PRESS RELEASE

Active Data to present new Active Calendar services at HighEdWeb in Portland, Oregon

(Bethlehem, PA October 14, 2014) Active Data, developers of Active Calendar, calendar software that drives community engagement, dynamic publishing and content sharing, and powerful interactive marketing tools, will present the latest release of Active Calendar at HighEdWeb in Portland Oregon, October 19 through 22.

"We've listened to our users and are excited to respond with some great new features," said Susan Yee, CEO, of Active Data. "We're especially pleased to be able to introduce them at HighEdWeb, the premier conference for higher education Web professionals."

Active Calendar is the latest event community service of Active Data's calendar management software and services. New features include a beautiful new photo layout as a default calendar view, wait list functionality, media library setup, improved administration reports, visitor profile authentication, and flexible ticket and registration management.

About Active Calendar
Active Calendar, the newest generation of our calendar software, focuses on building event communities and driving visitors to search, filter, register for and attend our customers' events. Key features include, a fully responsive calendar user interface for all mobile devices, robust online commerce for ticketing, registration, donations, and products, sharing capabilities, APIs (application programming interfaces), and visitor profile tracking. Easily setup alerts, calendar subscriptions and downloads, and social sharing by filtering feeds based on our extensible tagging platform.

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 Active Data Calendar and Active Calendar 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 450 clients in the higher education, K12, government, healthcare, corporate and nonprofit markets.

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