

Google™





# Advanced Custom Search Configuration

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May 27, 2009



# Custom Search Engine in brief

A contextual search experience that's right for your audience:

- Pick the "slice of the web" your users care about
  - one site, 1000 sites, subparts of sites...
- Customize ranking and search navigation
- Present results with the look and feel you choose
- Make money by displaying relevant ads

Your Search

obama

Search

Today | Past 7 Days | Past 30 Days | Past 12 Months

All Results | Articles | Multimedia

1-10 of 10,000+ Results



### [Times Topics: Barack Obama](#)

News about President Barack Obama, including commentary and archival articles published in The New York Times.

### [Obama Won't Bar Inquiry, or Penalty, on Interrogations](#)

President **Obama** left open the door to creating a commission to investigate the Bush administration's use of harsh interrogation techniques.

April 22, 2009 - By SHERYL GAY STOLBERG - U.S. / Politics

 Justice Department Memos

### [Obama-Inspired Campaign Falls Short in South Africa - The Lede ...](#)

Last November, just after Mr. **Obama** won the election, the Democratic Alliance revealed "a new logo, a different look," based closely on the **Obama** campaign ...

April 23, 2009 - The Lede



### [Obama Urges Passage of Energy Legislation](#)

The president, visiting a wind energy plant in Iowa on Earth Day, called on Congress to pass comprehensive energy legislation, ...

April 23, 2009 - By SHERYL GAY STOLBERG - U.S. / Politics

### [With New Law, Obama Calls for More National Service - The Caucus ...](#)

Former President Clinton and Senator Ted Kennedy joined President **Obama** and Vice President Biden for a Doug Mills/The New York Times Former President ...

April 21, 2009 - The Caucus

# Example: NY Times Site Search

# What we'll cover in this session

- XML format for defining custom search engines
- Options for programmatically creating CSEs
  - Upload/download via RESTful API
  - Linked CSEs for "on the fly" definitions
  - Provisioning CSEs with Google Services for Websites
- Advanced presentation options
  - Pagemaps and Microformats
  - Custom Search Element - AJAX
  - Site Search - Server side XML

# Defining a CSE in XML

# Components of a CSE definition in XML

- Context defines the "frame" of the search engine
  - Basic settings, look and feel
  - Refinements for faceted search
  - Synonyms
- Annotations define the contents of the search engine
  - Include/exclude sites or parts of sites
  - Boost or demote for custom ranking
- **New!** Promotions define completely custom results

# Context in an example CSE

```
<CustomSearchEngine>
<Title>Universities</Title>
<Context>
<Facet>
<FacetItem title="Lectures">
<Label name="lectures" mode="BOOST" weight="0.8">
<Rewrite>lecture OR lectures</Rewrite>
</Label>
</FacetItem>
</Facet>
<BackgroundLabels>
<Label name="_cse_omuauf_lfve" mode="FILTER"/>
<Label name="_cse_exclude_omuauf_lfve" mode="ELIMINATE"/>
</BackgroundLabels>
</Context></CustomSearchEngine>
```

# Annotations in an example CSE

```
<Annotations>
<Annotation about="webcast.berkeley.edu/*" score="1">
<Label name="university_boost_highest"/>
<Label name="lectures"/>
</Annotation>

<Annotation about="www.youtube.com/ucberkeley/*" score="1">
<Label name="university_boost_highest"/>
<Label name="videos_boost_mid"/>
<Label name="lectures"/>
</Annotation>
</Annotations>
```

# Promotions in an example CSE

```
<Promotions>
  <Promotion id="1"
    queries="wanderer, the wanderer"
    title="Groo the Wanderer"
    url="http://www.groo.com/"
    description="Comedy. American series illustrated by Sergio Aragones."
    http://www.newsfromme.com/images5.groo11.jpg"/>
  <Promotion id="2"
    queries="gaul, the gaul"
    title="The Adventures of Asterix"
    url="http://www.asterix.com"
    description="Comedy. French series illustrated by Albert Uderzo."/>
</Promotions>
```

# RESTful URLs for creating CSEs

- Creating a new CSE context
  - `http://www.google.com/coop/api/default/cse/<CSE_ID>`
- Uploading annotations to your account
  - `http://www.google.com/coop/api/default/annotations/`
  - Note annotations are common across different CSEs
- Uploading Promotions
  - `http://www.google.com/coop/api/default/promotions/<CSE_ID>`

# Advanced features available in XML

- User-defined synonyms
- Configurable boost/demote weights
- Specify top N results
- Bias results by date
- Get all the details from the Custom Search Developer Guide [http://code.google.com/apis/customsearch/docs/dev\\_guide.html](http://code.google.com/apis/customsearch/docs/dev_guide.html)

# Creating a Linked CSE

# Linked CSE features

- Not tied to a Google account, defined by a URL
- Can be created on the fly from other data
  - Example: make Annotations from the links on a page
- Just like the upload/download XML format
- Context and Annotations can be combined or separated
  - Annotation files can be included from context files
- Definition cached by Google, refreshed on demand

# Linked CSE example: About.com

- Thousands of different CSEs for different subsites
- Each one tailored to a particular section of website
- Results in XML



# About : Student Travel

florida

Travel
<a href="#">↳ Student Travel</a>
<b>Essentials</b>
<a href="#">▪ Student Travel 101</a>
<a href="#">▪ Student Airfare Finders</a>
<a href="#">▪ How to Rush a Passport</a>
<a href="#">▪ Spring Break Without a Passport</a>
<a href="#">▪ Top Spring Break Hot Spots 2007</a>
<b>Topics</b>
<a href="#">↳ Student Travel Planning</a>
<a href="#">↳ Student Travel Discounts</a>
<a href="#">↳ Educational Student Travel</a>
<a href="#">↳ Student Tour Groups</a>
<a href="#">↳ Travel Safety and Health</a>
<a href="#">↳ Hostels, Accommodations</a>
<a href="#">↳ Spring Break</a>
<a href="#">↳ Phones, Mail and Internet</a>
<a href="#">↳ Travel Money Matters</a>
<a href="#">↳ Travel Gear, Packing</a>
<a href="#">↳ Work Abroad - Jobs Abroad</a>
<a href="#">↳ Student Travel Agencies</a>
<a href="#">↳ Women Travelers Tips</a>
<a href="#">↳ Travel Guides, Phrase Books</a>
<a href="#">↳ Photos, Maps, Blogs</a>
<b>Buyer's Guide</b>
<a href="#">▪ Eurail Passes</a>
<a href="#">▪ Backpacker Gift Ideas</a>

## From About.com

### [Florida Day Trips](#)

Many popular destinations are a short distance and make perfect day trips.  
[goflorida.about.com/od/attractions/ss/daytrips.htm](http://goflorida.about.com/od/attractions/ss/daytrips.htm)

### [Charlie - Florida White French Lop Rabbit Picture](#)

Charlie - Florida White French Lop Rabbit Picture.  
[exoticpets.about.com/od/rabbits/ig/Pet---Pictures/Charlie---Florida-Wh](http://exoticpets.about.com/od/rabbits/ig/Pet---Pictures/Charlie---Florida-Wh)

### [Florida Vacation Guide - Florida for Visitors Travel Planner ...](#)

Florida for Visitors is your travel planning guide to **Florida** vacations - attractions, beaches and DISNEY WORLD, including information on Disney World ...  
[goflorida.about.com/](http://goflorida.about.com/)

### [Florida Printables - Florida Vocabulary](#)

Florida Printables - Florida Vocabulary. Print the Florida Vocabulary Sheet and fill in the Florida related words.  
[homeschooling.about.com/od/unitssubjgeog/ss/floridaprint\\_2.htm](http://homeschooling.about.com/od/unitssubjgeog/ss/floridaprint_2.htm)

[More results »](#)

## Custom Web Results

### [Things to Do in Florida - Florida Attractions - TripAdvisor](#)

Florida attractions: Visit TripAdvisor, your source for the web's best unbiased reviews, travel articles and guidebook listings about things to do in ...  
[www.tripadvisor.com/Attractions-g28930-Activities-Florida.html](http://www.tripadvisor.com/Attractions-g28930-Activities-Florida.html)

