

Press Ctrl+L for full screen view

Custom Extensions Development

Innovative ideas for your business



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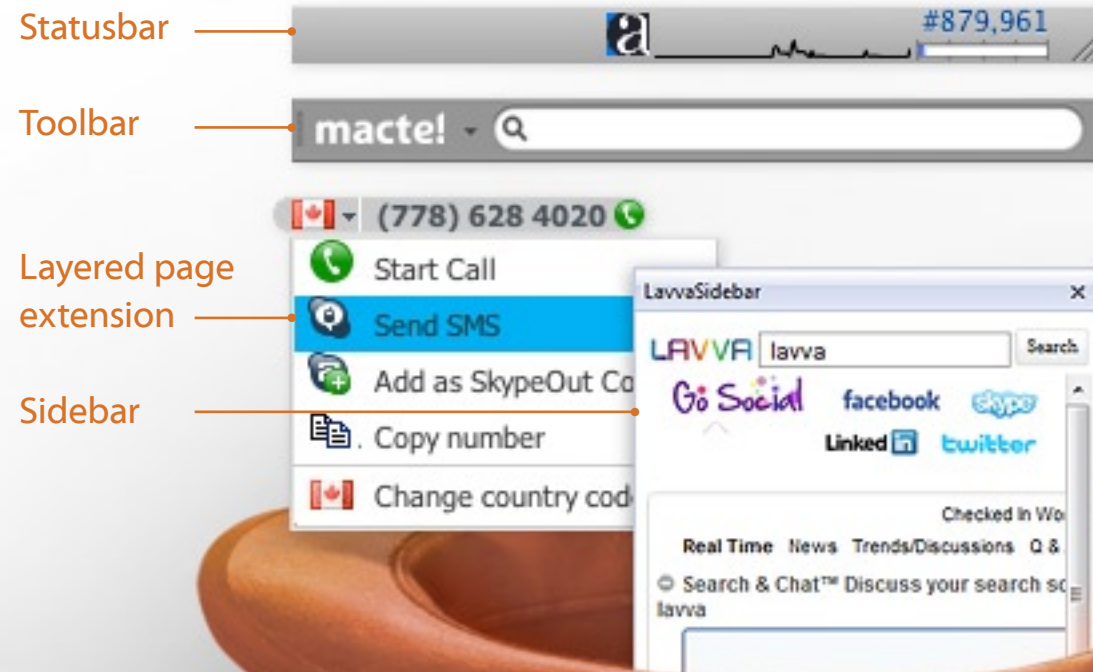
Extending application functionality

When performing everyday tasks on the computer, most web services and desktop applications require the user to utilize another desktop application, e.g. sending e-mail, copying contacts from address book, submitting documents to web server. While such processes can be explained to users, it amounts to a barrier between them and your application or web service.

Just a few awkward or time-consuming steps could result in the loss of users loose users who could bring you a lot of profit and their associated revenue.

There is a way to avoid this—by extending application functionality to bring your service closer to the user. For example, latest e-mails are shown on a toolbar in the user's web browser, meaning there's no need to log in to your website to check e-mails; and there's no need to copy all contacts from your address book manually, as an extension can send them to a web server in one click.

There are many ways to provide users with additional functionality in the applications they use. The standard interfaces are:

