

# Swagger TV

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

*Swagger TV has a whole range of unique features like HTML, CSS, and Flash etc for enhancing their overall look.*

## Client Profile

The Client is a noted player in the online web casting market, specializing in what is known as the 'Urban Media Network'. The Swagger internet TV specializes in the best of talents from the field of entertainment including genres like music, comedy, news and sports. Swagger also has a zero downtime, streaming live telecasts of musical events, rock concerts and pop upgrades.

## The Challenge

The challenge was to make way for an upgraded site restructuring, by embedding the Swagger Online TV and Radio into the website. The website needed a renovated and modern look with enhanced markup tags for describing the web pages. The Client profile needed upgrading so as to add to the overall functionality of the website.

- Developing a customized menu with features of enhanced usability with web browsers and CSS
- Styling web pages with enhanced formatting and reduced complexity in structural content
- Improving accessibility of content
- Developing vector animation based on Flash

## Our Solution

- Document separation from presentation with layout, fonts etc
- The database applications were modified with vector animation for optimizing the experiences of the end user
- Interactive embedding of images and objects for a fresh and flashy look at the Online TV and Radio
- Optimized features for reducing complexity and onscreen rendering
- Enhancing the overall appearance of the website with specifically modified styles

## Technology and Process Orientation

The aim was to develop the website using HTML, CSS, and Flash etc. and enhance their overall look. The website was redesigned, giving it a completely modified look and feel altogether. The live streaming add-on gained a new dimension altogether with a restructured functionality.

- Markup language
- Apache Operating System Environment
- Author styles, inline styles
- MySQL Database Environment

- Textual, actual and graphical tags
- Java and fundamental data

## **Results or Benefits**

- The Client gained a user friendly approach and flashy look with specific pockets for revenue generation.
- Flash enabled interactive micro format support with turnkey solutions and presentational properties.
- The Client was able to establish themselves as a potential player in the market with extensive business goals and project implementation.

## **Web:**

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