

# Big Ideas for the Small Screen

Tools and Techniques for developing  
Mobile Web Applications in ColdFusion 8

*Visit the Mobile Research Library at the URL below:*

Derrick Fountain

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# Who Is This Guy?

1. Business savvy technologist
2. BS Degree in Business Administration (Marketing)
3. Former Salsa Dance Instructor
4. End-to-end business strategist
5. Coded first B2B website in 1996 for FDA
6. Launched over a dozen mobile websites

# Agenda

1. What is Mobile?
2. HUB Mobile Framework
3. Mobile Image Manipulation
4. Dynamic Mobile CSS
5. SMS and ColdFusion
6. Mobile Content
7. Mobile Application Deployment

# What Is Mobile?

1. FlashPaper

2. PDF

3. MP3

4. iCal

5. Plain Text

6. XML

7. HTML

8. Blueprint

1. Sony e-Book Reader

2. Amazon Kindle

3. iPhone

4. iPod

5. Car Stereo

6. Laptop

7. Sheet of Paper

8. Netbook

9. UMPC

10. Smartphone



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# HUB Application Framework

1. Client requests a URL within the application:  
<http://syndout.com/intranet/y/index.cfm>
2. TheHUB analyzes the URL to read the URL Parameters. If none are found, the "main.cfm" template from the "dsp" directory is loaded into the framework.
3. Client requests another URL:  
<http://syndout.com/intranet/y/index.cfm?dsp=page1&sector=biz&page=index>
4. TheHUB analyzes the URL to read the URL Parameters and loads the "page1.cfm" template from the "dsp" directory in inserts the "index.cfm" template from the "biz" directory just below it.

**Download:** [http://codesweeper.com/index.cfm?event=dsp.the\\_hub](http://codesweeper.com/index.cfm?event=dsp.the_hub)

# Mobile Image Manipulation

<!-- create the two image objects --->

```
<cfset myImage = CreateObject('Component', 'Image').setKey('XYZ') />
```

```
<cfset myWatermark = CreateObject('Component', 'Image').setKey(' XYZ') />
```

<!-- read the image and watermark --->

```
<cfset myImage.readImageFromURL("#GetContent.imageLocation#")/>
```

```
<cfset myWatermark.readImageFromURL("#application.url#cms/images/enlarge_icon.png")/>
```

<!-- resize the image to a specific width and height--->

```
<cfset myImage.scaleToFit(80) />
```

<!-- trim the edges off the image --->

```
<cfset myImage.trimEdges("topLeft") />
```

<!-- get the image's width and height --->

```
<cfset imgWidth = myImage.getWidth() />
```

```
<cfset imgHeight = myImage.getHeight() />
```

# Mobile Image Manipulation

```
<!-- get the watermark's width and height --->
```

```
<cfset waterWidth = myWatermark.getWidth() />
```

```
<cfset waterHeight = myWatermark.getHeight() />
```

```
<!-- get the coordinates to draw into --->
```

```
<cfset x = Round((imgWidth - waterWidth)) />
```

```
<cfset y = imgHeight - waterHeight />
```

```
<!-- draw the watermark into the image --->
```

```
<cfset myImage.drawImage("#application.sitepath#\images\enlarge_icon.png", x, y) />
```

```
<!-- output the image in JPG format --->
```

```
<cfif FileExists("#GetFileFromURL(GetContent.imagelocation)#")>
```

```
<cfelse>
```

```
<cfset myImage.WriteImage("#GetFileFromURL(GetContent.imagelocation)#","jpg",100) /></cfif>
```



# Dynamic Mobile CSS

- **cf\_head**

- Dynamically add contextual stylesheets to the <head> of your HTML document.  
`<cf_head>`  
`<link href="#application.scriptsdirectory#/Demo/Ovid_Styles.cfm/Ovid.css" media="handheld" rel="stylesheet" type="text/css" />`  
`</cf_head>`

- **CFCONTENT**

- Serve dynamic stylesheets as CFML templates and validate with flying colors.  
`<cfcontent type="text/css">`



## Art of Love

ArtofLove.mobi is a collection of 8 erotic works from the Love Books of Ovid published between 18BCE and 18BCE.

