

AudioClipstream™ Email

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Creating AudioClipstream Powered HTML Email

This section will outline the basic steps needed to create an AudioClipstream enabled HTML email. An HTML email is basically a web page that can be viewed by an email client like Outlook or Eudora. Using the power of Clipstream, an HTML email can be further enlivened by adding streaming audio.

What is Needed

1. AudioClipstream codekey license
2. AudioClipstream encoded audio
3. FTP access to a web server
4. Graphics creation program like Photoshop
5. HTML page layout program or any text editor
6. An email client or mailserver system

Designing HTML Email

Designing an AudioClipstream enabled HTML email uses the same process as placing AudioClipstream in any web page, with a couple of extra considerations. Use a graphics creation program and/or a page layout program to design the look of the email as you would a web page. Pay attention to the following rules:

- Leave enough room to accommodate for the total size of the player applet.
- Keep in mind that an email client program usually has a smaller default window than a web browser. It usually has a narrower width.
- It is advisable to make the vertical height small to reduce the risk that the recipient of the mail misses vital information because they don't scroll the window.
- Therefore, place the AudioClipstream high in the web page to ensure that the recipient sees the controls for this rich element.
- Whenever possible reduce the number of graphic elements that must be sent to keep the size of the email down. Use text instead of graphic text in the body of the message.

Absolute Linking

All graphic elements in an HTML mail must be absolutely linked, *not* relatively linked or else the graphics will not show up in an email client. In the same way, **all AudioClipstream links must also be absolutely linked** or the audio will not stream correctly. In the applet code replace all relative links with `http://..` absolute links. Specifically, look for the following parameters that have links and make sure they are absolute links:

- `<codebase="http://yourdomain.com/folderlocationofaudioclipstream.zip/" archive="audioclipstream.zip">`
- All player interface images such as **ButtonPlayUp**, **Logolcon**, etc.
- The streaming audio files specified by **AudioStreamURL /**
- Any alternate images that appear if Java is not enabled in the recipient's email client to prompt click through if desired.

Keep in mind that all the linked files must be on the same domain as the audioclipstream.zip player.

Using Caching Servers such as Akamai

If you use a caching server system such as Akamai (which is advisable if you are mailing throughout the world or a large country), Akamaize or cache everything in your HTML mail including the applet links above and include the new cached server links in your applet code. However, you will need a separate code key for the cache server. Contact the sales department to arrange either a one-time code key or a permanent one if you foresee future mailings using a cache server.

Potential CodeKey issues

Once the email has been sent, changing the page on the server will have no effect. (*test, test, test!*) We recommend taking advantage of the KeyURL parameter in the case that you will need to update your codekey. This way, an html email that has been saved for a long period of time will not fail due to an invalid code key. The key can be updated on the server.

Incorporating non-HTML or non-Java Email Properties

Make sure *all* mail recipients get a message and are given the choice to see the AudioClipstream player by creating separate versions of the email:

- Create an error image .jpg or .gif that shows up if the recipient's HTML-enabled email client does not have Java enabled. This image includes a message that urges them to click on a link to a duplicate HTML page of the HTML email with the AudioClipstream accessible by the recipient's web browser and allows the page design to stay intact.
- (optional) Create a pure text version of your email including links to launch a duplicate HTML page of the HTML email with the AudioClipstream accessible by the recipient's web browser.
- (optional) Create a duplicate of the HTML mail that resides on a web server that has the AudioClipstream.
- (optional) Create a second error image .jpg or .gif that appears if the user's *web browser* is not Java enabled. This image includes a message that urges them to go to a help page that tells them how to enable Java in their web browser if they want to hear the audio.
- (optional) Create a personalized help page that tells the user how to enable Java in their web browser and email client or direct them to see the Clipstream help page.

Non-HTML Email Recipients

A small percentage of email clients are not HTML capable and an HTML mail will not appear correctly in those email viewers. To ensure that the recipient receives your message, you must create a **multi-part** email containing a text version of the email that your mailserver administrator sends out with the HTML mail. This means you must create a text version of your entire message where graphic text becomes standard formatted text, body text is formatted using indentations, etc.

AudioClipstream will not play in a text-only email. However, you can include web links in the text that point the recipient to click on them so that they can open up a page where the audio resides. Include a message that tells the recipient that they can hear streaming audio and

then include the link to that page. Some people create a complete duplicate of their HTML mail that exists as web page that they urge the non-HTML email recipient to click to.