### [Florida Tourist Attractions](#)

State offbeat attractions, roadtrip sights and virtual vacation highlights. Part of travel book Roadside America's mega-website -- museums, monuments, ...  
[www.roadsideamerica.com/map/fl.html](http://www.roadsideamerica.com/map/fl.html)

### [Everglades National Park - Everglades National Park \(U.S. National ...](#)

Sunset over Snake Bight in **Florida** Bay. Exploring Park Waters. The open waters of **Florida** Bay and the Ten Thousand Islands represent roughly one-third of ...  
[www.nps.gov/ever/](http://www.nps.gov/ever/)

### [The Official Tourism Council Web Site for the Florida Keys! Key ...](#)

The Official **Florida** Keys and Key West Web Site is your Premier Travel Guide to the **Florida** Keys: Key Largo, Islamorada, Marathon, Lower Keys, Key West.  
[www.flakeys.com/](http://www.flakeys.com/)



	<a href="#">Newsletters &amp; RSS</a>
	<a href="#">Email to a friend</a>
	<a href="#">Print this Page</a>
	<a href="#">Submit to Digg</a>

**Travel Reservations**

Powered by

[Flights](#) | [Hotels](#) | [Cars](#)

City

Check-in  17  07

Check-out  18  07

Rooms  1



# About.com search example

# Linked CSE example: Blogger Gadget

- A dynamic CSE for searching your blog (and more) ([XML](#))
- Results are inline to the blog and inherit blog look and feel
- Results using AJAX API

# Blogger gadget example: XML source

```
<GoogleCustomizations>
<Include href="http://www.google.com/cse/tools/makeannotations?url=http%3A%2F%2Fwww.skrishnasbooks.com%2Ffeeds%
2Fposts%2Fdefault%3Fstart-index%3D1%26max-results%3D500&label=blog_world&pattern=exact&type=Annotations" type="Annotations"/>
<Include href="http://www.google.com/cse/tools/makeannotations?url=http%3A%2F%2Fwww.skrishnasbooks.com%2Ffeeds%
2Fposts%2Fdefault%3Fstart-index%3D501%26max-results%3D500&label=blog_world&pattern=exact&type=Annotations" type="Annotations"/>
<Annotations>
<Annotation about="burtonreview.blogspot.com/*">
<Label name="bloglist1"/><Label name="blog_world"/></Annotation>...</Annotations><CustomSearchEngine version="1.0"
language="en"><Title>S. Krishna's Books</Title><Context><Facet><FacetItem title="My Blog List"><Label name="bloglist1"
mode="FILTER"/></FacetItem></Facet><BackgroundLabels><Label name="blog_world" mode="FILTER"/><Label name="blog_homepage"
mode="ELIMINATE"/></BackgroundLabels></Context>
</CustomSearchEngine>
</GoogleCustomizations>
```

# S. Krishna's Books

Reviews, Giveaways, and Random Musings



Home Book Reviews Challenges 2008 Books 2009 Books Giveaways About Me

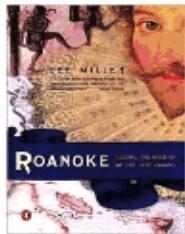
## WELCOME!

Welcome to my blog, where I will discuss books that I am reading/have read or am interested in! Please feel free to participate in the discussion or send me your thoughts by leaving a comment!

If you are interested in having me review a book or using one of my reviews, please look at my review policy and feel free to e-mail me!

Follow me on Twitter

## CURRENTLY READING



TUESDAY, APRIL 21, 2009

### Laura Rider's Masterpiece – Jane Hamilton

[Laura Rider's Masterpiece](#)

Title: [Laura Rider's Masterpiece](#)  
Author: Jane Hamilton  
ISBN: 9780446538954

This Blog [Linked From Here](#) My Blog List

[S. Krishna's Books: Laura Rider's Masterpiece – Jane Hamilton](#)

7 hours ago

**Laura Rider's Masterpiece** is a very well-written novel. It seems to be an exploration of how authors write and how they create characters. I liked pondering the writing process as well as thinking about how writers got their ideas and ...

<http://www.skrishnasbooks.com/>

[S. Krishna's Books: New Author Challenge 2009](#)

Mar 31, 2009

**Laura Rider's Masterpiece** – Jane Hamilton 74. *The Empty Mirror* – J. Sydney Jones 75. *Caravaggio's Angel* – Ruth Brandon 76. *The Beach Street Knitting Society and Yarn Club* – Gil McNeil. So, since I've already read 76 books by new authors ...

<http://www.skrishnasbooks.com/>

[S. Krishna's Books: Sunday Salon](#)

Mar 29, 2009

**Laura Rider's Masterpiece** – Jane Hamilton. *The Geometry of Sisters* – Luanne Rice. *The Empty Mirror* – J. Sydney Jones. *When You are Engulfed in Flames* – David Sedaris. *Caravaggio's Angel* – Ruth Brandon. *Girls in Pants: The Third Summer* ...

<http://www.skrishnasbooks.com/>

[1 More results »](#)

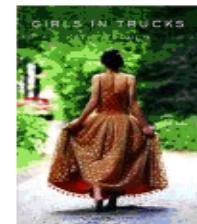
## BOOK GIVEAWAYS

Current giveaway:



I'm giving away 3 copies of *Admission* by Jean Hanff Korelitz. Contest ends April 19. [\[review\]](#)[\[entry page\]](#)

Previous giveaway:



Congratulations to the 5 winners of my *Girls in Trucks*

# Blogger gadget example: search in context

# CSE Provisioning API

# Google Services for Websites

- Google Apps accounts automatically created
- Provision CSE via [API](#) on behalf of your customers
- Sitemaps submitted to Webmaster Tools used by CSE



FatCow™

Web Hosting

Products & Services

Help Desk

Testimonials

Who's That Cow

[« Return to Control Panel](#)

# Google

[Google Services for Websites](#)

Welcome to Google Services for Websites! To make it easier for you to manage and promote your Web site, we've integrated access to these powerful tools into your control panel.

testjessica's Tools



[Webmaster Tools](#)



[Site Search](#)



**Webmaster Tools**

Improve traffic and increase visibility on Google with this free tool. Get Google's view of your site, diagnose problems and share info with Google to help improve your site's visibility in Google results.

[Manage this product](#)



**Site Search**

With Google Site Search, you can put a Google search box on your Web site and enable prospective visitors and customers to find information instantly.

[Manage this product](#)



**AdWords**

Reach customers when they're searching online for the products and services you offer—through Google's Sponsored Links. Get started with \$30 or more of free advertising.

[Add this product](#)

[Learn More >>](#)



**AdSense for Search**

Improve your users' online experience, generate a new revenue stream and better understand your visitors' needs by placing an AdSense for Search box on your site.

[Coming Soon ...](#)

# Services for Websites example: FatCow

Google 09





# Advanced presentation options

# Metadata - Pagemaps and Microformats

- Allows further customization and rich snippets
- Several formats recognized:
  - Pagemaps
  - Microformats
  - RDFa (coming soon)
- Google indexes structured metadata in these formats; you can retrieve it in XML or, soon, AJAX results for your CSE

