



Contact: Vincent Buscemi
Ph. 410.988.2444
vince@mindgrub.com
www.mindgrub.com

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MINDGRUB TECHNOLOGIES DEVELOPING ROBUST WEB APPLICATIONS USING ADOBE FLEX

In keeping with our long history of utilizing the latest Adobe technologies, Mindgrub is happy to announce that we are providing Adobe Flex consulting services.

OELLA, MD (October 31, 2008) – Mindgrub has been developing Rich Internet Applications since 2001, one year before the term was coined and later made popular by Adobe. At that time, we recognized that the Flash platform would become a global standard of delivering highly interactive multimedia applications. As a result, we continue to be a leader in providing rich internet solutions and have since become an official Adobe Solutions Partner.

Based on the Flash platform, Flex is a highly productive, free open source framework for building and maintaining expressive web applications. It has revolutionized the field of rich internet applications (RIA) by providing a cross-browser, cross-platform, Flash-based solution for creating the next generation of web applications.

Traditionally, web applications have used a "page" paradigm, where each action the user performs must refresh the entire page in order to display new data. Adobe Flex changes this, allowing dynamic applications to update only elements that have changed, resulting in applications that are faster, more responsive, and give a better user experience.

RIAs created with Flex can run in any browser using Adobe Flash® Player software or on the desktop using Adobe AIR™, the cross-operating system runtime. This enables Flex applications to run consistently across all major browsers and on the desktop. With the use of AIR, Flex applications can now access local data and system resources on the desktop. Both Flash Player and Adobe AIR are available as a free download on Adobe.com.

Case Study: Aramco Services Contact & Event Management System (CEMS)

Aramco Services approached Mindgrub to build an updated version of their Microsoft Access-based Contact and Event Management System (CEMS). Aramco Services used this system to plan events and mailings to their extensive list of contacts. Their existing solution relied on Microsoft Access, and had several major problems including difficulty to maintain, the inability of multiple people to access the application concurrently and problems with data integrity.

Aramco had a desktop application using older technology that would only allow it to run on a single desktop computer within the office. This became an enormous inconvenience for the company as only one employee could access the application on a single computer at a given time. Since Aramco has offices in Texas, Washington D.C. and Saudi Arabia, the challenge for them was to allow multiple employees to have access to the data in the application at anytime, from anywhere in the world.



Mindgrub provided the information architecture, design, and programming of a new system geared to manage their contacts and events by offering a robust, custom-built contacts management system. We recognized the most efficient way to provide this level of access was to design a web application that connected to a centralized database but also focused on a rich, interactive experience by creating a new system built with Flex and a PHP/MySQL web service back-end.

This solution has given Aramco Services a more capable, multi-user web-based system that has streamlined their process while adding new features such as:

- Generation of PDF and Excel reports, mailing labels, and nametags.
- Use of Flex's Advanced Data Grid to view event attendees and their guests in a hierarchical fashion.
- Table management features including drag and drop of contacts and guests.

From the start, it was apparent that Adobe Flex offered the best experience for both developers and users alike by offering several major advantages to our initiative:

- Single runtime environment
- Robust, rich widgets and components
- Based on Adobe Flash Player, which has a 99% penetration rate
- Provides a rich set of built-in functionality, including drag-and-drop, etc.
- Applications can be deployed both on the web and as full desktop applications

The Aramco Contact and Events Management System (CEMS) is a multi-tier application utilizing a MySQL database and PHP back-end to provide the four essential database functionalities to the front-end: Create, Read, Update, and Delete contacts and events. The front-end and back-end can be located in different physical and network locations, or they can coexist on the same machine with excellent performance characteristics in both cases. It is this flexibility that makes web-based applications so powerful, allowing users to enjoy the same responsive and rich experience they would with a typical desktop application.

About Mindgrub Technologies

Mindgrub Technologies LLC is a leader in designing information display frameworks, rich internet applications and custom instructional systems. Mindgrub focuses on the end-user experience to maximize knowledge distribution and learning. For more information, visit www.mindgrub.com

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Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit www.adobe.com .

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