

# Imaginea's Silverlight™ Expertise for Rich Web-applications

## *Silver-lining for Worries Clouding your Web-Product Development*

Imaginea's client needed a graphical tool, which their customers could intuitively use to model, view and modify their entire business process on-line, on a web-browser. This tool had to provide a smart, interactive way of visually modeling business processes using a rich combination of icons, animation, audio and video elements. Imaginea used Silverlight™ and other Microsoft™ tools to develop key Modeler features

The evolution of the internet has spawned a demand for web-based applications that provide rich, visually stunning and interactive user experiences. With providers offering an array of products and services through numerous delivery channels, on-line customers are spoiled for choice. No wonder then, edgy software vendors try to hook and engage users to their applications, in the hope that customers return for that persuasive, value-adding experience.

Imaginea offers its Silverlight™ expertise and Rich Internet Application development capabilities to organizations that seek to leverage such RIAs developed using Microsoft™ technology. Your organization too can benefit from Imaginea's vast experience and expertise, as our client who needed a striking, web-based, on-line Business Process Modeling tool, discovered.

### **On-line Business Process Modeler**

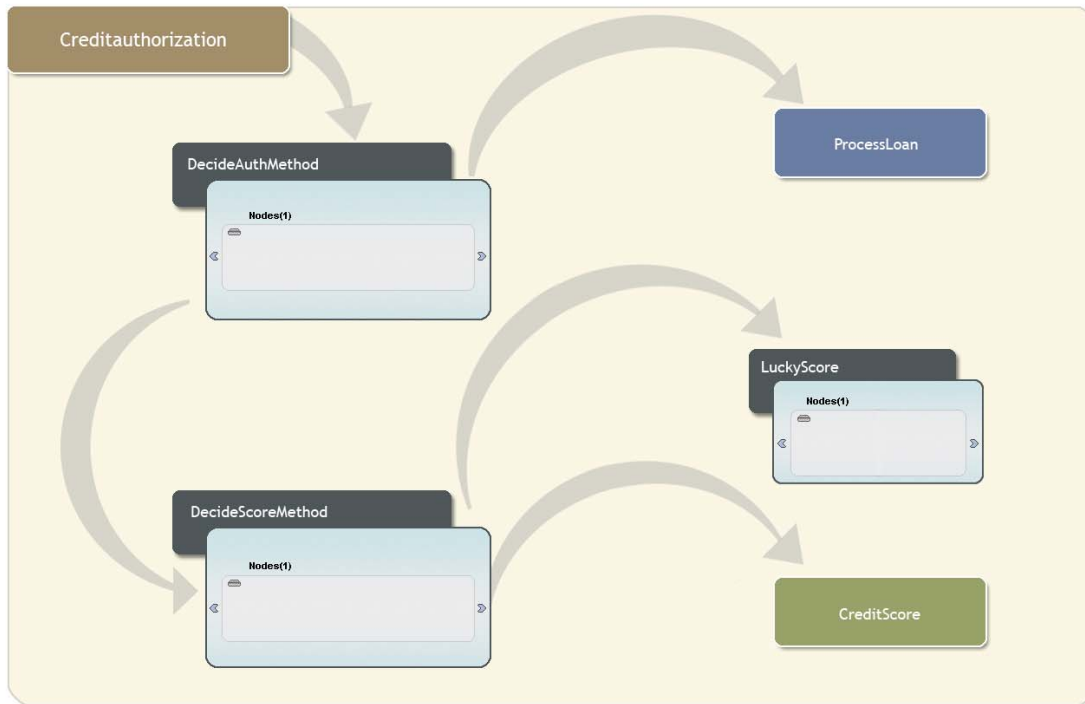
Imaginea's client needed a web-based, graphical tool, which their customers could intuitively use to model, view and modify their entire business process on-line, on a web-browser. This tool had to provide a smart, interactive way of visually modeling business processes using a rich combination of striking icons, animation, audio and video elements. Imaginea relied on Silverlight and other Microsoft tools to develop key features of this Modeler:

- Animations that create a dynamic, interactive experience engaging users
- Capability to add high-quality, audio and video

For a long time, technical constraints prevented web-applications from delivering the same richness of user experience that a client application accessing local data could provide, with the same level of performance. Silverlight is Microsoft's answer to those worries. Silverlight™ is a new Web presentation technology created to run on a variety of platforms. It enables creation of rich, visually stunning and interactive applications that can run everywhere: within browsers, on multiple devices and desktop operating systems. This browser plug-in is available freely on the net.

resources that add value to users viewing modeled processes

- Silverlight 3-D effects that provide a stunning visual experience
- Powerful image zooming using Silverlight Deep Zoom
- Zoom and Pan features that enhance the navigation experience
- Use of control templates, which ensure all the UI controls are totally customizable
- Ability to bind data to controls and customize the display, as per user needs
- Use of HTML Bridge to access the HTML DOM from managed code, and to call managed code from JavaScript



- Web Services support to ease integration with other applications
- Ability to serialize /de-serialize data
- Navigation Framework
- Capability to easily localize the application

### Leverage Imaginea's Interaction Design Expertise

By choosing Imaginea, you not just get the benefit of Imaginea's Silverlight expertise, but also get to leverage the rich experience of Interaction Design services team in assessing, recommending, designing and developing RIA based on the customer's specific needs. We have developed applications for customers spanning many industries- from game

monetization platform providers to B2B bulk auction portals, from Facebook™ applications to Web 2.0-based social-media applications and widgets. We provide the following services:

- Web 2.0 Mechanics, Web 2.0 UI Uplifting, Web 2.0 Re-engineering
- Social-media Product Design and Development
- Design and Development of Rich interface apps using Silverlight, Ajax, Flex, and RoR™
- Intuitive, informative Dashboards and Web-based Reports
- User Experience Analysis & Design
- Usability
- Visual Design

## imaginea

Imaginea provides product engineering services to independent software vendors, enterprises and online SaaS businesses looking for reliable technology partner. Services stretch end to end, from interaction design to development to testing to managing clouds. For more information on Imaginea, visit <http://www.imaginea.com>. Imaginea is a business unit of Pramati Technologies ([www.pramati.com](http://www.pramati.com)). **Contact:** 1975, W. El Camino Real, Suite 301, Mountain View, CA 94040 | +1 (866) 660 6533 | [sales@imaginea.com](mailto:sales@imaginea.com)  
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