# Metadata: how it looks in XML results

```
- <PageMap>
  - <DataObject type="">
    <Attribute name="publish status">published</Attribute>
    <Attribute name="item source">none</Attribute>
    <Attribute name="item destination">restricted</Attribute>
    <Attribute name="customer id">1553907</Attribute>
    <Attribute name="encoded tag facet">Author</Attribute>
    <Attribute name="encoded tag facet">interview</Attribute>
    <Attribute name="tag facet">Sean Hannity</Attribute>
    <Attribute name="id">Video:81003</Attribute>
    <Attribute name="tag facet">Bill O'Reilly</Attribute>
    <Attribute name="encoded tag facet">On+Notice%2FDead+to+Me</Attribute>
  - <Attribute name="keywords t">
    Stephen Colbert, papa bear, Bill O'Reilly, On Notice/Dead to Me, immigration, jon stewart, interview, shut up, English, ID, identification, reasonable suspicion, inspector clouseau, rumble, peers, respect, ag gun, head, New York Times, culture warrior, barnes and noble, sticker, moon, slicker, Grand Canyon, evil, facts, opinion, activist judges, illegal immigrants, gay marriage, NBC news, potato, passport, Hugo Francisco, job, mayor, Pelosi, sign, autograph, parking space, fight, Irish, cliche, butt, effete, act
  </Attribute>
    <Attribute name="season s">season_3</Attribute>
    <Attribute name="contact name">Guillaume Lehoux</Attribute>
  - <Attribute name="image_src">
    http://www.comedycentral.com/sitewide/droplets/img_rez.jhtml?image=/images/shows/colbert_report/
  </Attribute>
    <Attribute name="episode cmsid s">180685</Attribute>
    <Attribute name="encoded tag facet">Immigration</Attribute>
    <Attribute name="content type s">Video</Attribute>
    <Attribute name="pk i">81003</Attribute>
    <Attribute name="episode guestname t">Bill O'Reilly</Attribute>
    <Attribute name="customer cbg status">empty</Attribute>
    <Attribute name="encoded tag facet">Papa+Bear</Attribute>
    <Attribute name="expiration date">2038-01-19T03:14:07Z</Attribute>
```

# Custom Search Element - AJAX

- Allows full UI styling with CSS on the client side
- Custom Search element tailored to special CSE features
  - Refinements
  - Promotions
- Now available with AdSense ads
- Configure a Custom Search element <http://www.google.com/webelements/customsearch/>

Macworld Search | Forums | Hints | Blogs | Opinion | News | iPod | iPhone | Features

### [Local Employment Hiring](#)

[jobs.CareerArrow.us/employment](#) Positions open in your area. Hiring immediately. Apply here.

### [Bad Job? Go to School Now](#)

[TheEducationEdge.com](#) Earn a Bachelors Degree online in your spare time. Financial Aid tool

Ads by Google

Ads by Google

### [Phone Developers Wanted](#)

[Phone Developer Jobs](#). Set a Rate, Apply to [Jobs](#). Guaranteed Payment. [www.oDesk.com](#)

### [Careers](#)

Search 45,000 [Jobs](#) that Pay Over \$100,000. Start Searching Now. [www.TheLadders.com/Careers](#)

### [Apple Os X](#)

Find Bargain Prices On Apple Os X. [BizRate.com](#)

### [Unemployment Grants Here](#)

\$30,000 In Unemployment Grants. Billions Available. Never Repay! [UnEmployment-Grants.com](#)

### [Steve Jobs still involved in Apple's operations, as promised | Mac ...](#)

Steve Jobs has been on a leave of absence since January, but reports say he remains involved in Apple's operation.

[www.macworld.com](#)

### [Steve Jobs stays grounded during absence | Mac | MacUser | Macworld](#)

While we don't know exactly what Apple CEO **Steve Jobs** has been up to during his leave of absence, we can tell you one thing he hasn't been doing: traveling.

[www.macworld.com](#)

### [Apple announces its last year at Macworld Expo, no Jobs keynote ...](#)

Macworld Expo 2009 will be Apple's last, according to a statement released by the company on Tuesday. Apple also said that

**Steve Jobs** would not deliver the ...

[www.macworld.com](#)

### [Book Review: Inside Steve's Brain | Mac | Macworld](#)

Kahney's the right person for the job, too: He has an extensive history covering Apple and **Steve Jobs** since the early 1990's, has written two previous books ...

[www.macworld.com](#)

### [Steve Jobs holds court | iPhone | Mac | Macworld](#)

Apple's CEO made a rare appearance on the company's quarterly conference call, fielding questions about the economy, the iPhone, and Apple's future.

[www.macworld.com](#)

### [Steve Jobs to keynote WWDC | Mac | Macworld](#)

**Steve Jobs** will once again keynote Apple's Worldwide Developers Conference, giving developers a look into the future of application development.

[www.macworld.com](#)

### [Analysis: How Jobs' profile impacts Apple | Mac | Macworld](#)

Lots of corporations make product announcements, for example, but few can count on the blanket coverage that a **Steve Jobs'** keynote will generate. ...

[www.macworld.com](#)

### [Apple, Steve Jobs face securities fraud lawsuit | Business Center ...](#)

Apple, several board members and CEO **Steve Jobs** face a new class action lawsuit over the backdating of stock options in 2006.

[www.macworld.com](#)

1 2 3 4 5 6 7 8 [More results »](#)

# AJAX search element example: Mac search

## Custom Search Results

### [ShopNBC - Official Site](#)

[www.ShopNBC.com](http://www.ShopNBC.com) Great Prices on Quality Items. Purchase Now - ShopNBC.

### [Find Robot Competitions](#)

[www.RobotEvents.com](http://www.RobotEvents.com) Complete Robotics Event Listings and Registration Information

### [Android 1.5 Now Available](#)



The latest version of the Android platform brings new features, improvements, and enhancements to Android-powered phones.

[www.android.com](http://www.android.com)

### [Official Google Blog: Where's my Gphone?](#)

Nov 5, 2007 ... However, we think what we are announcing – the Open Handset Alliance and Android – is more significant and ambitious than a single phone. ...

[googleblog.blogspot.com/2007/11/wheres-my-gphone.html](http://googleblog.blogspot.com/2007/11/wheres-my-gphone.html)

### [Google I/O - Mastering the Android Media Framework](#)

Some monks might take a vow of silence, but Android certainly hasn't. Attend this session, and help your app find its voice. Android engineer David Sparks ...

[code.google.com/events/io/sessions/MasteringAndroidMediaFramework.html](http://code.google.com/events/io/sessions/MasteringAndroidMediaFramework.html)

### [Official Google Blog: The first Android-powered phone](#)

Sep 23, 2008 ... Today, T-Mobile announced the world's first Android-powered phone. This marks an important milestone in the young history of Android. ...

[googleblog.blogspot.com/2008/09/first-android-powered-phone.html](http://googleblog.blogspot.com/2008/09/first-android-powered-phone.html)

### [Google I/O - Sessions](#)

Google I/O offers 80+ sessions that present highly technical content on Android, Chrome, App Engine, Google Web Toolkit, AJAX and many more. ...

[code.google.com/events/io/sessions.html](http://code.google.com/events/io/sessions.html)

### [Official Google Blog: Calling all developers: \\$10M Android challenge](#)

Nov 12, 2007 ... Today, the team is releasing an early look at the Android SDK for developers interested in building applications for Android. ...

[googleblog.blogspot.com/2007/11/calling-all-developers-10m-android.html](http://googleblog.blogspot.com/2007/11/calling-all-developers-10m-android.html)

### [Google I/O - Android Lightning Talks](#)

If you've done a cool hack involving Android, if you've devised a clever technique for a common problem, or even if you just want to get up and share something ...

android

Search

[Entries \(RSS\)](#) [Comments \(RSS\)](#)

### Google I/O (4)

Global conversation - [Learn more](#)



[Settings](#) | [Invite](#) | [Sign out](#)

- Post a global comment! -

Post

[Add a video](#)

[Web Elements](#)

 [derek](#) 5/26 [Reply](#)

 [Hello, Google I/O!](#)

 [DeWitt](#) 5/26 [Reply](#)

 [Enjoying these Web Elements](#)

 [Mussie](#) 5/22 [Reply](#)

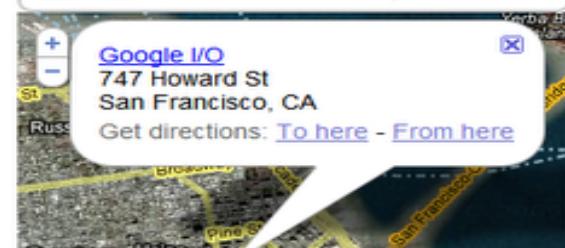
 [I am really looking forward to Google I/O!!!](#)

 [Sami Shalabi](#) 5/22 [Reply](#)

[Translate](#)

[Embed this](#)

Google Web Elements



## AJAX search element example: I/O search

# Google Site Search - XML results

- Configure custom rendering on the server side
- Mashup XML results with other search results/content
- Ads are optional
- Prices start at \$100/year

 **Search Results**

diabetes coverage

To find the best health insurance plan for you, start by getting a free quote.



eHealthInsurance works with a variety of health insurance companies to provide you with affordable health insurance plans. Learn more about eHealthInsurance and our services [here](#).

