



FirstMagic

Fact Sheet, FirstMagic 1.4.0

Design

FirstMagic does not use FirstClass' native web rendering: it is an entirely separate engine, created specifically to facilitate the kind of skinning and customization options true CMSes can provide.

This means there are no limits to what kind of layout is achievable, and producing a design is done with standard web technologies.

FirstMagic supports many ways to design a site - from simple automated layouts up to professionally developed designs - and anything in between.

- FirstMagic ships with 36 built-in, unique FirstMagic Web and Digital Sign Skins ready for use. Built-in Skins can be modified on the go, without touching the originals.
- FirstClass Communities Skins are also selectable as FirstMagic Skins [if present on the server], allowing for seamless integration between FM websites, Signs, and FC Communities.
- A built-in *SkinDesigner* creates unique FirstMagic Skins simply by point-and-click. The result is instantly available, just as the built-in Skins are. One can design the site *live*, using only the FirstClass Client.
- FirstMagic Skins can also be written entirely in CSS, to produce absolutely any design or layout desired. CSS is a standard web development language any web designer can work in [and all common web softwares can produce].

No FirstClass knowhow is needed, and the author can write and deploy such a Skin from within her software of choice without access to the server at all if FirstMagic Preferences is configured to allow it. Using this method, one can even convert existing designs from any other web publishing platform to pixel-perfect FirstMagic versions - making migration to FirstMagic from, for example, WordPress or Drupal, a painless experience.

- Skin Exporter tool for easy packaging/redistribution of plug-and-play Skins is included. The tool will generate complete, self-contained stylesheet packages from built-in or SkinDesigner Skins.

Layout

FirstMagic uses regular FirstClass documents, podcasts, calendars and containers to generate web pages. How it is put together on the web is merely a function of how FirstMagic Preferences is configured.

Homepage Modes

- **Document:** any FirstClass Document on the server can be set as the Homepage or as a Splash Screen.
- **Container:** the combined output of a container can be set as the Homepage, and can be displayed in *Blog Mode* or *Newslist Mode*:

***Blog Mode** = full body of all documents.*

***Newslist Mode** = abbreviated list of all documents. The list can be set to auto-scroll [NewsTicker style].*

Both Modes allows a document pinned to the top.

- **Combined:** the Homepage made up of up to three different documents + the Newslist.
- **Digital Sign:** a Signage Calendar as the Homepage.

Content Modes

- FirstClass Documents, Podcasts and Calendars displays as web pages or as Sidebar items. Documents and Podcasts can also display as modals - *inline* popups on other pages.
- Calendars are displayed in Monthly or Daily view. The Monthly View will open modal popups of individual events on MouseOver.

Location Calendars are displayed as *Digital Signs* by default, but can also be rendered as regular calendars.

- Containers displays either as directories or as full pages compiled from all documents inside, as Sidebar items, or as Top Menu Dropdowns where each object in the container is a node.

Mobile Layout Modes

Handhelds can be served a slimmed-down, simpler version of the site, and both the filtering of such devices and what is to be displayed is configurable.

- **Converted:** finger-friendly, light version of the site is delivered to handheld devices automatically.
- **Custom:** handhelds are redirected to custom content.
- **Off:** handhelds gets the normal web interface.

Website publishing

FirstMagic makes content publishing easier than ever before, by supplying popular web 2.0 technologies under the hood - and it all happens automatically.

- **Document styling Override Option:** if enabled, FirstClass formatting is disregarded in favor of styles defined by the active Skin. This makes enforcing corporate design guidelines / ensuring a consistent look-and-feel throughout the site a one-click choice.
- **Rotating slideshows** can be published on any page simply by uploading images as file attachments.
- **Lightboxes and Photo Albums** are dynamically created from all inline images [pictures pasted into FirstClass Documents]. Image groups are navigable inside the Lightbox. Similar functionality can be added for containers with a *FirstMagic Widget*.
- **YouTube Integration:** the Podcast Form can fetch and display YouTube videos, metadata and previews. It will also generate playlists from sibling documents.

Navigation

There are several customizable navigation systems in FirstMagic. These can be combined, and can be generated dynamically.

- **Top Dropdown Menu:** all containers placed in the FirstMagic Menu Container will become Dropdowns, while documents and calendars appears as links. The menu can create itself automatically or be turned off / replaced by a manually created list that will produce any number of "flyout" sub-levels desired.
- **Sidebar:** containers placed in the FirstMagic Sidebar Container becomes lists of links. Documents are displayed in their entirety, while calendars and podcasts is outputted in abbreviated form.