- ▶ [The Amores I](#)
- ▶ [The Amores II](#)
- ▶ [The Amores III](#)
- ▶ [The Art of Love I](#)
- ▶ [The Art of Love II](#)
- ▶ [The Art of Love III](#)
- ▶ [The Cure for Love](#)
- ▶ [The Art of Beauty](#)
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## Art of Love

ArtofLove.mobi is a collection of 8 erotic works from the Love Books of Ovid published between 18BCE and 18BCE.

### ▼ The Amores I

Chapter 1-5 of 13 ▶

- I. He Entreats The Dawn... ▶  
Reading time: 01:49 mins
- II. He Calls Down Curses... ▶  
Reading time: 00:59 mins
- III. He Asks Nape To... ▶  
Reading time: 01:01 mins
- IV. He Endeavours To... ▶  
Reading time: 02:26 mins
- V. He Compareth Love... ▶  
Reading time: 01:46 mins

Page 1 ▼

- ▶ [The Amores II](#)
- ▶ [The Amores III](#)
- ▶ [The Art of Love I](#)
- ▶ [The Art of Love II](#)
- ▶ [The Art of Love III](#)
- ▶ [The Cure for Love](#)
- ▶ [The Art of Beauty](#)
- ▶ [Introductions](#)

### He Entreats The Dawn To Hasten Not Her Coming

*Listen to this Article*

By Publius Ovidius Naso

01:49 mins reading time



O, over the Ocean doth she come, from the arms of her aged husband. Over the waves she cometh, the bright goddess whose car brings back the day. O beautiful Aurora, whither dost thou hasten? Stay, O stay thy flight. So, yearly, may the birds make solemn offering to the shades of Memnon. This is the time when I love to lie in my sweet one's sheltering arms; this, if ever, is the moment when 'tis sweet to press her softly to my side. Now, too, sleep is pleasant and the air cool, and the birds discourse sweet music from their tender throats. Whither fleetest thou, with a speed to men and to their mistresses unwelcome? Draw in with thy shining hand the dewy reins of thy swift coursers.

Ere thou risest, the mariner can clearly see the stars, and wandereth not at random over the wide seas. When thou dost appear, the traveller, for all his weariness, must quit his couch, and the soldier seize ...


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Reading time: 05:20 mins
  -  **Top 5 Valentine's Day...**  
Reading time: 03:37 mins
  -  **Halle Berry 'just...**  
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### Top 10 Drinking Songs

*Listen to this Article*  
By Benjamin Franklin (1/24/08)  
05:20 mins reading time



Is there a better match than music and alcohol? "When you're down in the dumps and you need somethin' to bring you up, there's only one thing that's gonna do it the way you want it," preached Paul Stanley. But there are actually two things you'll need to bring you up: A great song and a stiff drink. Reminiscing of simpler days with a classic jam and a cold drink will numb your senses and take you to a happy place.

Our top 10 drinking songs are restricted to the memorable tunes that make mention to the ol' bottle within the lyrics. Some are old, some are new, but all of them are drink-worthy. Next time you're in the mood to bond with your preferred beverage, have a listen to these and enjoy the ride -- within your limits, of course. Oh, and drinking songs don't mean that you can drink irresponsibly.

Number 10  
KISS - "Cold Gin"  
KISS are the Gods of Thunder ...

▶ (10% complete, 9 pages left)

# SMS and ColdFusion

- [Tinyurl.cfc](#)
  - Allows you to send a tiny bookmark URL to your phone
- [Clickatell Central API \(HTTP\)](#)
  - 10 free SMS credits and an extensive API for sending one-way SMS messages
- [phoneFormat.cfm \(CFLIB.org\)](#)
  - Makes phone numbers look like, uh...phone numbers.
- [numbersOnly.cfm \(CFLIB.org\)](#)
  - Takes content entered into a text field and strips out everything but the numbers.

