

Building BLOX for  
**your online**  
future.

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## BLOX CMS

- 3+ years of planning
- First-class architecture
- Elegant, AND easy to use
- Adaptable page layout
- Syndication of content

## Why BLOX?

- Movable blocks of content
  - Empowers editors
  - Enhanced previews
  - Multiple looks
- Programmable blocks
  - By time
  - By tags
  - By multiple variables
- Database-driven
  - Enhances content
  - Relates content

## Block: Slideshow Mega | Featured Articles

### FEATURED STORIES



### Region: center-one-front

## Block: Slideshow Showcase | Flagged Featured

### NATIONAL

## Report: NKorea ship suspected of carrying



U.S. Marines from the 3rd Marine Amphibious Battalion, 3rd Marine Expeditionary Force, are seen with their vehicles during a patrol in Helmand province, Afghanistan, in 2009. (AP Photo/David Guttenfelder)

### Edit block instance

Configuration **Asset source** Sticky assets (0) Custom properties (1)

Asset data source:

Editorial

First asset:

0

Max. assets:

11

### Query rules (3)

Sort rules (3)

New

Edit Delete

Field	Operation	Value
Asset type	equals	article
Flag	not equals	contributed
Flag	equals	featured

Save

Cancel

# Technology

- Enhanced, integrated search
- Improved Search Engine Optimization (SEO)
- Software-as-a-service (SaaS)
- Redundant data centers
- Akamai world-wide content delivery network (CDN)

# Administration

- Rich text editor
  - Edit stories or write remotely
- Manages all assets
  - Articles, videos, photos, graphics, archives, audio, PDFs, polls, HTML, Flash, others
- Photo editing tools
  - Crop on the fly, create multiple thumbnails, photo optimization

Blox CMS - Editorial / Assets Active site: zen.bloxcms.com | Logged in as: khendershot@townnews.com

Keyword search  
Search query:  Author:  - All authors

New asset ▾

Type	Title / headline	
<input type="checkbox"/>	Article	Test article with a fairl...
<input type="checkbox"/>	Article	multiple images article
<input type="checkbox"/>	Article	New episodes of Futur...
<input type="checkbox"/>	Article	Library clash could pu...
<input type="checkbox"/>	Article	Paulatin fere, et iaceo...
<input type="checkbox"/>	Article	US warship arrives asp...
<input type="checkbox"/>	Article	Defense psychologist: F...
<input type="checkbox"/>	Article	Visclosky abandons ear...
<input type="checkbox"/>	Article	Pagans, partygoers gre...
<input type="checkbox"/>	Article	Tuesdays' article
<input type="checkbox"/>	Article	Justin needles his recor...
<input type="checkbox"/>	Article	About us
<input type="checkbox"/>	Article	Contact us
<input type="checkbox"/>	Article	Privacy policy
<input type="checkbox"/>	Article	Terms of Use
<input type="checkbox"/>	Article	Mosley says FIA must a...
<input type="checkbox"/>	Article	Austria: Police attack on US man brings up racism
<input checked="" type="checkbox"/>	Article	Afghan firefight shows challenge for US; Taliban compound destroyed
<input type="checkbox"/>	Article	Zimbabwe PM defends sharing power with Mugabe
<input type="checkbox"/>	Article	More than 30 militants killed in Pakistan
<input type="checkbox"/>	Article	US soprano, Ukrainian pianist win \$50K

**Article: Afghan firefight shows challenge for US; Taliban c**

Headline:

Byline:

Authors:  [Add](#) [Remove selected](#)

Prologue:

Body copy:  

Missiles, machine guns and strafing runs from fighter jets destroyed much of a Taliban compound, but the insurgents had a final surprise for a pair of U.S. Marines who pushed into the smoldering building just before nightfall.

As the two men walked up an alley, the Taliban opened fire from less than 15 yards, sending bullets and tracer fire crackling inches past them. They fled under covering fire from their comrades, who hurled grenades at the enemy position before sprinting to their armored vehicles.