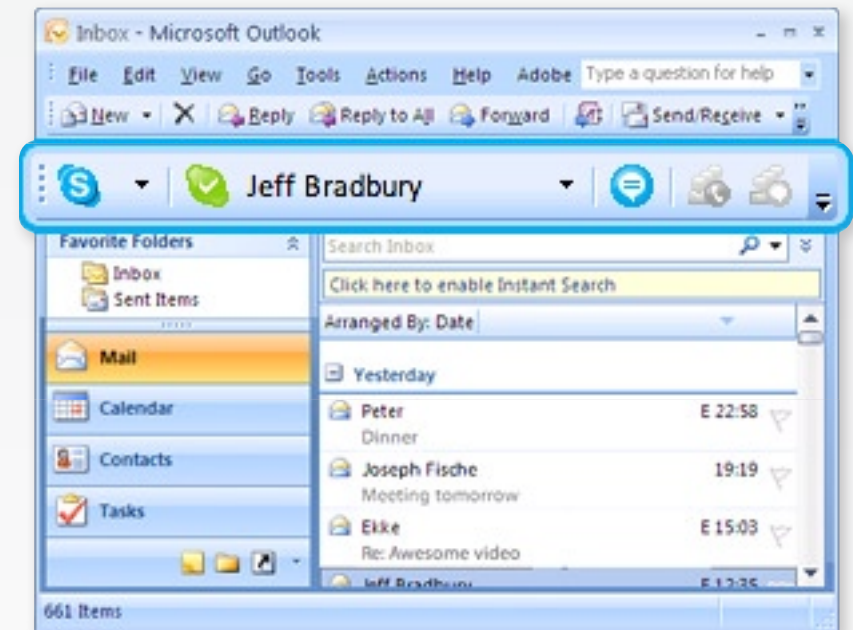


Toolbar extensions

A toolbar is one of the most popular ways of extending an application. Widely used in browsers, e-mail clients, text processing and many other applications, Often appearing by default, a new toolbar should present no difficulties to the user.

Examples of popular toolbars:

- Google toolbar for Internet Explorer and Firefox
- MSN toolbar for IE
- Skype toolbar for Microsoft Outlook, Outlook Express and Thunderbird
- Skype toolbar for Microsoft Office and others



Advantages:

- Easy to use, widely used and recognized no special skills required, almost all users know how to work with toolbars.
- Lots of links and services can be organized.
- Most visible extension almost every browser window has a toolbar.

Sidebar extensions

The sidebar is the second most popular extension type. Sidebars are common in web browsers and are also used in e-mail clients to increase their functionality and the amount of information being shown. The Sidebar is the best solution for showing a large amount of information: from contact details and social-network friends to advertising or even web pages shown in the sidebar.



Notable examples are:

- Xobni extension for Microsoft Outlook
- Yonoo extension for Internet Explorer and Firefox

Advantages:

- Can contain large amount of data (e.g. maps, contacts, links).
- Doesn't take up space on the screen (usually opened by a special button or command and hidden by default).
- Can show any html-based content, so, for example, streaming video, live chats and, flash-games — can be hosted in a sidebar.

Advantages:

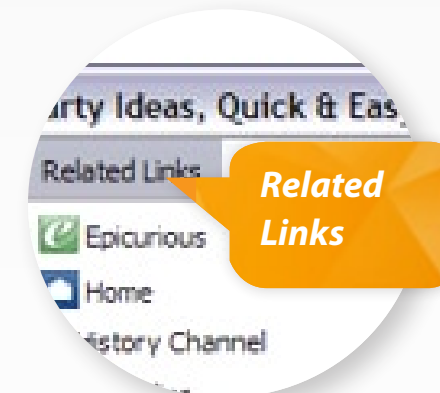
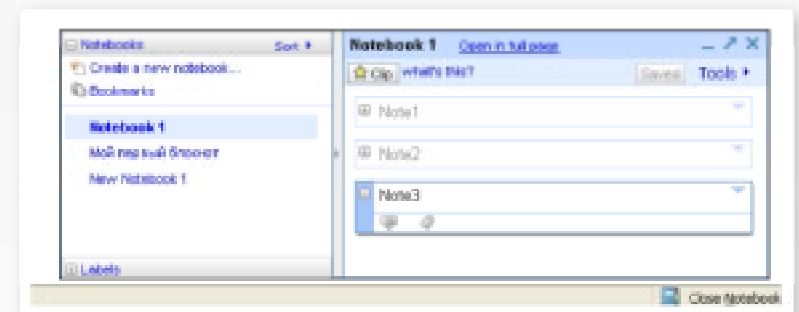
- Barely takes up any screen space.
- Always visible to user.
- Can appear in all browser windows.

Status Bar extensions

While status bar extensions are not as common as toolbars and sidebars, their popularity is increasing. Status bars are primarily used in browsers to show small relevant pieces of information or shortcuts to frequently used services. They behave like toolbars, albeit a really small one.

Notable samples of status bar usage are:

- Multiple weather plug-ins for Firefox
- Alexa "Sparky" toolbar for FF
- Google Notebook extension for Internet Explorer and FF

