

Centale Desk Player



Project: Centale Desk Player

Duration: 2 months



Short Description

A master Desk player was developed that contained the Admin Panel and the Desk player for the end user. This Desk player consisted of comprehensive features—sending audio and video messages, update documents, Google search functionality, mini browser, message alert feature and many more. The aim was to provide a cost-effective method of advertisement.

Need

Product advertisement in any media is a costly affair these days. One has to look into the benefits out of the dollars spent on advertisement. Centale wanted to develop a Master Desk player with all possible features and functionalities that could further be marketed. The aim was to provide a cost-effective method of advertisement that would allow the client a way to communicate and be in touch with the consumers.

Challenge

It was required to incorporate many features in the Desk player. It was a challenging task to incorporate several features such as developing the Admin Control and making it communicate with the Desk player on the user's machine. There were various challenges that came up as

work was in progress and a lot of research went into developing them. For example, a few are listed:

- Adding the maximize feature that could make the Desk player full screen.
- Developing a feature that would allow the admin to send audio, video, and documents to the consumers on the Desk player.
- Incorporating the features of a browser such as Google search etc.
- Adding the favorites feature.
- Developing the Alert Monitor features that updates any change made to a specific document by the administrator get reflected in the user's Desk player.
- Smooth download and installation of the Desk player on the user's machine.

Solution

Netsmartz provided all the technical know-how to develop Centale Desk player. It also provides a means of communication between users and Centale. Thus Centale can easily interact with their customers and enhance their sales and services. It also provides several benefits to users such as Google Search, Message Archive, and Special Offers from Centale. It also helps in building good customer relationships.

The following components are the inherent part of Centale Player:

ADMIN PANEL

Admin Console is web-based application used to configure Player, send template-based messages, view and

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print reports. System will authenticate these users. Once authenticated, Admin can configure Desk Player parameters and Message Board. Admin can send Direct and Net messages to Desk Player users. Admin can also add and delete Template-based messages. Admin can view the reports on Template-based messages.

DESK PLAYER

Centale Player is a Windows-based application that runs on users' systems. It connects to the Server and renders latest updates on Player's screen. It consists of several interesting features that can be customized as per requirement. It has a user-friendly interface with a pleasing design.

Technologies Used

- Programming Languages: VC++, .Net, ASP.Net, C#
- Database: SQLserver 2000
- Platform: Windows Environment
- IDE: Macromedia Flash, Adobe Photoshop
- Libraries: MSOffice

Benefits

- Cost-Effective way to advertise.
- Freely available for download.
- The users can perform a Google search through the Desk player.
- It can be maximized to fit on the full screen.
- The users can receive updates and messages as the

admin sends them in no time.

- The messages received on the Desk player can be archived and can be viewed later.
- Audio and video messages can also be send and viewed on the Desk player itself.
- The user can add, import, or delete favorite links in the Desk player browser.
- The admin can customize the features in the Desk player.
- The user can send the Desk player to as many as ten contacts simultaneously.
- Contacts from Outlook can be imported in the Desk player.
- The admin can send updates for any document specified by him on a valid location after regular intervals through the Alert monitor feature.
- The admin can send updates for any document specified by him on a valid location after regular intervals through the Alert monitor feature.
- The user is notified about a message with the message alert that is transparent and spins interestingly on the desktop.
- The Desk player is always at the top on the desktop irrespective of the active windows.
- The admin can add information in the database and can use them later.