The assault capped a day of fighting Saturday in the poppy fields, orchards and walled compounds of southern Afghanistan between

Start date/time:   Display priority:

Tags **Related** Other

**Child assets**

Type	Title	
<input type="checkbox"/>	Collection	Iraq War
<input checked="" type="checkbox"/>	Image	Afghan firefight shows challenge for US troops
<input checked="" type="checkbox"/>	Image	Afghan firefight shows challenge for US troops
<input checked="" type="checkbox"/>	Image	Five-Year Afghanistan Report
<input type="checkbox"/>	Collection	Photos of the day
<input type="checkbox"/>	Audio	Test title
<input type="checkbox"/>	PDF	Bus Route
<input type="checkbox"/>	PDF	Night Bus Map
<input checked="" type="checkbox"/>	HTML	testTable
<input checked="" type="checkbox"/>	Link	US Soldier Facebook fan page
<input checked="" type="checkbox"/>	Link	Myspace for soldiers page
<input type="checkbox"/>	Link	MySpace desktop

**Sibling assets**

**Links**

Category	Date	Time
ste/terms	0	Jun 21, 2009 02:10 PM
sports	0	Jun 21, 2009 01:45 PM
news/world	0	Jun 21, 2009 01:05 PM
news/world	0	Jun 21, 2009 01:00 PM
blogs	0	Jun 21, 2009 12:45 PM

Keyword search

Search query:  Author:  Section:  Type:  Earliest start date:  Latest start date:

Narrow results

Image: Students test design skills on mousetrap-powered c

Image - 409x284



Previews - 2



Title:

Students test design skills on mousetrap-powered cars

Byline:

Lauren M. Anderson

Photographers:

No photographers are associated with this asset

Description:

Ben Brockmann, Kale Brockmann and Robert Sheeder, won first place with their design of a mousetrap car for the annual mousetrap car competition held at Williams Intermediate School in Davenport on March 24. They beat out two

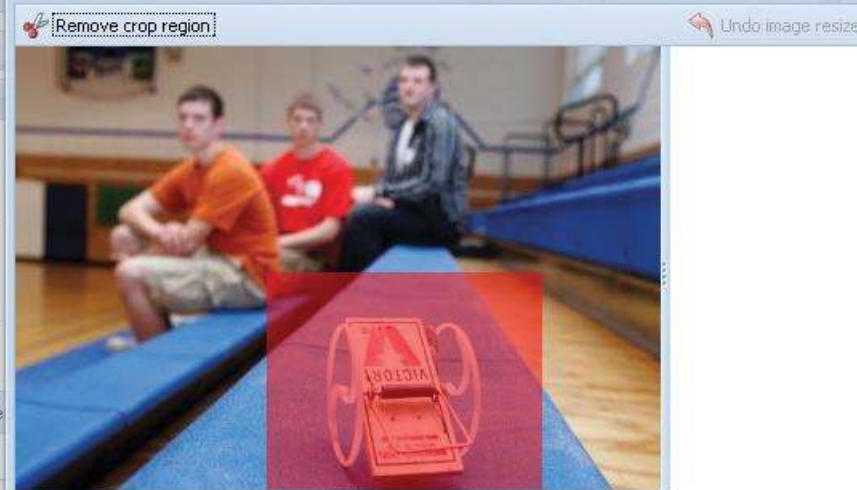
Start date/time:

Jul 13, 2009

10:10 AM

Display priority:

Image editor



Original size: 409x284 Modified size: 409 x 284 Cropped size: 172 x 136

GeoLocations

Sites

Flags

0	Aug 26, 2009 11:20 PM
0	Aug 26, 2009 10:40 PM
0	Aug 26, 2009 10:40 PM
0	Aug 26, 2009 10:20 PM
5	Aug 26, 2009 10:05 PM
0	Aug 26, 2009 10:05 PM

