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Scrapplet Mashup Platform Integrates OpenAjax; Introduces New Tools and Features for Anyone to Create and Share Powerful Social Mashups

May 19th, 2009, Fort Lauderdale, FL - Social aggregation and Mashup site Scrapplet today announces an array of new tools and features designed to enhance and extend its position as a leading mashup platform. New features range from enhanced drag and drop for Mac and Safari users, to tighter integration with Facebook, FriendFeed, and Twitter, as well as enhanced support of object interaction and existing third-party browser libraries.

Scrapplet also integrated OpenAjax technology to extend and simplify its mashup platform.

"OpenAjax Alliance is pleased to see that another member company has adopted the OpenAjax Hub," says David Boloker, IBM CTO Emerging Internet Technologies and OpenAjax Steering Committee Chairperson. "The speed at which RadWebTech was able to integrate OpenAjax technologies is a testament to the OpenAjax Alliance as well as the underlying architecture supporting the Scrapplet product. By adopting industry standards from the OpenAjax Alliance, Scrapplet has positioned itself as an interoperable mashup-oriented product."

Creating mashups in Scrapplet is easy. Start with a blank page and then drag and drop anything you want from one browser to another. You can also use the embedded tools within Scrapplet to add everything from widgets and gadgets to music and video, and everything in between – even code.

The Scrapplet mashup platform lets users integrate content from anywhere on the web, including Google Gadgets, Yahoo Pipes, Flash, HTML, and other mashups, and then combine it together in one place. And, to protect the owners of copyrighted materials, Scrapplet automatically embeds information related to the origin of the content within the mashup object.

The collection of tools and features released today includes:

Enhanced drag and drop for Mac users: Mac users can now perform cross-browser and cross-domain drag and drop of virtually any content available on the web. Safari users do not require a plug-in or any special configuration, while a small 4k plug-in is available for Fire-fox users.

Support for Apple's latest browser, Safari 4: The advanced Scrapplet mashup technology works in the new Safari 4 for both Windows and the Mac without any plug-ins or special configuration.

Rich Content Extractor: IE users can now drag and drop rich content from any web page directly into their Scrapplet mashups. Rich content includes not only the content itself, but also the underlying formatting, links, and other information associated with the content.

Support for Facebook's new Comment Object: Drag and drop Facebook Comment Objects directly into Scrapplet mashups, automatically links to Facebook using Facebook Connect.

Object Repository with new FriendFeed and Twitter Objects: Default objects are conveniently arranged in a repository that lets users add objects to their Scrapplet mashups with drag and drop ease. A variety of new objects have been added, including FriendFeed, Twitter, YouTube, Project PlayList, and more.

Custom Properties Interface: Users can now enhance individual mashup elements with customizable property interfaces that allow for personalized and simplified configuration. Standard HTML can be used to create custom interfaces that can be used to easily configure mashup objects.

Support for 3rd-party Browser Libraries: The Scrapplet Mashup Platform now provides integrated support for other browser libraries, including: Dojo, ExtJS, Google JS, JQuery, JQuery UI, Midori, MooTools, Prototype, Script.aculo.us, SWF Object, Yahoo UI. Simply select the checkbox for the library support wanted in your Scrapplet mashup page and Scrapplet will automatically include the necessary files. Libraries can be mixed and matched and are in addition to the entire xWinLib and enhanced OpenAjax Hub libraries that are present in all Scrapplet mashup pages.

The new mashup tools and features are provided free of charge and are available today from the company's Scrapplet website at: <http://www.scrapplet.com>

About Scrapplet:

Scrapplet combines power and flexibility with ease-of-use for the creation of web pages, websites, social and business aggregation, mashups, and web applications. Scrapplet is available for free with premium memberships beginning at \$2.95 USD per month.

About RadWebTech:

RadWebTech is a Plantation Florida-based company that creates advanced products and technologies that fuel innovation – cool products from killer technologies for really big markets. They are also the creators of the xWinLib browser library, providing enhanced functionality for the creation of advanced web applications.

Web Resources:

IMAGES:

Scrapplet Mashup (home): http://www.scrapplet.com/images/press/scr_mashup.jpg
OpenAjax Publisher: http://www.scrapplet.com/images/openajax_dlg1.gif
OpenAjax Subscriber: http://www.scrapplet.com/images/openajax_dlg5.gif
OpenAjax Code Generator: http://www.scrapplet.com/images/openajax_dlg3.gif
OpenAjax Events: http://www.scrapplet.com/images/openajax_dlg2.gif
OpenAjax Schematic: http://www.scrapplet.com/images/openajax_dlg4.jpg
OpenAjax Message Viewer: http://www.scrapplet.com/images/openajax_MessageViewer.gif
OpenAjax++ Platform support: http://www.scrapplet.com/images/openajax_dlg6.gif
Zillow example: http://www.scrapplet.com/images/press/scr_zillow.jpg

VIDEO:

OpenAjax VIDEO: <http://www.youtube.com/watch?v=tPnMjocAyvo>

ADDITIONAL:

Scrapplet: <http://www.scrapplet.com>
Developers: <http://www.scrapplet.com/Content/developers/index.htm>
xWinLib: <http://www.xwinlib.com>
RadWebTech: <http://www.radwebtech.com>