<http://www.ehealthinsurance.com/ehi/health-insurance.ds>

Narrow search results for '**diabetes coverage**':

[Help Center](#) [Health Insurance Companies](#) [Insurance by State](#) [Health Insurance Plans](#)

[KPS Health Plans Sound Harbor Elite Washington Health Insurance ...](#)

Prescription Drug Coverage. Generic Prescription Drugs; \$10 copay, deductible waived. \$2000 maximum benefit per Enrollee per year, except for **diabetes** ...

<http://www.ehealthinsurance.com/ehi/PlanBenefitDetails.ds?cid=98103300&pid=93&eh.fromPage ...>

[Blue Cross and Blue Shield of Minnesota Health Insurance](#)

Coverage Area: Minnesota -- with national coverage for members who travel or who ... in helping patients manage **diabetes** and helping smokers try to quit. ...

<https://www.ehealthinsurance.com/ehi/insurance-carrier/Blue-Cross-and-Blue-Shiel-of-Minne ...>

[Kaiser Permanente CO Health Insurance](#)

Kaiser Permanente offers individual and family coverage for individuals who .... from **diabetes** to the relationship of light alcohol use and heart disease, ...

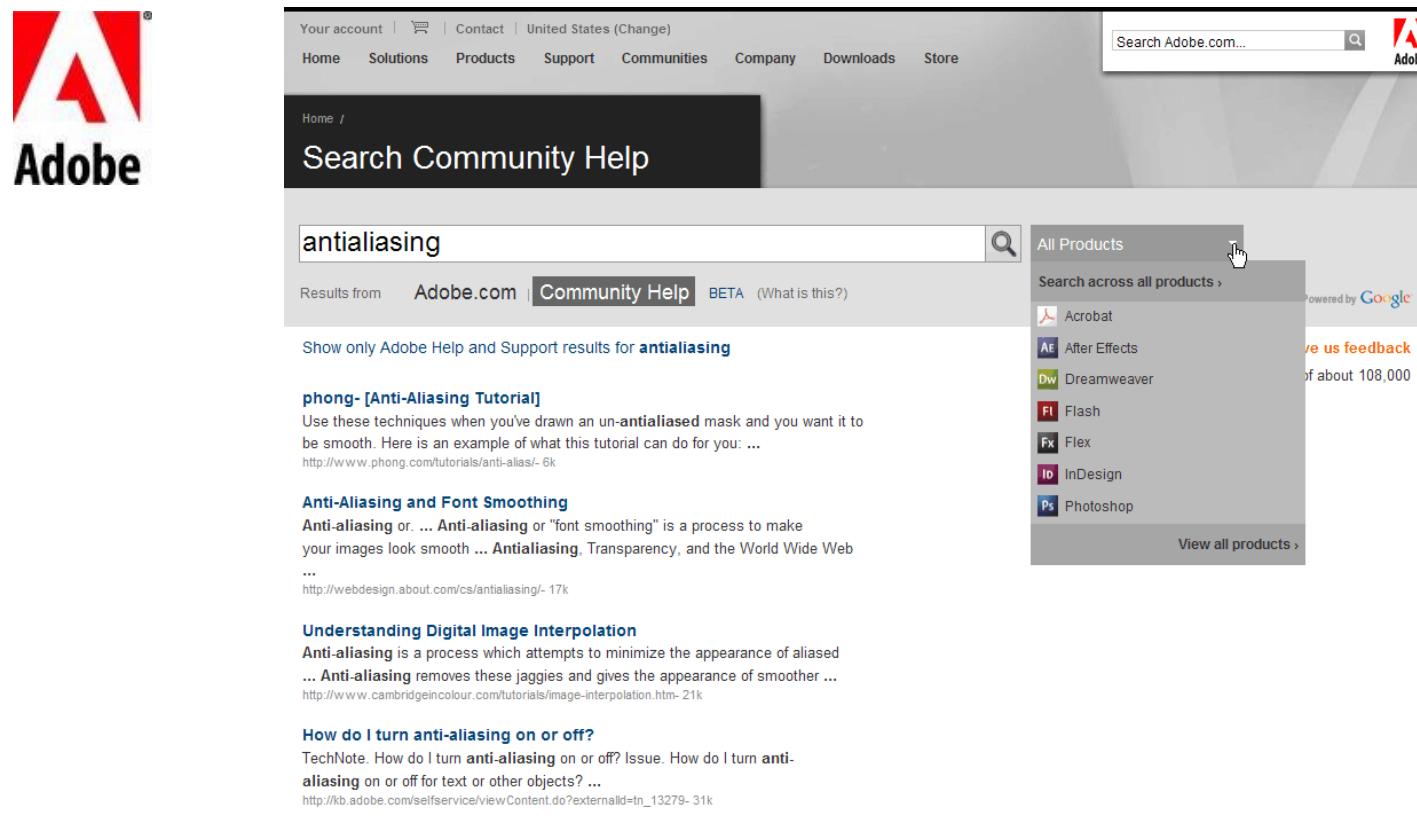
<http://www.ehealthinsurance.com/ehi/insurance-carrier/Kaiser-Permanente.html?car>

# Google Site Search example: eHealthInsurance

# CSE presentation options: summary

	Basic configuration in wizard UI	Automatic inclusion of AdSense ads	Full client-side configuration	Full server-side configuration
Standard HTML	✓	✓		
Custom Search Element		✓	✓	
XML with Google Site Search				✓

# Custom Search - Welcome Adobe!



The screenshot shows the Adobe.com search results for the query "antialiasing". The search bar at the top contains "antialiasing". Below the search bar, the results are displayed from "Adobe.com | Community Help BETA". The results include:

- phong- [Anti-Aliasing Tutorial]**  
Use these techniques when you've drawn an un-antialiased mask and you want it to be smooth. Here is an example of what this tutorial can do for you: ...  
<http://www.phong.com/tutorials/anti-alias/> 6k
- Anti-Aliasing and Font Smoothing**  
Anti-aliasing or ... Anti-aliasing or "font smoothing" is a process to make your images look smooth ... Antialiasing, Transparency, and the World Wide Web  
...  
<http://webdesign.about.com/cs/antialiasing/> 17k
- Understanding Digital Image Interpolation**  
Anti-aliasing is a process which attempts to minimize the appearance of aliased ... Anti-aliasing removes these jaggies and gives the appearance of smoother ...  
<http://www.cambridgeincolour.com/tutorials/image-interpolation.htm> 21k
- How do I turn anti-aliasing on or off?**  
TechNote: How do I turn anti-aliasing on or off? Issue: How do I turn anti-aliasing on or off for text or other objects? ...  
[http://kb.adobe.com/selfservice/viewContent.do?externalId=tin\\_13279\\_31k](http://kb.adobe.com/selfservice/viewContent.do?externalId=tin_13279_31k)

On the right side of the search results, a dropdown menu titled "All Products" is open, listing various Adobe products: Acrobat, After Effects, Dreamweaver, Flash, Flex, InDesign, and Photoshop. The "View all products" link is also visible.



