

# *Violin and IT*

- WWWalker Web Development Pty Ltd
    - music
      - marketing
      - meeting people
      - event management
      - violin lessons
    - IT support
      - bookkeeping
      - Website and backend
      - networking and wifi
      - radio automation
      - mobile applications
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# *music as marketing for Web*

- marketing
    - attracts people who like my music
    - interaction with customer on business
    - openings for Web services
    - travel to new cities for music events
  - Canberra example
    - Beyond Q
      - playing violin in coffee shop
      - Flash Website based on template and Adobe tools
      - Web-enabled Mac iCal using PHP Calendar
      - online PDF Newsletter with PHP directory listing
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# *Business via Community Music*

- music at community events
  - met local dentist where found business
    - network support
      - email support
      - wifi hotspot broadband setup
    - chr.org.au publishing Website
      - metadata tagging and site search
      - Powerpoint to PDF
      - SlideShare
      - Twitter
      - Facebook Group
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# *Radio Station Automation*

- OS/2
    - StarTrax
    - unsupported for new hardware drivers
    - vmware not adequate
  - Windows
    - manual import of MP3s
    - manual entry of metadata and genre
  - Linux
    - Rivendell
    - our scripts to import MP3 and metadata
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# *Mobile Applications*

- multimedia support
    - iCal bookings with URL and samples
    - MP3 or streamed tracks
  - location based service
    - hotspot locations
    - logistics
  - development
    - WebKit
    - PHP and MySQL
    - Python network programming
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# *Conclusion*

- Multimedia
- Marketing
- Mobile



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    - © 2010 WWWalker Web Development Pty Ltd
    - A talk given at Barcamp Queensland, The Edge, State Library of Queensland on 23/10/10
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