

# FirstMagic3

***FirstMagic 3 is enterprise Web Content Management for your organization – without the need for client software of any kind.***

It has never been easier to distribute and maintain large numbers of websites: make one for every stakeholder, a space for every teacher, a portfolio for every student. Make product mini-sites, blogs, or rich media channels easily, and connect them to social media and third party services instantly.

Content creation and editing happens right in the browser, directly on the web page, in the site itself. The work environment is true WYSIWYG, and the learning curve non-existent.

## **Runs on Industry Standards**

FirstMagic websites will work on any OS, on any modern device, from desktops to cellphones to tablets. They are HTML5 native, fully responsive, WCAG compliant, and infinitely skinnable.

The FirstClass Server is purely a back-end: it stores your data and delegates ownership – FirstMagic does the rest. It's your organization's existing workflow transported to the Web. Old content transfers intact, whenever someone needs to bring it along.

## **Fully backwards compatible**

Both FCWS and the FirstClass Client are fully supported: users that want to work in a client still can, and everything will fit right in with native FirstMagic content. Have a hundred old-style FirstClass Personal Sites? FirstMagic will import and republish them in its own environment automatically, in the design of your choice.

# FirstMagic

## Features Overview

### Website Properties

#### *A Website Owner can*

- Customize layouts, headers, footers, sidebars and navigation, third-party plugins and social connections
- Implement any kind of Web Design through the point-and-click SkinDesigner, choose from 40 pre-installed Design Themes, or develop a custom theme with CSS
- Control design and branding server-wide, site-wide, or on a page-by-page basis

### Publishing

#### *A Page Owner can*

- Publish webpages, blogs, uploads, calendars, galleries, slideshows, video and podcast channels - and mix these content types freely on the same page
- Format, style, and publish pre-existing and new content in any way desirable
- Set up public discussion forums for anonymous visitors and authenticated users alike

- Create interactive Booking Calendars and animated Digital Signs
- Build highly customizable Response Forms directly on the site - no coding, no FC Designer -just point-and-click, and deploy immediately
- Make any number of sub-websites inside the main site -each with its own design theme and navigation
- Push content onto third-party platforms with *FirstMagic Tags*: distribute blog posts, pages, podcasts and galleries to external CMSes and websites - even to iTunes or into custom Apps

### Editing

- Edit and organize content with the built-in File Manager and on-page Text Editor, or with the First-Class Client, or via FCWS
- Publish directly on-site with a web browser - on both desktops and handheld devices - or use the FirstClass Client, FCWS, FirstClass GO -even publish content via e-mail and third-party services like Twitter or Disqus

# FirstMagic

## Configuration Options

### Connectivity

*FirstMagic websites are supported by, and support, a wide variety of third-party services:*

- FirstClass & FCWS compatible - use any client (or none)
- FirstClass Web Publishing compatible - Render pre-existing Personal Sites as sub-sites inside FirstMagic, using FirstMagic design, branding and navigation
- Statistics *ready* - add a statistics service of choice to FirstMagic Setup, and it installs itself site-wide
- FirstVirtualMeeting *ready* - sign up with NEOL to broadcast live Hi-Res video in FirstMagic Web Pages
- Tingwo *ready* - sign up with Tingwo to make audio versions of all public content available to visitors
- Open Graph *ready* - connect websites to Facebook with a single click
- Social Media *ready* - built-in tools for Disqus, Facebook, Google, Flickr, Twitter, YouTube, and more

### Widgets

*Widgets are tiny Web Apps that runs inside FirstMagic web pages: they can be context-sensitive or global, and will add useful third-party functionality anywhere on the site.*

*FirstMagic comes with built-in Widgets for:*

- Search and Navigation
- Live Chats, commenting, uploading
- Newstickers, document scrollers, photo albums
- Configurable popups and countdown timers
- Social Media services from Facebook, Twitter, YouTube, Flickr, Disqus, Skype
- Google services like Translate, Maps, Analytics, Google Drive
- Weather, Wikipedia, Text-to-Speech, Assistive Tools, and more

# FirstMagic

## Accessibility and SEO

### Accessibility

- FirstMagic websites conform to WCAG 2.0 Level AAA out of the box
- Assistive Toolbar for the visually impaired allows visitors to scale and change fonts and contrast
- Websites are fully responsive, and fit on any device
- Print View is opt-in anywhere, opt-out anywhere, and offers a simplified, browsable version of all pages
- Screen Reader support
- *Tingwo*: commercial service offers in-page, real-time text-to-speech for public FirstMagic content
- Printouts are formatted for optimal readability and stamped with both QR codes and readable URLs
- FirstMagic can automatically output terms in Danish, Dutch, English, Finnish, French, German, Italian, Japanese, Norwegian, Spanish, and Swedish - and custom languages can be implemented easily

### Authentication

- FirstMagic inherits and uses FirstClass Privileges and Groups: any visitor trying to open a restricted URL will always be prompted for authentication
- Authenticated Users can subscribe to, and/or own, sub-websites -and can publish/unpublish/edit any content they own - directly on the webpage
- Authenticated Users with Intranet privileges will have e-mail notifications, message previews, and relevant Intranet links in a personal Account Panel

### Search Engine Optimization

- FirstMagic makes semantic, Search Engine-friendly URLs - and any URL fragment can be modified on the fly
- Global keywords and descriptions are defined in a single location and inherited by all pages
- All pages have individual keyword fields that can be modified easily and instantly: page keywords always override global keywords

# FirstMagic

## Licensing and Installation

### Licensing

- The FirstMagic framework itself requires no licensing: it simply gives the server the capability to host and run FirstMagic websites
- Licensing is per active, top-level FirstMagic website
- A top-level FirstMagic website is any website running FirstMagic that has its own domain name [like `www.example.com`, or `sub.example.com`], or has a distinct IP address
- Sub-websites inside a top-level FirstMagic site do not require separate licensing

### System Requirements

- FirstMagic is compatible with FirstClass Server 10, 11, and 12
- FirstMagic runs in a sandbox, and will not interfere with existing services: there are no conflicts with other web technologies on the server, whether vanilla FirstClass, RWD, or homegrown

### Installation

- The FirstMagic framework is a server plugin installed via batch admin: this is a 5 minute operation that will not interfere with any running processes
- FirstMagic is safe to install and safe to uninstall - It is entirely separate from other server assets
- Uninstalling the framework is as simple as deleting the FirstMagic Plugin Container
- Initial installation and configuration of FirstMagic requires Admin privileges on the server, and must be performed with the FirstClass Client
- Creating websites with their own domain names [top-level sites] can be done by anyone with access to Internet Services, and takes about a minute per site
- Creating sub-websites inside top-level FirstMagic sites can be done by anyone with Controller access to the top-level site, and is a single-click operation one can perform in the web browser- no client needed

# FirstMagic

– Learn more, contact us today

*FirstMagic is sold, hosted, and supported in Europe and Russia by:*

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