

GoScale CMS

GoScale CMS / Why

GoScale CMS is an ideal solution for several typical cases:

- a new product is launching this week — a high-load promo website is needed quickly;
- press conference tomorrow! a virtual press room with lots of multimedia content is urgently needed;
- a weeklong exhibition (two-day conference, summer corporate retreat) starts in a couple days, and it needs a media center. The field reporters will post blogs and upload photo and video, while event managers will post schedules and maps;
- you are a conference centre, sports club, cafe, a showroom or a concert hall. Lots of things are always happening and you need to be on top of them. Update schedules, post descriptions and upload video and photo galleries of events.

GoScale CMS / In Brief

- GoScale CMS is a technology that lets you quickly deploy comprehensive web projects. Free Google service capabilities are used to host the data.
- Maps, photo and video galleries, feedback forms, catalogs, news streams, blogs, calendars and schedules are uploaded to corresponding Google services. The website then ties it all together — within a design of your choice.

GoScale CMS / Advantages

- fast deployment — fully functional website can be deployed in less than a week;
- you don't have to pay for hosting — all data is placed on Google servers. Thus, your website is ready for high load, and your infrastructure expenses are nearly zero;
- there is no separate administration interface which you have to learn — the content managers fill the site through the same Google services.
- pictures get uploaded to Picasa, video — to Youtube, texts — to Blogger, etc.

Case studies

Cases / "Team 2008"

<http://pekingolympic.blogspot.com/>

Сборная России на Играх XXIX Олимпиады в Пекине

Москва: 13:54
Пекин: 16:54

Официальное интернет-представительство Олимпийской сборной России в Пекине. Самые актуальные новости, фотографии, видеорепортажи, расписание и результаты команды. При поддержке Google

Информационный гаджет от Google

Расписание, медали, новости – последние результаты Сборной с вашей персональной страницы iGoogle. Добавьте гаджет и будьте в курсе событий.

Events	Medals			Total		
1		China	51	21	28	100
2		United States	36	38	36	110
3		Russian Fed	23	21	28	72
4		Great Britain	19	13	15	47
5		Germany	16	10	15	41
6		Australia	14	15	17	46
7		South Korea	13	10	8	31
8		Japan	9	6	10	25
9		Italy	8	10	10	28
10		France	7	16	17	40
11		Ukraine	7	5	15	27
12		Netherlands	7	5	4	16
13		Jamaica	6	3	2	11
14		Spain	5	10	3	18

Блог очевидца

Голосование

Какую оценку вы бы поставили выступлению сборной России на Олимпиаде в Пекине?

Отлично	57 (15%)
Хорошо	150 (31%)

Новости:

- 17.09.2008** XIII летние Паралимпийские игры завершены новости
9/17/2008 08:28:00 PM
Тринадцатые летние Паралимпийские игры завершились в Пекине грандиозным фейерверком, флаг Международного паралимпийского комитета (МПК) передан Лондону – столице Паралимпиады-2012.
- О Бувайсар Сайтиеве напишут в общероссийской энциклопедии вольная борьба - новости
9/17/2008 12:18:00 PM
Трёхкратный олимпийский чемпион, победитель Олимпиады-2008 в Пекине Бувайсар Сайтиев включен в "Персоны" общероссийской ежегодной энциклопедии "Лучшие люди России" - 2009.
- Вячанин хочет потратить призовые на покупку квартиры новости - Плавание
9/17/2008 12:16:00 PM
Двукратный бронзовый призер Игр в Пекине пловец Аркадий Вячанин признался, что выигравшие на Олимпиаде призовые хотел бы потратить на квартиру.
- Россияне остановились на стадии четвертьфинала новости - Фехтование
9/17/2008 10:29:00 AM
Сергей Фролов и Марат Юсупов завершили боёбу за медали Паралимпиады в Пекине.

- Virtual office of the Russian Olympic team at the Beijing Olympics. Commissioned by the Russian Olympic Committee.
- Comprehensive: photo, video and text reporting, polls, automatic news stream categorized by discipline, Olympic events map and a data base containing information about 450 team members.
- Real-time: the website was a full sports media outlet, updated minute by minute from Beijing by the Russian media and organizing committee.
- Fast deployment: the project was completed in two weeks.
- Successful: during the Olympics over two million people visited the website.

Cases / "MAKS-2007"

<http://www.maks2007.com/>

Международный авиационно-космический салон
МАКС 2007
21.08-26.08

КАРТА ФОТО ВИДЕО КАЛЕНДАРЬ

Назад Домой Карта проезда Все участники Телефоны

Блог построен на сервисах Google

Заведите себе аккаунт Google и пользуйтесь этими сервисами!

