

ACTIVE DATA EXCHANGE RELEASES CALENDAR 3.12

Leading Web-Based Master Calendar Platform Now Provides Native Support for Mobile Devices and Greater Social Media Integration to Enhance Communication and Promotion to Widest Possible Audience

Bethlehem, PA – July 14, 2011 – Active Data Exchange, Inc., a leading provider of advanced web-based calendar solutions for event planning, management and promotion, today announced the release of Active Data Calendar 3.12 with new native support for mobile devices and powerful social media functionality to extend the reach of its platform to tap the extensive adoption of mobile devices and viral nature of web-based marketing.

The major release enables the company's clients in higher education, public and private school districts, government, military, healthcare and private enterprises of all sizes to unify all of their event data to a master calendar that site visitors can now access with mobile devices and smart phones as well as provide feedback on events and share event information through social media sites such as Facebook and Twitter.

“Active Data Calendar is known for having set the highest industry benchmark in terms of our ability to import event data regardless of the application and aggregate all event information to a single unified view,” said Susan Yee, CEO of Active Data Exchange, Inc. “The new Active Data Calendar release shows we've also taken the lead in our ability to narrowcast information to social media and support mobile devices out of the box, both of which have become vital not only in terms of popularity and convenience, but even more so to communication efforts and promoting events online.”

Pew Research recently revealed that 35 percent of U.S. adults use a smart phone. One quarter of all Internet use in the U.S. is done solely by mobile device. In addition, recent reports indicate more than half of Internet users access the web daily, with social media being among the most heavily-used application.

The new Active Data Calendar 3.12 provides native support for the vast majority of major mobile device operating systems, including Apple iOS, Google Android, Blackberry OS and Palm OS, and Opera Mini. Calendar automatically detects which mobile operating system is accessing the website and displays the event calendar listings and information in the appropriate format.

Calendar 3.12 also provides greater social media interactivity. There are options to configure Calendar to include Facebook “Like” buttons, Google +1 and Twitter tweets on the system's Events Details pages, as well as view and add Facebook comments.

The new release has made additional improvements to the functionality and ease of use of Calendar, including new support for Rich Snippets to enable enhanced event listings for search engine indexing and listing that can greatly improve search engine optimization. The solution also provides built-in Google Analytics support, and enables site administrators to create Quick Links to display information of archived and historical events that may demonstrate a greater breadth and depth of event offerings and enhance an organization's brand.

Active Data Calendar 3.12 is an automatic upgrade to all customers who have a maintenance and support agreement in place.

Active Data Calendar is an advanced master calendar platform that imports and aggregates event data to a single unified view for faster, easier management and centralized oversight and control. The solution can be configured with layers of privacy and permissions-based workflow for approvals prior to publishing event information on the public-facing website. The software automates syndication of event information to email accounts, mobile devices, other websites and social media, and can share information with portals, intranets, SharePoint sites, Student Information Systems (SIS), Enterprise Resource Planning (ERP) systems and other third-party applications and web-enabled enterprise technologies. Available extended capabilities include creating custom event registration forms, accepting registration fees online, booking facilities with specific features and resources for events, and internal-only calendars to communicate and align key internal dates, deadlines, milestones and events.

About Active Data Exchange

Active Data Exchange is a leading provider of advanced web-based unified master calendar platform products and services that align and create value for organizations of any size by delivering a combined view of date information that can be drawn from multiple sources. The company was founded in 1999 and is located in Bethlehem, PA. Please visit www.activedatax.com.

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