# SMS and ColdFusion

```
<!--Send SMS-->
```

```
<cfif form.recipient NEQ "">
```

```
<cfoutput>
```

```
<cfset geturl="http://syndout.com/tinyurl.cfm?link=#XMLContent.audio#">
```

```
< CFX_HTTP5 url="#geturl#" out="tinylink">
```

```
<cfset m="#numbersOnly(form.recipient)#">
```

```
<cfset mymessage="A friend has sent this story MP3 to you from SyndOut.com - #tinylink#">
```

```
<cfset body="#application.smsurl#m#&text=#URLEncodedFormat(mymessage)#">
```

```
<CFX_HTTP5 url="#body#" out="RES">
```

```
<!--Display SMS Success Message-->
```

```
<p>A text message link to #tinylink# has been sent to
```

```
<a href="tel:#m#">#phoneFormat(m, "(xxx) xxx-xxxx")#</a> and should arrive shortly.</p>
```

```
<cf_JPcounter countname="audiosms-#XMLContent.section#-#url.id#">
```

```
counterpath="#ExpandPath(".")#\#url.sector#\cfml\statistics" visibility="no" defaultcount="0">
```

```
</cfoutput>
```

```
<cfelse>
```

```
</cfif>
```

# Mobile Content

- Jott
  - Create content by phone and have it automatically populate your database.
- ReadSpeaker
  - Dynamically generate MP3 versions of your content.
- WeatherBug API
  - Add self-updating local weather forecasts to your mobile site.
  - Automatically generate speech-enabled MP3 weather forecasts.
- Yahoo! Image Map API and Local Search API
  - Generate mobile-friendly maps of any business location.
  - Provide a searchable mobile business directory.
  - Allow SMS and click-to-call actions for each business listing.
- 8hop Word Services API
  - Provide a comprehensive dictionary and thesaurus on your mobile site.

make mention to the ol' bottle within the lyrics. Some are old, some are new, but all of them are drink-worthy. Next time you're in the mood to bond with your preferred beverage, have a listen to these and enjoy the ride -- within your limits, of course. Oh, and drinking songs don't mean that you can drink irresponsibly.

Number 10  
KISS - "Cold Gin"  
KISS are the Gods of Thunder ...

(10% complete, 9 pages left)

Statistics SMS Link  
Share MP3 Calendar  
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Single Page Dictionary

**Dictionary**  
Definitions for "memorable".

1. (a.) Worthy to be remembered; very important or remarkable.

**Search Again...**  
Drag any unfamiliar word into the box below to get its meaning.

memorable

Thesaurus  Dictionary

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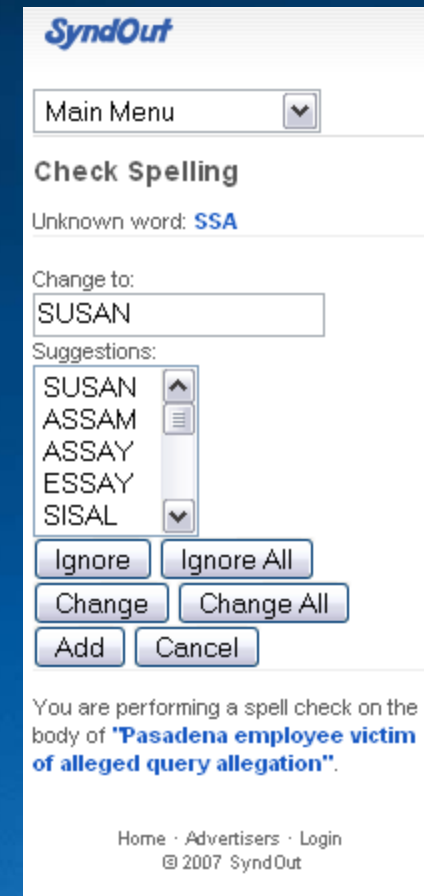
# Mobile Application Deployment

- AHB Hosting

- Full access to CFSCHEDULE tag
- cfapplication.com for managing scheduled tasks

- CrystalTech

- CFX\_Spell
- ColdFusion 8
- MySQL 5
- CFX\_HTTP5
- CFX\_POP3



# Review

What is Mobile?

HUB Mobile Framework

Mobile Image Manipulation

Dynamic Mobile CSS

SMS and ColdFusion

Mobile Content

Mobile Application Deployment



# Questions?

Thank you for your time.

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