

FOR IMMEDIATE RELEASE

### ACTIVE DATA RELEASES ACTIVE DATA CALENDAR 3.14.4

*Enhancements to persistent XML exports allow for dynamic date range configuration*

**Bethlehem, PA – April 17, 2014** – [Active Data](#), a leading provider of web calendar software to create event communities, today announced the release of Active Data Calendar 3.14.4, Thursday, April 17, 2014. Enhancements include:

*New category/subcategory icon/text abbreviations* – you can now set a text value or a graphic icon image as a prefix to Event Titles to show the category of the event in any view format.

*Event exports can be set by date range, 7 days, 14 days, 30 days or custom dates* – This functionality will further extend the capabilities of content reuse in Active Data Calendar. As XML becomes a more established standard for information import and export, the ability to generate a dynamic and persistent export of event content in XML is extremely beneficial. Notably clients that use open source content management systems, such as WordPress and Drupal, will immediately benefit from the ability to create and consume XML event content to integrate onto their webpages. Additionally, the dynamic XML export can be used to power digital signage applications. Lastly, the ability to dynamically create an iCal feed offers greater levels of integration with organizations using personal calendars, like Outlook Calendars, and Google Calendar.

*For Moneris, Mercury and NIC payment gateways, the ability to track refunds and credits* – This better enables the ability to reconcile against each respective payment gateways' refund/credit processes. This ability was already in place for other payment gateways, PayPal, Authorize.net, already supported by Active Data Calendar.

*Improved performance modifications for the Registration Tab in the administration area, and list views* that include registration information in the third column.

*The addition of Pinterest to Social Sharing options* has been added to Active Data Calendar 3.14.4.

#### **About Active Data Calendar**

Active Data Calendar drives dynamic event content, and visitor engagement with [powerful publishing](#), interactive and [event marketing](#) tools. The software aggregates event data into a unified view for faster, easier management of your organization's calendars. Active Data Calendar can be configured with permissions-based workflow to speed approvals for publishing event information to public-facing websites. The software syndicates 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 web-enabled enterprise technologies. Customers can create [event registration](#) forms, accept registration fees online, book **facilities** and resources for events, and communicate and align key internal dates, deadlines, milestones and events.

#### **About Active Data**

Active Data helps our customers build event communities. Our web calendars make it easy for people to find, register and share our customers' events. Our solutions help you add and share events across organizations and people to generate revenue and awareness for your important events. With over 10,000 licensed users adding events daily plus tens of thousands more that submit events for approvals, Active Data helps you cure the chronic calendar pain you didn't know you had. The company was founded in 1999 and serves over 400 clients in the higher education, K12, government, healthcare, corporate and non profit markets.

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For More Information:

Susan Yee, [syee@activedatax.com](mailto:syee@activedatax.com)  
(610) 997-8100