Adobe Community Help **Mark Nichoson**

# The goal: Integrating content & community silos



## Adobe.com

- Help
- Search
- Knowledgebase
- Forums
- Dev Center
- Design Center
- Exchange

## External web

- Blogs
- Articles
- Tutorials
- Podcasts
- Forums
- Plug-ins

# Google Site Search

## Hosted Solution

- Software-as-a-service
- No hardware or software locally
- Setup in minutes



## Customizable look and feel

- Upload company logo and specify colors during setup
- XML API for further customization

## Ad-Optional

- All ads are turned off
- Fully integrated into customer's website

## Powered by Google.com

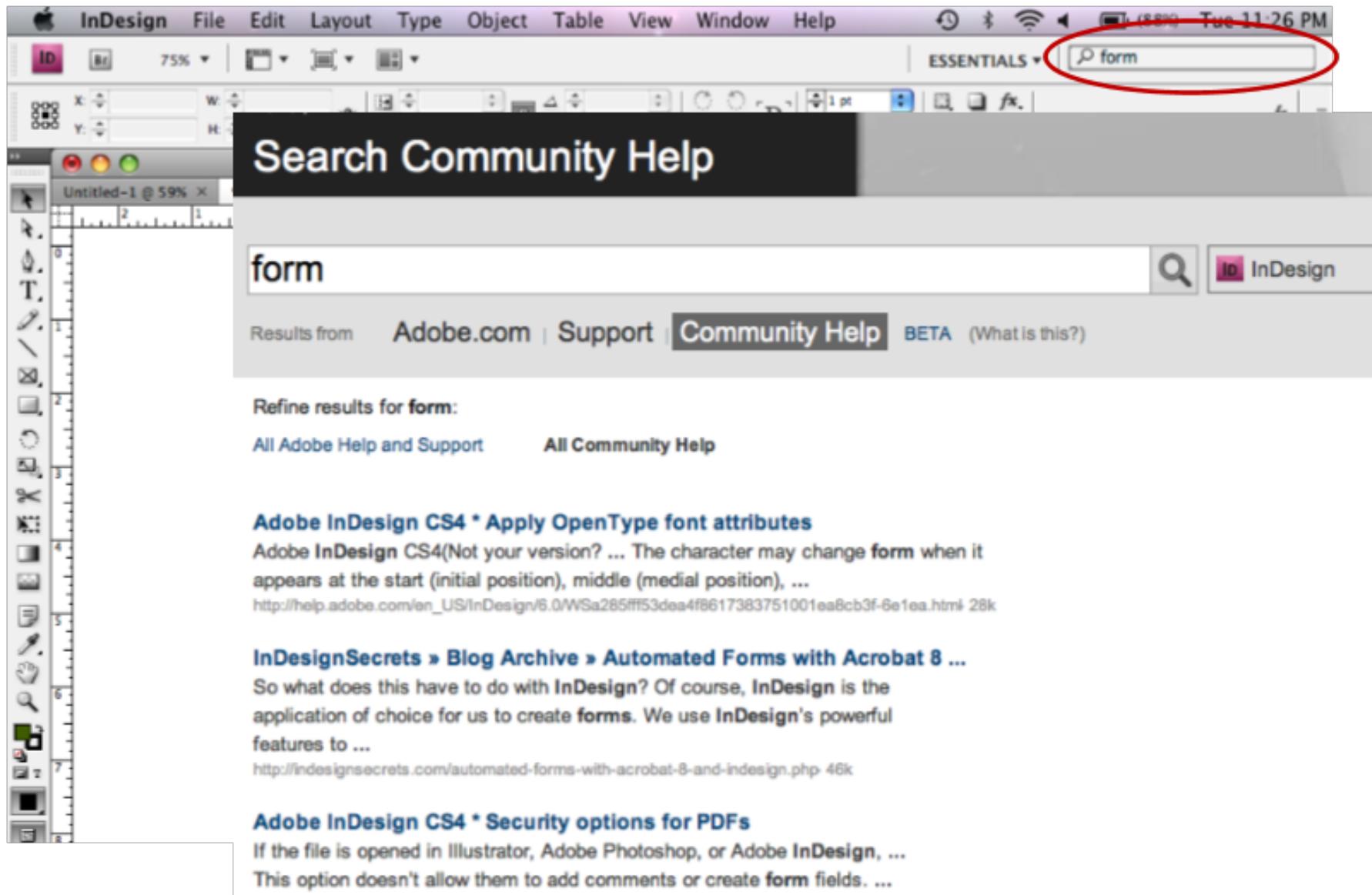
- Google.com relevancy
- Sub-second response time
- Scale to any number of web pages or queries
- Continuous improvements by Google engineers

## Enhanced Index Coverage

- Site owners can submit sitemap
- Google will create special index for customer
- Will provide end users with more search results

# Adobe Community Help

Includes content from entire Adobe community

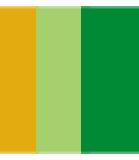


The screenshot shows the Adobe InDesign interface with the 'Community Help' search results overlaid. The search term 'form' is entered in both the InDesign top bar search and the Community Help search bar. The results are from Adobe.com, Support, and Community Help (BETA). The results list includes:

- Adobe InDesign CS4 \* Apply OpenType font attributes**  
Adobe InDesign CS4 (Not your version? ... The character may change **form** when it appears at the start (initial position), middle (medial position), ...  
[http://help.adobe.com/en\\_US/InDesign/6.0/WSa285fff53dea4f8617383751001ea8cb3f-6e1ea.html](http://help.adobe.com/en_US/InDesign/6.0/WSa285fff53dea4f8617383751001ea8cb3f-6e1ea.html) 28k
- InDesignSecrets » Blog Archive » Automated Forms with Acrobat 8 ...**  
So what does this have to do with InDesign? Of course, InDesign is the application of choice for us to create **forms**. We use InDesign's powerful features to ...  
<http://indesignsecrets.com/automated-forms-with-acrobat-8-and-indesign.php> 46k
- Adobe InDesign CS4 \* Security options for PDFs**  
If the file is opened in Illustrator, Adobe Photoshop, or Adobe InDesign, ...  
This option doesn't allow them to add comments or create **form** fields. ...

# Adobe Community Help

- Adobe Community Help
  - Community search
  - Community contributions and expert moderation
- Unified search
  - Over 2,400 community URLs indexed shoulder-to-shoulder with Adobe content
  - Allows Adobe to be part of the community itself
  - XML integration allows for consistent user experience
- Currently enabled for:
  - All Creative Suite 4 Products, and Lightroom
  - Flex, AIR, and ColdFusion
  - Framemaker, Robohelp, Captivate



Adobe Blueprint Joel Brandt

# Programmers use the Web.

# Programmers use the Web. A lot.

# Programmers use the Web. A lot.

In a recent study, over **33%** of code was taken from the Web.

# Programmers use the Web. A lot.

In a recent study, over **33%** of code was taken from the Web.

But today's programming tools don't know anything about this!

**Idea:** Leverage Google Custom Search to Bring Search Inside the Development Environment

Flex Builder File Edit Source Navigate Search Project Data Run Window Help (0:50) Tue 12:51 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Fx Weather.mxml X

Source Design

```
1 <?xml version="1.0" encoding="utf-8"?>
2 <mx:WindowedApplication xmlns:mx="http://www.adobe.com/2006/mxml" layout="absolute">
3     <mx:Script>
4         <![CDATA[
5             import mx.collections.ArrayCollection;
6             [Bindable]
7             public var aTemps:ArrayCollection = new ArrayCollection([
8                 {Month:"Jan", AvgLow:42, AvgHigh:59, RecordLow:24, RecordHigh:79},
9                 {Month:"Feb", AvgLow:45, AvgHigh:63, RecordLow:26, RecordHigh:81},
10                {Month:"Mar", AvgLow:46, AvgHigh:67, RecordLow:30, RecordHigh:87},
11                {Month:"Apr", AvgLow:48, AvgHigh:72, RecordLow:35, RecordHigh:95},
12                {Month:"May", AvgLow:52, AvgHigh:77, RecordLow:37, RecordHigh:101},
13                {Month:"Jun", AvgLow:55, AvgHigh:82, RecordLow:42, RecordHigh:109},
14                {Month:"Jul", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:108},
15                {Month:"Aug", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:105},
16                {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},
17                {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},
18                {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},
19                {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}
20            ]);
21        ]]>
22     </mx:Script>
23
24     <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in">
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27     </mx:Panel>
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29 </mx:WindowedApplication>
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```

Writable Insert 26:9

Flex Builder File Edit Source Navigate Search Project Data Run Window Help (0:49) Tue 12:51 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Fx Weather.mxml X

Source Design

```
15 {Month:"Aug", AvgLow:58, AvgHigh:84, RecordLow:47, RecordHigh:105},  
16 {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},  
17 {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},  
18 {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},  
19 {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}  
20 ]);  
21 ]]>  
22 </mx:Script>  
23  
24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in"  
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27 </mx:Panel>  
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29 </mx:WindowedApplication>  
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```

Writable Insert 26 : 9

Flex Develop...