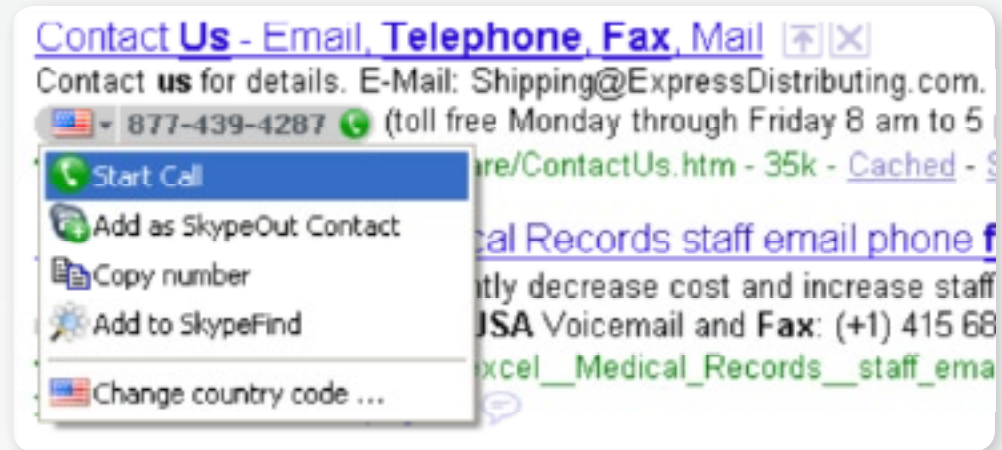


Advantages:

- **Simple to use.**
- **Add any content to any web page.**
- **Does not take any part up any of the user's interface.**

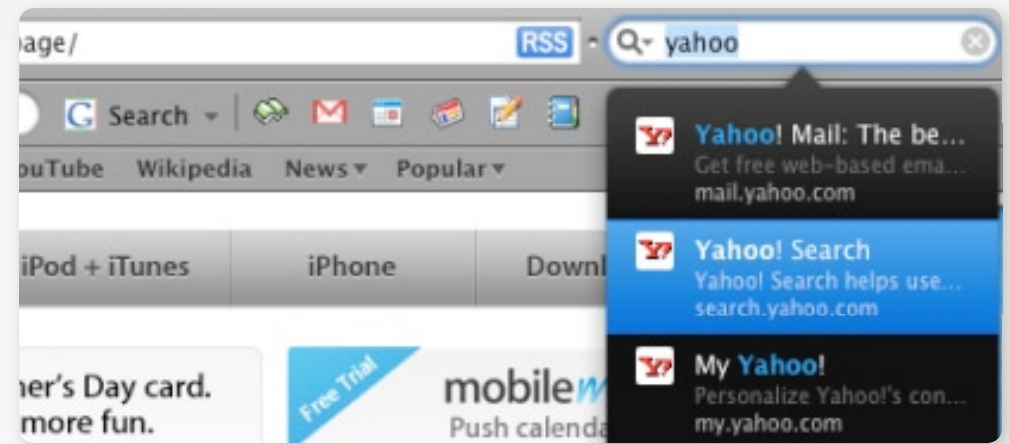
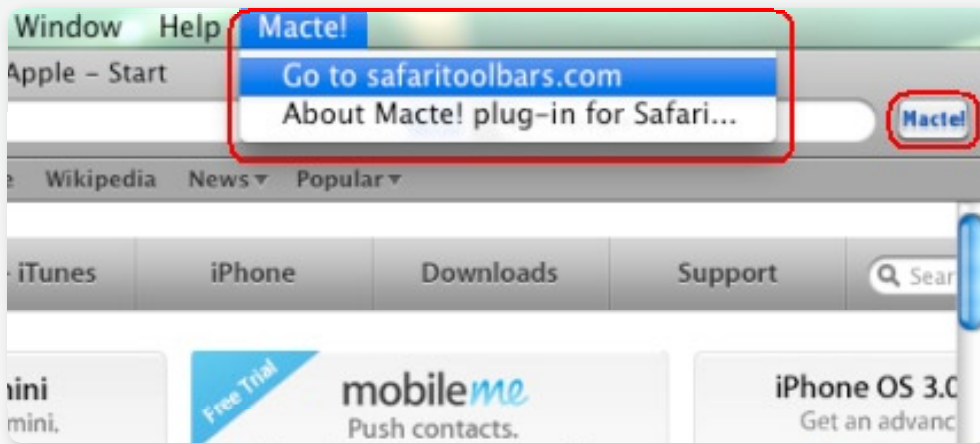
Layered extensions

Layered extension development is an excellent way to integrate your service or application and the user's desktop. The functionality of your web service can be brought to any web page or user's document and fit as if it was designed to be there.



Examples of layered extensions:

- *Skype extensions for Internet Explorer, Firefox and Microsoft Office*
- *"Finjan secure browsing" extension for FF*
- *Multiple anti-virus extensions for IE and FF*



Other extensions and complex solutions

There is no limit to your ideas when it comes to extensions on your Mac or PC. Anything you want can be brought to life. Additional extension ideas include:

Advantages:

- *Hybrid solutions give more opportunities for your product.*
- *Create our own, unique, personalized solution.*

- Custom search field.
- Custom toolbar button.
- Custom system menu button.
- Custom popup menu button.
- Adding your own tab into preferences window.
- Placing toolbars vertically.
- Adding items into standard elements.
- Replacing "new window", "new tab", "page not found" and other notifications with your content.
- Catching DNS errors and searches via address field.