Non-Java Email Recipients

Some recipients with HTML capable email choose not to enable their Java or don't know how to enable it. This also includes email programs that currently do not directly support Java such as Hotmail and AOL email users. To accommodate these recipients, create an **error image** (.jpg or .gif) approximately the same size as the applet that appears if Java is not detected in their email client. This image should contain a message that tells them that if they wish to hear streaming audio, they should click on the image. If they choose to do so, it will launch their web browser and open up a duplicate of the HTML mail that exists on a web server.

Include a code like this in the AudioClipstream applet code that appears anywhere before the end of the </applet>:

```
<a href="http://www.yourdomain.com/duplicate.html">  
  
</a>
```

An example is the image below:



Non-Java Enabled Web Browsers

Some users will not have Java enabled in their browsers, which will prevent AudioClipstream from playing (although all popular browsers come with Java enabled as a default). To get AudioClipstream to play you must give the user a choice to enable Java by sending them to a help page that contains information on how to do this.

A good example of this is the visitor help page on Clipstream.com. A good way of directing users to such a page is to include another **error image** (.jpg or .gif) that appears in place of the disabled applet in the same way as your created an **error image** for the non-Java HTML mail. This error image will have a slightly different message that tells the user to click on it to go to the visitor help page. An example is the one below:



Include an image and link like this in the applet code in your duplicate HTML email page. **Note:** this image and link replaces the error image that you have in your actual HTML email that you sent out.

Final Considerations and Check List

Outlook bug

Because of a bug in Microsoft's Outlook email client program, you should include the following code in the body of your HTML page that will prevent Outlook from crashing in certain cases.

Type the following code into the <body> tag of your HTML email page to reduce this risk:

```
<BODY onUnload="this.focus()">
```

Although we have developed a workaround that should overcome this issue by default, we still recommend using that line of code as a precautionary measure. What it does is keep the focus of the email client on the email window instead of the Java applet.

"AutoPlay" Consideration

It is not advisable to make an AudioClipstream that plays automatically out of consideration for your email recipients. In some email clients, an AutoPlay audio email in the preview window will start the audio playing. Then if they double click to open the actual email, the audio will play again. Having two audio emails playing at the same time will look and sound confusing and may cause the email program to bog down. Another possibility is an incoming mail arriving and launching automatically when the recipient isn't even at the computer.

Check List

Upload and test the locations of the following files before you send out your email.

.20, .32, .20i and .32i audio and index files?	
HTML email page?	
Embedded HTML Applet Code?	
Correct Code Key?	
Duplicate HTML page?	
Text only version?	
All Graphics? (button images, email images)	
Non-Java Image for Email?	
Non-Java Image for Browser?	
AudioClipstream.zip?	
How to enable Java Web help page?	

Testing your AudioClipstream HTML Email

Changes cannot be made after the html email is sent; even if it has not been viewed.

The sure way of testing your AudioClipstream HTML email is to send it out as an email to a limited number of trusted recipients in various locations and using various programs/platforms who can be counted upon to provide feedback. Have

some of your testers disable their Java in their emails to test the error images. Have some of your testers disable their HTML viewing capability to test the text-only emails. Have some disable their Java capability in their web browsers to test the second error image. Finally, performance test your AudioClipstreams using various web connections.

When you are satisfied, you are ready to mail out your HTML email. This process becomes quicker with each creative.

Sending Your Email

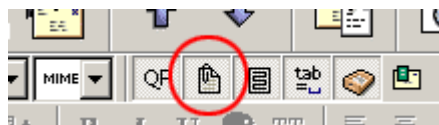
Sending an AudioClipstream™ email can be as easy as copying and pasting a previously created AudioClipstream™ into Outlook and pressing send. The following methods are acceptable for small quantities of email. It is recommended to use a more robust email server application when delivering emails to large numbers of recipients.

Using Outlook

1. Construct the page or find an already existing one
2. Make sure that *all* the reference links in the page you are about to send are *absolute* references. ex. "http://www.foo.com/ac/myaudio.20" *not* "/ac/myaudio.20" If you have any images in the rest of your page you should make sure that they also have absolute links otherwise they will show up as broken links.
3. Make sure that the following code appears in the line with "<body" in it. **onUnload="this.focus()" <-- this command must appear after <BODY .**
4. Select the **AudioClipstream™** and its surrounding interface in the original page.
5. Paste into the body of your message.
6. Test it by sending it to yourself or friends.

Using Eudora

1. Follow steps 1-3 as with the Outlook examples above.
2. To attach the AudioClipstream™ in your email, make sure the "text as attachment" is **raised**.



3. Then, attach the page with the AudioClipstream™ embedded in it as an attachment. Do not cut and paste it into your message.
4. **Test it by sending it to yourself or friends.**