Flex Builder File Edit Source Navigate Search Project Data Run Window Help (0:47) Tue 12:53 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Fx Weather.mxml X

Source Design

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24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
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30 </mx:WindowedApplication>
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Writable Insert 26 : 9

Flex Develop...

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

File Edit View Insert Modify Tools Window Help

Weather.mxml

Source Design

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]]>

</mx:Script>

<mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

</mx:Panel>

</mx:WindowedApplication>

Writable Insert 26 : 9

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

File Edit View Insert Modify Tools Window Help

Weather.mxml

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]]>

</mx:Script>

<mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

</mx:barchart>

</mx:WindowedApplication>

Writable Insert 26 : 9

Weather.mxml

Source Design

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```

barchart

mx.charts.BarChart (Flex 3.3)  
<http://livedocs.adobe.com/flex/3/langref/mx/charts/BarChart.html>

Column\_BarChartExample.mxml

```
<?xml version="1.0"?>
<!-- Simple example to demonstrate the ColumnChart and BarChart controls. -->
<mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
    <mx:Script>
        <![CDATA[
            import mx.collections.ArrayCollection;

            [Bindable]
            private var medalsAC:ArrayCollection = new ArrayCollection( [
                { Country: "USA", Gold: 35, Silver:39, Bronze: 29 },
                { Country: "China", Gold: 32, Silver:17, Bronze: 14 },
                { Country: "Russia", Gold: 27, Silver:27, Bronze: 38 } ]);
        ]]>
    </mx:Script>

    <!-- Define custom colors for use as fills. -->
    <mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
    <mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
    <mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>
```

Writable Insert 26:9

Weather.mxml

Source Design

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barchart

```
</mx:Win>
```

back next Dock this query X

```
</mx:Script>

<!-- Define custom colors for use as fills. -->
<mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
<mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
<mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>

<!-- Define custom Strokes for the columns. -->
<mx:Stroke id="s1" color="yellow" weight="2"/>
<mx:Stroke id="s2" color="0xCCCCCC" weight="2"/>
<mx:Stroke id="s3" color="0xFFCC66" weight="2"/>

<mx:Panel title="ColumnChart and BarChart Controls Example"
height="100%" width="100%" layout="horizontal">
<mx:ColumnChart id="column"
height="100%"
width="45%"
paddingLeft="5"
paddingRight="5"
showDataTips="true"
dataProvider="{medalsAC}"
>
<mx:horizontalAxis>
<mx:CategoryAxis categoryField="Country"/>
</mx:horizontalAxis>
```

Writable Insert 26 : 9

Weather.mxml

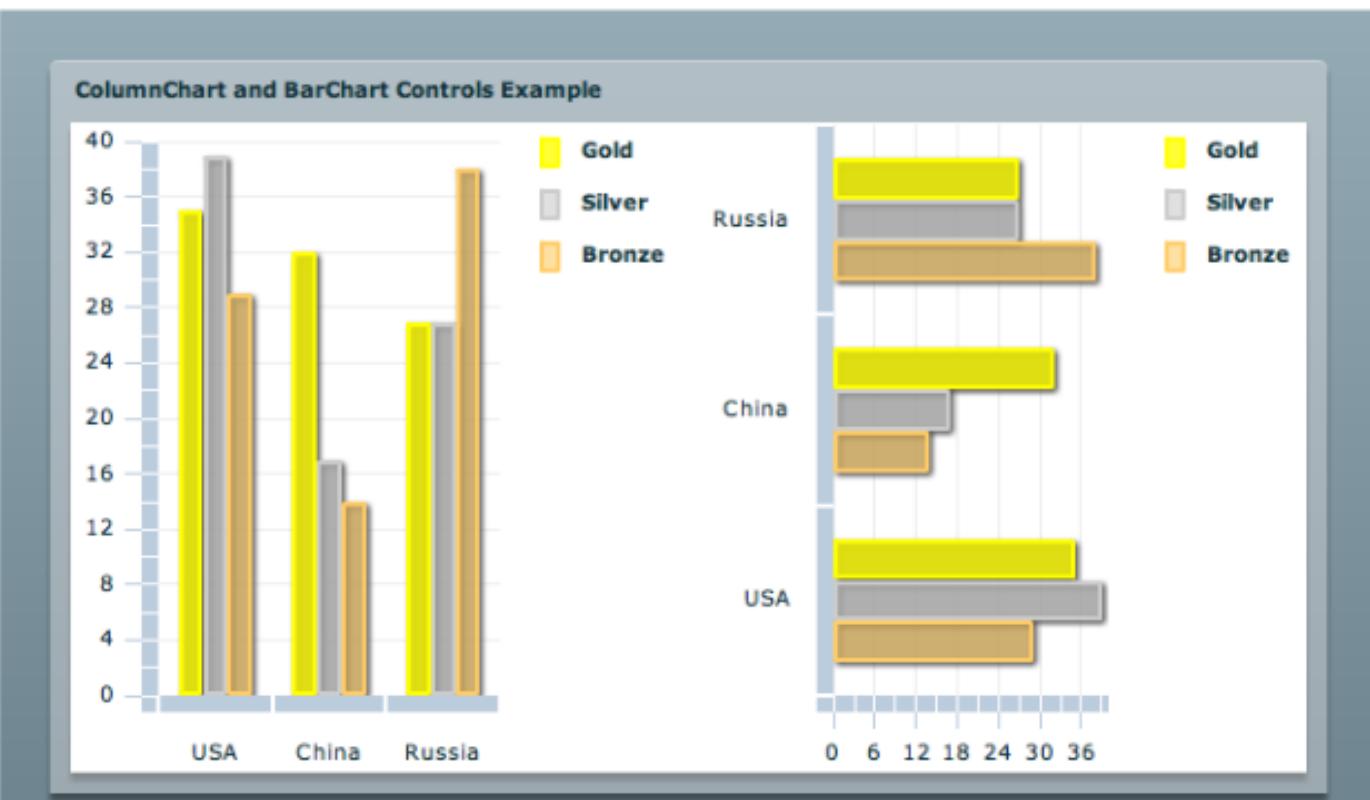
Source Design

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24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
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27 </mx:Panel> barchart
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29 </mx:Window> barchart
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barchart

back next Dock this query

ColumnChart and BarChart Controls Example



Country	Gold	Silver	Bronze
USA	35	30	28
China	30	18	12
Russia	27	25	38

Writable Insert 26 : 9

Weather.mxml

Source Design

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barchart

mx.charts.BarChart (Flex 3.3)  
<http://livedocs.adobe.com/flex/3/langref/mx/charts/BarChart.html>

Column\_BarChartExample.mxml

```
<?xml version="1.0"?>
<!-- Simple example to demonstrate the ColumnChart and BarChart controls. -->
<mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
    <mx:Script>
        <![CDATA[
            import mx.collections.ArrayCollection;

            [Bindable]
            private var medalsAC:ArrayCollection = new ArrayCollection( [
                { Country: "USA", Gold: 35, Silver:39, Bronze: 29 },
                { Country: "China", Gold: 32, Silver:17, Bronze: 14 },
                { Country: "Russia", Gold: 27, Silver:27, Bronze: 38 } ]);
        ]]>
    </mx:Script>

    <!-- Define custom colors for use as fills. -->
    <mx:SolidColor id="sc1" color="yellow" alpha=".8"/>
    <mx:SolidColor id="sc2" color="0xCCCCCC" alpha=".6"/>
    <mx:SolidColor id="sc3" color="0xFFCC66" alpha=".6"/>
```

Writable Insert 26:9

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

File Edit View Insert Modify Tools Window Help

Source Design

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24<mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
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28</mx:Panel> linechart
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30</mx:WindowedApplication>
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Writable Insert 26:9

