. We believe at that point you need to hire a new designer, not change technology.



Right off the bat, (you can see by the image above) that when you have selected an email, Xobni gathers all the information about the contact in the new pane.

It gives you the contact details, the list of others on that email stream, the recent and most read conversations (threads of emails going back and forth), and finally the most recent attachments sent.



On top of that, you can turn on the graphing feature which can tell you how many emails you have sent to that person, or received from that person or in any type of grouping you wish.

The Xobni toolbar also allows you to read the email and do basic functions EVEN if you change the location or view of your Outlook pane.

#### Flash Myth #4

Some developers protect flash files to prevent others from editing them, which means you may need to hire them to make changes or design a new site.

FACT: Actually, flash runtime is a compiled version of the code, exactly like a .net application. In order to edit it you need source code. Whenever you enter in an agreement with an agency, you must understand whether you are buying the code or just a license.

We believe your best bet is to hire a flash professional, especially when your website is the first and only impression that your customers will get of your company. How often have you left a website simply because of fuzzy images, bad layout and poor design?

#### Flash Myth #5

Designers put all the flash in one program, making it hard for search engines to find and crawl the different pages of the website. This makes SEO (search engine optimization) difficult.

FACT: This myth stands true for the many SEO engineers who have no experience in flash website optimization. However, there are many available java scripts that will allow website indexing.

Specialized flash SEO companies have the necessary tools and knowledge to successfully optimize your flash website and will allow Google and Yahoo to index the entire site. Many successful agencies like Solution416 are achieving top 3 spots ranking on Google, Yahoo, and Ping. They even can achieve double listings per page.

We encourage you to take the plunge and use flash on your website. These common flash myths are no longer true and the benefits and advantages you will get from using flash animation

This is great when you are in the calendar or task pane and want to see the content of the email in question without opening a new window OR dragging it to another screen (for those of us with multiple monitors).



The built in search function also works WAY faster than any of the microsoft search tools because it indexes (the first time you use it) the content of your .PST or Exchange box ONLY.

Another great feature is the ability to link to Skype, Facebook and LinkedIN which combines all the contact management into 1 location for easy retrieval and merging of contacts between platforms.

I found this very convenient when it added my skype call buttons to the contact as soon as I clicked on an email I recieved from that person.



One more feature that intrigued me was the "Schedule time with..." option. Quoting their website "The Schedule time with... feature generates an email containing your availability based on the free and busy times in your Outlook Calendar. All the other person needs to do is pick a time that works for them, and your meeting is set. Save time managing your time."

Essentially, the addin looks through your calendar for the short term and automatically puts an email together that lists yours availability without having to share a calendar.

This is great with users outside your network or who do not use the same platform.

are definitely worth your investment.



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Lastly, the file attachment feature allows you to see chronologically, which files you have shared with that contact.

Instead of scrolling through tons of SENT email or doing slow searches in the Outlook toolbar, you can immediately see what files have been sent or recieved from this user.

You can then right click and either open the attachment, save it or open the original email.

How AWESOME!

So far, this product is free. Their website [www.xobni.com](http://www.xobni.com) doesn't indicate if or when they would change to a pay model, but should they decide to do that, I would be on the list to buy it.

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## SOUNDBYTES!

In today's edition, we talk about: **Video Gamerz Part 2!**

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