Фотоальбом Picasa

Видеоканал YouTube

Сервис дневников Blogger

Карты Google

понедельник, Декабрь 10, 2007
МАКС 2007 - очередное сообщение. Авиашоу

Этот блог действовал в реальном времени шесть насыщенных дней, с 21 по 26 августа 2007 года.

Насыщенная программа полетов, десятки выставок, детские концерты, соревнования пилотов, подписанные контракты, инфопойнт Google, вручение наград молодым инноваторам, 600 тысяч посетителей авиасалона - масштаб события трудно с чем-нибудь сравнимого.

А для нас, команды этого блога, это были шесть дней упорной работы, интересной и утомительной, интенсивной и захватывающей. 227 сообщений в этом блоге - в реальном времени, из ангара в выставочной части и с комментаторского пункта.

Сотни фотографий в десятках фотоальбомов, которые появлялись спустя минуты после того, как завершился пролет над головой посетителей МАКСа. Десятки видеороликов, которые появлялись через час после этого.

Наши видеоролики на канале YouTube просмотрели сотни тысяч человек, канал МАКС 2007 несколько раз входил в десятку самых популярных каналов мира, ролики - в сотню самых популярных роликов мира.

И вот новая работа - обзорный ролик, показывающий яркие моменты показательных полетов всех шести дней авиасалона.

О блоге
Официальный блог Международного авиационно-космического салона работает в режиме реального времени на протяжении всего периода работы салона и освещает самые яркие события мероприятия.

Вопросы и ответы о МАКСе

Официальный сайт авиасалона МАКС

Прямо сейчас

Свежие фотографии
МАКС - свежие фотографии

МиГ-29КУБ Автор Д. Гряднов

Ми-28 Автор Д. Гряднов

Gadgets powered by Google

- Virtual office of the aviation salon in Zhukovskoe, August 2007. Commissioned by the «Aviasalon» company.
- Maps: multiple map layers available, including salon show floor map and aerial photography survey.
- Multimedia reporting: 227 posts in the blog — done in real time from both the exhibition hangar and the commentator booth. Hundreds of photos in dozens of albums, uploaded within minutes of a flyby. Dozens of video clips uploaded within an hour.
- Popular: hundreds of thousands of video viewers. MAKS2007 channel on Youtube listed in top 10 most popular channels worldwide, several times. Some of the clips — in top 100 most popular clips worldwide.
- Successful: during the 6 days of the show there were over 650 thousands website visitors.
- Fast deployment: the website was created in 14 days.

Cases / "Photobiennale — 2008"

<http://www.photo-biennale.ru/>

КАТАЛОГ ПРОЕКТОВ Билайн

ФОТОБИЕННАЛЕ 2008

ПО МЕСТУ ПРОВЕДЕНИЯ ПО АВТОРАМ ПО ДАТЕ ПО ТЕМЕ

SMS-ГОЛОСОВАНИЕ ММС-КОНКУРС «БИЛАЙН» НА ФОТОБИЕННАЛЕ 2008 СКАЧАЙТЕ НА МОБИЛЬНЫЙ

Сайт создан с помощью сервисов Google

СОБЫТИЯ

Завершение Фотобиеннале-2008

С 20 марта по 18 мая 2008 года в Москве прошел VII Международный месяц фотографии в Москве "Фотобиеннале-2008".

В этом году фестиваль поддерживался компаниями MasterCard, Volkswagen, Fleming Family & Partners, Билайн, Банк Сосьете Женераль Восток, R1, Bork, Sony-Ericsson C902 Cyber-shot™, Bosco di Ciliegi ГУМ, Социально-культурный фонд Hennessy, Prolab, Café des Artistes, Baltshug Kempinski.

Хроника событий. Открытие выставок в ЦВЗ Манеж. 20 марта 2008 года

Хроника событий. Открытие выставки Марка Виноградова "Тоскана" в ГУМе 24 марта 2008 года

КАРТА СОБЫТИЙ

Карта Спутник Гибрид

Увеличить карту

БЛИЖАЙШИЕ СОБЫТИЯ

Google Календарь Подписаться на календарь

СПЕЦИАЛЬНЫЕ МЕРОПРИЯТИЯ

Спецпрограмма на «Винзаводе»
Portfolio review
Мастер-классы в Школе им. А. Родченко

- Commissioned by the Moscow House of Photography.
- During the PhotoBiennale in April 2008 over 100 exhibitions were held at more than 20 locations. Each exhibition featured a dedicated catalogue and gallery section on the website. Exhibitions were grouped in four distinct ways: by author, by location (with maps), by date (with calendars) and by exhibition name. Enormous amount of information was kept on Google services.
- Onsite access: each location had online terminals for attendees. Any exhibition visitor could browse the website as an interactive catalogue and event guide.
- 70 thousand people viewed the website every day.
- Website created in 12 days.