Weather.mxml

Source Design

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24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
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27 </mx:Panel> linechart
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30 </mx:Window> linechart
31
32 mx.charts.LineChart (Flex 3.3)
33 http://livedocs.adobe.com/flex/3/langref/mx/charts/LineChart.html
34
35 Line_AreaChartExample.mxml
36
37
38 <?xml version="1.0"?>
39 <!-- Simple example to demonstrate the LineChart and AreaChart controls. -->
40 <mx:Application xmlns:mx="http://www.adobe.com/2006/mxml">
41
42 <mx:Script>
43 <![CDATA[
44
45 import mx.collections.ArrayCollection;
46
47 [Bindable]
48 private var expensesAC:ArrayCollection = new ArrayCollection( [
49     { Month: "Jan", Profit: 2000, Expenses: 1500, Amount: 450 },
50     { Month: "Feb", Profit: 1000, Expenses: 200, Amount: 600 },
51     { Month: "Mar", Profit: 1500, Expenses: 500, Amount: 300 },
52     { Month: "Apr", Profit: 1800, Expenses: 1200, Amount: 900 },
53     { Month: "May", Profit: 2400, Expenses: 575, Amount: 500 } ]);
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55 ]]>
56 </mx:Script>
57
58 linechart flex label
```

Writable Insert 26:9

Weather.mxml

Source Design

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]]>

</mx:Script>

<mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in

</mx:Window>

linechart

linechart

```
<mx:SolidColor id="sc3" color="green" alpha=".3"/>

<!-- Define custom Strokes. -->
<mx:Stroke id = "s1" color="blue" weight="2"/>
<mx:Stroke id = "s2" color="red" weight="2"/>
<mx:Stroke id = "s3" color="green" weight="2"/>

<mx:Panel title="LineChart and AreaChart Controls Example"
    height="100%" width="100%" layout="horizontal">

    <mx:LineChart id="linechart" height="100%" width="45%"
        paddingLeft="5" paddingRight="5"
        showDataTips="true" dataProvider="{expensesAC}">

        <mx:horizontalAxis>
            <mx:CategoryAxis categoryField="Month" />
        </mx:horizontalAxis>

        <mx:series>
            <mx:LineSeries yField="Profit" form="curve" displayName="Profit" lineStroke="{$s1}"/>
            <mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke="{$s2}"/>
            <mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke="{$s3}"/>
        </mx:series>
    </mx:LineChart>
```

linechart flex label

Writable Insert 26 : 9

Flex Develop...

Weather.mxml

Source Design

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linechart

linechart

back next Dock this query

LineChart and AreaChart Controls Example

Profit Expenses Amount

2400 2200 2000 1800 1600 1400 1200 1000 800 600 400 200 0

2400 2200 2000 1800 1600 1400 1200 1000 800 600 400 200 0

Jan Feb Mar Apr May

Jan Feb Mar Apr May

linechart flex label

Writable Insert 26 : 9

Flex Develop...

Weather.mxml

Source Design

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```

linechart

linechart

linechart flex label

back next Dock this query

```
</mx:Win>
</mx:linechart>
</mx:Script>
<!-- Define custom colors for use as fills in the AreaChart control. -->
<mx:SolidColor id="sc1" color="blue" alpha=".3"/>
<mx:SolidColor id="sc2" color="red" alpha=".3"/>
<mx:SolidColor id="sc3" color="green" alpha=".3"/>

<!-- Define custom Strokes. -->
<mx:Stroke id = "s1" color="blue" weight="2"/>
<mx:Stroke id = "s2" color="red" weight="2"/>
<mx:Stroke id = "s3" color="green" weight="2"/>

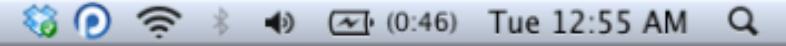
<mx:Panel title="LineChart and AreaChart Controls Example"
height="100%" width="100%" layout="horizontal">

<mx:LineChart id="linechart" height="100%" width="45%"
paddingLeft="5" paddingRight="5"
showDataTips="true" dataProvider="{expensesAC}">

<mx:horizontalAxis>
<mx:CategoryAxis categoryField="Month" />
</mx:horizontalAxis>

<mx:series>
```

Writable Insert 26 : 9



Source Design

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20
21
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24 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in
25
26
27
28 </mx:Panel>
29
30 <mx:Window title="Linechart" width="600" height="400" id="linechart" >
31 <mx:LineChart id="linechart" dataProvider="{expensesAC}" >
32   <mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke="red" >
33     <mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke="green" >
34   </mx:series>
35 </mx:LineChart>
36
37 <mx:Legend dataProvider="{linechart}" />
38
39 <mx:AreaChart id="Areachart" height="100%" width="45%" >
40   paddingLeft="5" paddingRight="5"
41   showDataTips="true" dataProvider="{expensesAC}" >
42   <mx:horizontalAxis>
43     <mx:CategoryAxis categoryField="Month" />
44   </mx:horizontalAxis>
45
46   <mx:series>
47     <mx:AreaSeries yField="Profit" form="curve" displayName="Profit" areaStroke="red" >
48     <mx:AreaSeries yField="Expenses" form="curve" displayName="Expenses" areaStroke="green" >
49     <mx:AreaSeries yField="Amount" form="curve" displayName="Amount" areaStroke="blue" >
50   </mx:series>
51 </mx:AreaChart>
52
53 <mx:Legend dataProvider="{Areachart}" />
54
55 </mx:Panel>
56
57 linechart flex label
```

Flex Builder File Edit Source Navigate Search Project Data Run Window Help (0:46) Tue 12:55 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Fx \*Weather.mxml X

Source Design

```
20        ]);  
21    ]]>  
22  </mx:Script>  
23  
24  <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in"  
25  
26      <!-- Define custom colors for use as fills in the AreaChart control. -->  
27      <mx:SolidColor id="sc1" color="blue" alpha=".3"/>  
28      <mx:SolidColor id="sc2" color="red" alpha=".3"/>  
29      <mx:SolidColor id="sc3" color="green" alpha=".3"/>  
30  
31      <!-- Define custom Strokes. -->  
32      <mx:Stroke id = "s1" color="blue" weight="2"/>  
33      <mx:Stroke id = "s2" color="red" weight="2"/>  
34      <mx:Stroke id = "s3" color="green" weight="2"/>  
35  
36  <mx:Panel title="LineChart and AreaChart Controls Example"  
37      height="100%" width="100%" layout="horizontal">  
38  
39      <mx:LineChart id="linechart" height="100%" width="45%"  
40          paddingLeft="5" paddingRight="5"  
41          showDataTips="true" dataProvider="{expensesAC}">  
42  
43          <mx:horizontalAxis>  
44              <mx:CategoryAxis categoryField="Month"/>  
45          </mx:horizontalAxis>  
46  
47          <mx:series>  
48              <mx:LineSeries yField="Profit" form="curve" displayName="Profit" lineStroke="{s1}"/>  
49              <mx:LineSeries yField="Expenses" form="curve" displayName="Expenses" lineStroke="{s2}"/>  
50              <mx:LineSeries yField="Amount" form="curve" displayName="Amount" lineStroke="{s3}"/>  
51          </mx:series>  
52      </mx:LineChart>  
53  
54      <mx:Legend dataProvider="{linechart}"/>  
55  
56      <mx:AreaChart id="Areachart" height="100%" width="45%"  
57          paddingLeft="5" paddingRight="5"  
58          showDataTips="true" dataProvider="{expensesAC}">
```

Writable Insert 72:1

Flex Builder File Edit Source Navigate Search Project Data Run Window Help (0:42) Tue 12:58 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Fx Weather.mxml X

