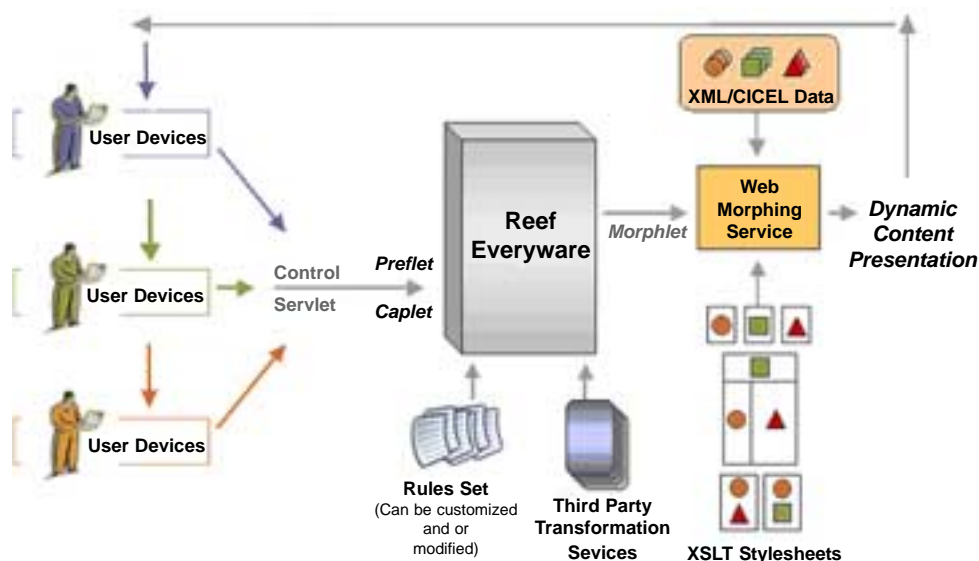


Reef EveryWare

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.

- Establish competitive advantage by ensuring that customers, partners, and employees have access to your online content at any time, from any place and from any device
- Decrease your total cost of ownership by implementing a flexible, dynamic multi-channel solution in which information, open-architecture, and control are optimized
- Deliver today's corporate information through a truly scalable multi-channel solution, while leveraging Reef's patent pending technology for the devices of tomorrow
- Increase productivity by extending your e-business management and interaction to a broad range of electronic devices
- Maintain a single Web site that can optimally present content on-the-fly to all end users regardless of Internet access device
- Automatically construct XSL style sheets to assemble the best user experience
- Leverage open standards to extend the system with additional rules and components as the need for new devices and displays 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 including WAP phones, interactive TV, screenreaders for the blind, PDAs and PDF print-ready files. By offering support for multiple devices "on the fly", EveryWare ensures that 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 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's patent pending technology, 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 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 and computing environment. 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

<p>Single content editing cycle for multi-channel content delivery</p>	<ul style="list-style-type: none"> • Dramatically reduces costs associated with developing, maintaining, enhancing, and supporting 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
<p>Dynamic Discovery of Access Device Type</p>	<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
<p>Evaluation and Application of End User-specific Needs and Preferences</p>	<ul style="list-style-type: none"> • Ensures optimized presentation of site content 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. high-contrast display for low-vision users or optimized displays for limited-mobility users); leverages user context and preference data stored in the underlying, horizontal Reef Engine
<p>Automatic Construction of XSL Style Sheets</p>	<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
<p>Open, Standards-based Technology</p>	<ul style="list-style-type: none"> • Completely Java- and XML-based solution facilitates integration with other systems and future extension through the use of open, industry standards
<p>Integration with Third-party Transformation Services</p>	<ul style="list-style-type: none"> • Gives site owners flexibility and versatility in site design and functionality by allowing integration with third-party transformation services
<p>Support for Emerging Access Devices</p>	<ul style="list-style-type: none"> • Open technology enables site owners to 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)

Corporate Headquarters

35 rue de Stassart
Brussels 1050, Belgium
Tel 32 (0)2 510 83 83
Fax 32 (0)2 510 83 33
info@reef.com

North American Headquarters

3057 17th Street
San Francisco, California
94110-1387 USA
Tel 1 415 241 2800
Fax 1 415 241 9499

Asia Pacific Headquarters

Level 1, 397 Riley St
Surry Hills, NSW 2010,
Australia
Tel 61 (0)2 9212 4600
Fax 61 (0)2 9212 4605

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