The Sidebar Menu can be turned off, replaced by any document, or made to be context-sensitive (unique for each page or collection of pages). It can generate itself automatically, be hand-coded, or a combination.
- **Breadcrumbs:** automatically generated bread-crums can be turned on/off, or replaced.
- **Footer Links:** can be turned on/off or replaced.

Additionally, Sidebars and Footers will accept *FirstMagic Widgets* that adds more specialized navigation: sibling lists, filter-by-age, custom searches, etc.

Digital Signage publishing

A Digital Sign is a Location Calendar. It displays today's events and tasks in an animated, fully customizable full-screen view.

- **Signs can be combined** [in split-screen fashion] with Documents, Slideshows and FM Widgets to produce multi-purpose billboards that is ideally suited for TV monitors.
- **Logo, branding and design** can be inherited from the website or can be customized freely.
- **A configurable clock** displaying local time can be outputted in the Sign header.
- **The Events List** is static until the screen is full; then it starts to scroll. Scroll speed and animation is configurable.
- **Signs will update asynchronously** - one can post, edit or delete items in the Calendar, and the changes will appear within seconds - without reloading.

Framework

- **FirstClass Privileges** can restrict access to any web page, and will throw a login prompt when needed.
- **Open Graph Ready** - connect the website to Facebook with a click.
- **Google Analytics** integration.
- **Global logo, header and footer** can be configured in FirstMagic Preferences.
- **Metadata** can be set globally, with overrides for individual pages.
- **RSS feeds** is automatically published from the News-list with titles and full bodies, while custom feeds can be generated from any container via a *FM Widget*.
- **Search Page** with advanced search options, as well as extensively configurable search widgets anywhere. Hitlists will display previews of found items.
- **Mootools** is part of FirstMagic, and third party Moo plugins will run as inline HTML anywhere.
- **Custom HTML blocks** can be inserted on top, to the right, in the Sidebar, and at the bottom of all pages.
- **Plugin Architecture** allows for custom Add-Ons, and for combining other FirstClass template sets.

Forms

Unlike FirstClass forms, *FirstMagic* forms will work for anonymous visitors as well as for authenticated users. Creating them is easy, and is done with the FirstClass Client; no FC Designer is needed.

- **The built-in Contact Form** is ready for use and posts to a conference with copy to the submitter. Titles, field names and descriptions are customizable.
- **FormBuilder:** build and publish custom web forms in a FirstClass template simply by point-and-click to add and customize fields, field order and field names.
- **QuizBuilder:** build and publish custom multiple choice Quizzes in the FC Client by point-and-click. Quizzes can be timed and self-grading.

Forms are published to the web just by dropping them into an appropriate container.

Widgets

FirstMagic Widgets can be dropped onto web pages and Digital Signs to extend them with extra functions.

FirstMagic ships with a library of 20 Widgets ready for use:

- Analog Clock
- Days Left Countdown
- Featured Download
- Facebook Activity Feed
- Facebook Comments
- Facebook Like
- FirstMagic Comments & Live Chat
- Follow Us on Twitter
- Get News Items by Age
- More Links [context-sensitive Sibling List]
- Photo Gallery
- Print This
- RSS Feed
- Search FirstMagic
- Search Wikipedia
- Skype Button
- Tweet Button
- Visit Us on Facebook
- Weather and Forecast
- YouTube Clip

... Also supplied is a Toolkit that will convert third party web widgets and gadgets to FirstMagic Widgets.

The Syndication Plugin

The opposite of a FM Widget: custom Widget Tags for distribution to third party sites, allowing anyone to embed FirstMagic content in *any* web publishing platform.

Technical Information

- **Supported languages:** localized to Danish, English, French, German, Italian, Lithuanian, Norwegian, Spanish and Swedish.
- **Operation:** any task can be performed with the FirstClass Client. For web-based editing, use the standard FirstClass Web Interface.
- **Installing FirstMagic:** installation must be performed from the Admin Account. It will not interfere with, or modify in any way, any existing resources or sites on the server. *Uninstalling all traces of FirstMagic is as simple as deleting two containers.*
- **Supported servers:** FirstClass Server 9, 10 and 11, on any platform.
- **Licensing:** one FirstMagic License is valid for one blog or website, together with an unlimited number of Digital Signs. Blog Mode and Digital Signage or Website Mode and Signage will run simultaneously. To run all three modes, two licenses are required. Volume licensing is available.

FirstMagic is sold, hosted and supported world wide:

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