Cases / «Swing Beijing Performance Troupe»

<http://swingperformance.appspot.com/>

SWING BEIJING DANCE PERFORMANCE TROUPE

performances photos events map contacts 中文

Introduction

Swing Dance refers to a group of dances that developed with the swing style of jazz music in the 1920s, '30s and '40s. The best known of these dances is "Lindy Hop", a popular partner dance that originated in Harlem. While the majority of swing dances began in African American communities, a number of forms developed within Anglo-American or other ethnic group communities. Swing dancers were there to entertain people in the great Jazz Era. It is not only Lindy Hop, but also all manner of dances from that time: Charleston, Tap dancing, Vintage Jazz, Balboa, Blues and Burlesque. All these types of swing dance all look very vintage, classy, subtle, joyful and dynamic and are always impressive to watch.

Swing Beijing Performance Troupe is a group of six swing dancers from different countries. We are the original and only Swing Performance Group in Beijing ! If you would like to provide something new and exciting for your event, our troupe would be delighted to perform for you ! We propose professional performances for any kinds of events and for any ages, from children's events to evening Champagne parties. We have prepared choreographies inspired from original routines as well as original numbers created by the members of the group and we are glad to present part of them to you on this website.



News

Swing dance action at the 4th Annual China Salsa Congress
China Salsa Congress 2009 was a great opportunity to share our swing spirit with salsa community during their biggest event of the year!

We had tap and charleston performances there and two workshops to introduce swing and tap dancing.

Cabaret in Herrang (Sweden)
We had two great performances in Sweden in the biggest dance camp in the world! It was a great honor to perform "I Found A New Baby" and "The Minor Goes Mugg" in front of the legends like Dawn Hampton, Barbara Billups, Sugar Sullivan and Chazzy Young!

2009 © Swing Beijing Performance Troupe. Developed at Sterno.Ru

- A Beijing swing dance club website.
- This is an example of a low budget project.
- The club members are able to maintain the website without any help from the developers.
- They add photo and video of their performances and put the performance locations on the map.

Cases / GoScale CMS website

<http://www.goscalecms.com/>

GoScale CMS

Sign In
with Google Friend Connect
Dn-pvccout | RSS

Home Features Demos

Unlike other content management systems, GoScale CMS stores every bit of content inside Google infrastructure, i.e. on **YouTube**, **Blogger**, **Docs** and so on. It means that GoScale CMS-powered site is able to integrate content from all of those services. GoScale CMS is powered by **Google App Engine**, so it's time to wave goodbye to costly hosting solutions—it's **free**, it sustains huge payloads.

Google Servers + Google Services = Your high-load website **FREE**

This is how GoScale CMS works:

- Every text on a website is a **Blogger** post. [Demo](#)
- Images are integrated from **Picasa** accounts. Picasa offers a choice of uploading techniques: online, mobile and desktop. It's perfect for collaboration, e.g. putting together conference photos from different photographers. [Demo](#)
- YouTube** with its playlists and channels is handy for showing lots of videos. [Demo](#)
- Google Maps** are fully supported, including power features like custom points, routes and layers. [Demo](#)
- Events are handled by **Google Calendar**, fully packed with collaboration features. [Demo](#)

From the wilds

Swing Beijing Performance Troupe

Website for your event — order now

Details for web-developers

Want to buy or leave a feedback? **Contact us!**

- The presentation website for the product itself is made with GoScale CMS.
- On the demonstration pages you will see the examples of embedding text and multimedia streams, website administration interface and case studies, including those not in this presentation

Development

GoScale CMS / Usage options

1. Full version.: we receive a specification and then provide full development cycle — design, layout and deployment. Further website maintenance and content management can also be provided if required.
2. Limited version.: your own approved design serves as a specification. We do the layout and programming, client then receives the website and maintains it on their own.

GoScale CMS / Developers

- Sterno develops Internet solutions and information systems since 1998.
- Starting from 2002, we also develop and support Internet marketing activities. That includes creating modern media services, design and maintenance of online communities.
- GoScale CMS was created by two leading developers of our Beijing office — Eugene Demchenko and Torsten Engelbrecht.

Contact information

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