Our company has vast experience in the field of extending applications. Our developers have all the necessary skills for extending applications running on Windows, Linux and Mac OS.

Platforms and applications we can customize



Mac OS

Browsing:

Safari
FireFox
Opera
Google Chrome

Mailing:

Mail applications
Entourage
Thunderbird

Other desktop applications

Desktop and file management:

Finder
Dashboard



Linux

Browsing:

Firefox
Other FF-based applications

Desktop applications development



Windows

Browsing:

Internet Explorer
FireFox
Opera
Google Chrome

Mailing:

Outlook Express
Windows Mail
Microsoft Outlook
The Bat
Thunderbird

Desktop and file management:

Windows Explorer

Other desktop applications:

Microsoft Office family



Toolbar Solutions

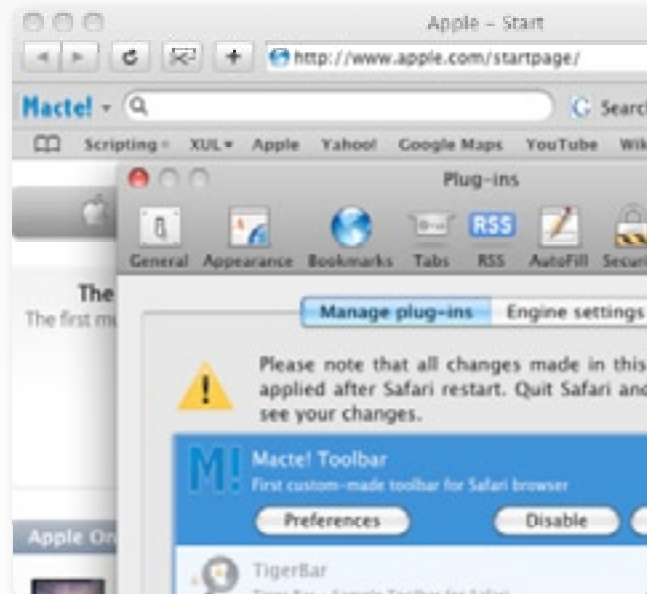
Search engine toolbar	Enables users to employ your search engine from any page on the net.
Online shopping toolbar	Likely to be the first port of call for users, giving you an edge over your competitors. Promotion of special offers and discounts can raise additional revenue. Affiliate programs can be used to encourage users to buy more on your site.
Community toolbar	Integrates your community resources into a simple, user-friendly toolbar application. Shares community materials and provides better user interaction. Can allow instant messaging and feedback between you and your users.
Catalogs and directories toolbar	Categorizes your links and resources. Provides easy access to your resources for your users, ensuring greater user loyalty. Enables highlighting of special keywords and terms on any web page.
Entertainment services toolbar	Adds games and YouTube video access to your toolbar. Use of widgets greatly increases the functionality of your toolbar. Increase revenue with our monetization model — up to \$1 per toolbar user per month.
Radio/TV/News toolbar	Add radio and TV channels and YouTube video access to your toolbar. Provides users with breaking news and instant updates of features and trailers. Increases user loyalty.
Social network toolbar	Attracts a potentially huge social networking audience to your solutions. Monetizes these users for enhanced revenue stream. Functionality, appearance and feel can be modified using the most popular widgets.
Intranet toolbar	Economizes large numbers of clicks and operations for your employees. Gathers statistics of working processes within your company, enabling you to target areas for improvement and increase efficiency.

Our aim

The main goal of Macte! is to develop and distribute a multi-OS and cross-browser extension management system, which will allow our customers to easily maintain browser extension solutions. Developing one source code that can be easily executed in all browsers means there will be no need to develop toolbars separately for each program.

Additionally, we have considerable experience in customizing and extending desktop environments (e.g., Finder and Windows Explorer), mail client applications (e.g. Mac Mail, Entourage, Thunderbird, Outlook) and other applications including Microsoft Office for Windows and Mac. We can provide our customers with virtually any kind of extensions for these programs.

We are also fully capable of designing and developing an advanced solution for your business, including web browser extensions, mail client extensions and desktop extensions of any kind.



Want your own extension or need more information?

We are ready to help you. Our sales team will find the best strategy for your business with regard to extension development and monetization methods.



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