Displaying assets 1 - 25 of 1037



# Interface

- Drag-and-drop functionality
- Rich Internet Applications (RIA)
- On-demand & full site preview
- Single sign-on
  - Manage multiple sites

Blox CMS - Editorial / Blocks

Active site: zen.bloxcms.com | Logged in as: khendershot@townnews.com

Manage schedules | Manage block library

Region: center-two-index

Block: Main Index | Dynamic Section & Children Articles 2-9

### Recent Headlines

Friday 08/07/2009

**Defense psychologist: 'Rockefeller' is delusional**

Updated: 5:32 pm 08/09/2009

Lawyers for the man who calls himself Clark Rockefeller began their defense in his kidnapping trial Wednesday with the testimony of a forensic psychologist who said he is "completely deluded" and not responsible for his actions.

more »

**Library clash could put George W. Bush under oath**

Updated: 5:32 pm 08/09/2009

A Texan is trying to put a former president under oath and find out what he knew and when he knew

Toggle block and region borders

Region: center-three-index

Block: Headline List (bullet-headlines) | Sub Section Articles

- New episodes of Futurama coming to Comedy Central ... for real!
- US warship arrives as pirates' options dwindle
- Defense psychologist: 'Rockefeller' is delusional
- Library clash could put George W. Bush under oath
- Vladsky abandons remarks for private companies
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Comedy Central ... for real!

- Afghan firefight shows challenge for US; Taliban compound destroyed
- Lawyers: Yale turned blind eye to Van Gogh
- Roeder charged with murder in Tiller killing

Photos

Videos

region

added block

Blox CMS - Editorial / Blocks

Region: center-two-index

Block: Main Index | Dynamic Section & Children Articles 2-9

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more »

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Toggle block and region borders

Region: center-three-index

Block: Centerpiece | Featured Image

### Spotlights

#### Mountain River

Rickard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, "the inevitable source."

Updated: 8:28 am | See more

Block: Headline List (bullet-headlines) | Sub Section Articles

- New episodes of Futurama coming to Comedy Central ... for real!

Photos

Videos

region

moved block

Save block layout changes

Site preview | Time zone: US/Central

## Topics page

- Tagging is key
- Enhance reader experience
- Rapid creation of specialty pages
- Additional revenue stream
- Search engine friendly

Posted in Local, Crime-and-courts on Thursday, August 27, 2009 6:30 pm Updated: 6:39 pm. | Tags: Andres "andrew" Efrain Carmona, Attempted Murder, Gary Allison, Mexico City, Margie Carmona, Alan Ostergren, Malinda Sotelo

Asset's Posting Info & Tags

**Quad-City Times** Login Register Subscribe

attempted murder  Advanced Search

Home News Opinion Sports Entertainment People Marketplace Homes Jobs Cars

## Attempted Murder

**Q-C man wanted on attempted murder**  
Friday, October 26, 2007 12:00 am

**Suspect in fire assault charged with murder**  
Tuesday, February 7, 2006 12:00 am

**Iowa man avoids charges with plea deal**  
Thursday, October 6, 2005 12:00 am

**Around the world**  
Saturday, October 15, 2005 12:00 am

**Scott Peterson convicted of murder**  
Friday, November 12, 2004 12:00 am

**Kolb, Gregory both face murder charges**  
Sunday, October 30, 2005 12:00 am

**Why 2 charges are filed in only 1 death**  
Wednesday, February 2, 2005 12:00 am

**Q-C man freed in shooting incident**  
Wednesday, March 8, 2006 12:00 am

**Davenport man pleads guilty to attempted murder**

**Testimony begins in attempted murder trial**

(Photos by Larry Fisher/QUAD-CITY TIMES)  
Davenport police officer Christopher Outlaw describes how Jonathan Owens pointed a gun at him during Owens attempted murder trial Tuesday morning in Scott County District Court, Davenport. Looking on is court reporter Sheila Lasley-Hall.