Source Design

```
16 {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},  
17 {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},  
18 {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},  
19 {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}  
20 ]);  
21 ]]>  
22 </mx:Script>  
23  
24 <!-- Define custom Strokes. -->  
25 <mx:Stroke id = "s1" color="blue" weight="2"/>  
26 <mx:Stroke id = "s2" color="red" weight="2"/>  
27 <mx:Stroke id = "s3" color="green" weight="2"/>  
28 <mx:Stroke id = "s4" color="black" weight="2"/>  
29  
30 <mx:Panel layout="horizontal" left="10" right="10" top="10" bottom="10" id="pnlMain" title="Average and Record Temperatures in"  
31  
32 <mx:LineChart id="linechart" height="100%" width="100%"  
33 paddingLeft="5" paddingRight="5"  
34 showDataTips="true" dataProvider="{aTemps}">  
35  
36 <mx:horizontalAxis>  
37 <mx:CategoryAxis categoryField="Month"/>  
38 </mx:horizontalAxis>  
39  
40 <mx:series>  
41 <mx:LineSeries yField="AvgLow" form="curve" displayName="Average Low" lineStroke="{s1}"/>  
42 <mx:LineSeries yField="AvgHigh" form="curve" displayName="Average High" lineStroke="{s2}"/>  
43 <mx:LineSeries yField="RecordLow" form="curve" displayName="Record Low" lineStroke="{s3}"/>  
44 <mx:LineSeries yField="RecordHigh" form="curve" displayName="Record High" lineStroke="{s4}"/>  
45 </mx:series>  
46 </mx:LineChart>  
47  
48 <mx:Legend dataProvider="{linechart}" />  
49  
50 </mx:Panel>  
51 </mx:WindowedApplication>  
52  
53  
54
```

Writable Insert 28:38

adl File Edit Window (0:42) Tue 12:59 AM

Flex Development - Weather/src/Weather.mxml - Adobe Flex Builder 3

Source Design

```
16 {Month:"Sep", AvgLow:57, AvgHigh:82, RecordLow:42, RecordHigh:104},  
17 {Month:"Oct", AvgLow:52, AvgHigh:76, RecordLow:36, RecordHigh:101},  
18 {Month:"Nov", AvgLow:46, AvgHigh:65, RecordLow:21, RecordHigh:85},  
19 {Month:"Dec", AvgLow:41, AvgHigh:59, RecordLow:19, RecordHigh:79}  
20 ]);  
21 ]]>  
22 </mx:Script>  
23  
24 <!-- Define custom Strokes. -->  
25 <mx:Stroke id = "s1" color="blue" />  
26 <mx:Stroke id = "s2" color="red" />  
27 <mx:Stroke id = "s3" color="green" />  
28 <mx:Stroke id = "s4" color="black" />  
29  
30 <mx:Panel layout="horizontal"  
31  
32 <mx:LineChart id="lineChart" paddingLeft="5" showDataTips="true"  
33 <mx:horizontalAxis>  
34 <mx:CategoryAxis>  
35 </mx:horizontalAxis>  
36 <mx:series>  
37 <mx:LineSeries color="blue" strokeId="s1" dataProvider="tempData" label="Average Low" strokeDash="solid" strokeWidth="2" type="line"/>  
38 <mx:LineSeries color="red" strokeId="s2" dataProvider="tempData" label="Average High" strokeDash="solid" strokeWidth="2" type="line"/>  
39 <mx:LineSeries color="green" strokeId="s3" dataProvider="tempData" label="Record Low" strokeDash="solid" strokeWidth="2" type="line"/>  
40 <mx:LineSeries color="black" strokeId="s4" dataProvider="tempData" label="Record High" strokeDash="solid" strokeWidth="2" type="line"/>  
41 </mx:series>  
42 </mx:LineChart>  
43 <mx:Legend dataProvider="tempData" label="Legend" type="line" x="100" y="100" />  
44 </mx:Panel>  
45 </mx:WindowedApplication>  
46  
47  
48  
49  
50  
51  
52  
53  
54
```

Weather

Average and Record Temperatures in San Jose, CA

120  
100  
80  
60  
40  
20  
0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Average Low  
Average High  
Record Low  
Record High

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Average Low  
Average High  
Record Low  
Record High

# How is Blueprint Built?

# How is Blueprint Built?

Blueprint  
Client

Blueprint  
Server

Google  
Custom Search

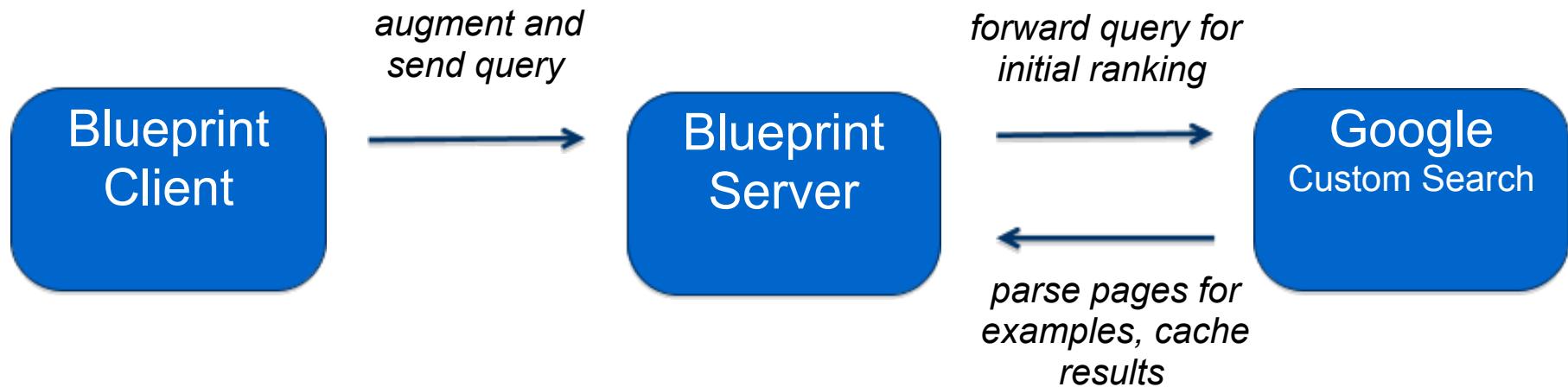
# How is Blueprint Built?



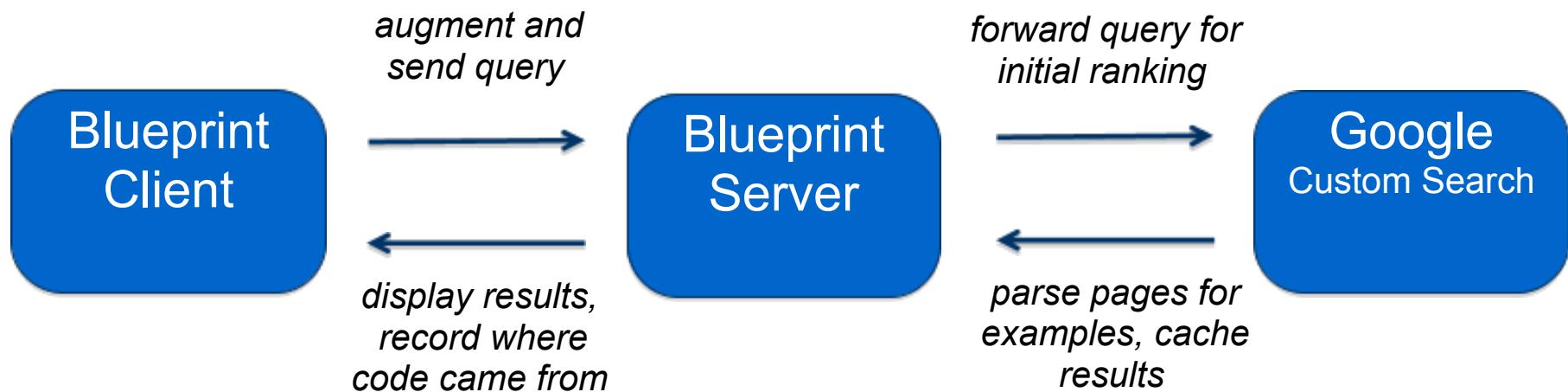
# How is Blueprint Built?



# How is Blueprint Built?



# How is Blueprint Built?



# How Well Does Blueprint Work?

# How Well Does Blueprint Work?

Participants found code twice as fast...

# How Well Does Blueprint Work?

Participants found code twice as fast...



# How Well Does Blueprint Work?

# Participants found code twice as fast...



...and wrote significantly better code

# How Well Does Blueprint Work?

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...and wrote significantly better code



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