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### Most Popular

Most Read | Most Commented

- Walton: Centennial Bridge shooting justified
- Woman pronounced dead after crew pulls her from Mississippi
- Bettendorf police investigate burglary, attempted sexual assault
- Moline police release name of pedestrian killed in accident

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# Integration

- Reverse Publishing
- Social Marketplace

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Business Blog

Comments

## 12 Things to Remember on Your Wedding Day



Think about the look of your wedding. Is it simple or opulent? Are the venues bare, or decorated? What colors will be used in wedding invitations? And will the season play a role? Choosing a color scheme will help narrow down the choices for your flower arrangements. In deciding on a color scheme, keep in mind that your invitations, bridesmaids' dresses, table accents and even the cake will likely be affected by your choice. [\[More\]](#)

Posted on **Sunday, January 11, 2009 6:30 pm**. Updated: 12:51 am . | Tags: [Wedding](#), [Flowers](#)

[More Stories >>](#)



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**justin**

Posts: 3,283

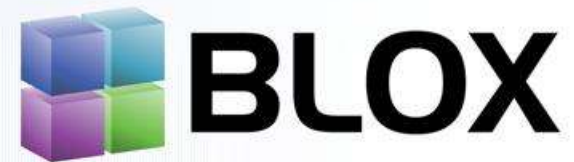
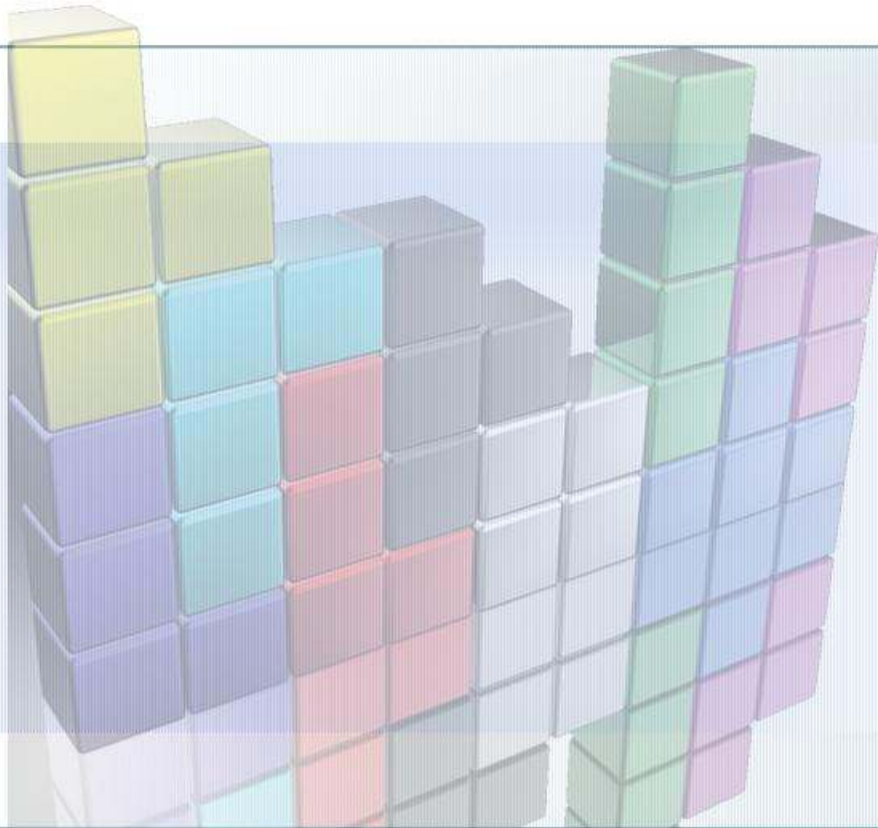
Your Message...

Web ad



# Syndication

- Automatically share content
- Full story transfers
- Or, RSS feeds
- Tagging works across network
  - With each paper's approval



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