

6 – Interests

eCal's dynamic interests directory contains public event data including weather, sports, movie releases, television listings, concerts, horoscopes, and financial news. The dynamic event data can be automatically filtered and added to an eCal calendar, and gives users the ability to purchase tickets and merchandise related to scheduled events.

An example of the **Interests** → **Categories** window is displayed below:

The screenshot shows the 'Categories' window with three tabs: 'Categories', 'My Events', and 'My Interests'. The 'Categories' tab is active, displaying a grid of interest areas with icons: Arts and Culture, Entertainment, Finance, Food & Wine, Health & Fitness, Movies, Sports, and Trade Shows. A red banner on the right side of the grid says 'New! Add to my calendar'. Below the grid is a section titled 'Send a Gift to a Friend or Business Associate' with a dropdown menu for 'Send a Present to' and a 'via:' label. Three gift options are shown: 'Buy one Autumn Bouquet', 'GOURMET MARKET.COM', and 'Forget another new baby? Go from zero to hero'. To the right of the categories is a calendar for December 1999, showing dates from 5 to 31. Below the calendar is a section titled 'Your Upcoming Events' with a list of events: 'Mon Jan 3 MILWAUKEE at PHILADELPHIA 7:00 PM', 'Wed Jan 5 GOLDEN STATE at PHILADELPHIA 7:00 PM', and 'Thu Jan 6 NY ISLANDERS at PHILADELPHIA 7:30 PM'.

Event Feeds

eCal's Event Directory is fed with events from various event feeds. Event feeds come from:

- Strategic partnerships with content providers
- Calendar partners

Many eCal calendar clients wish to incorporate existing or custom data feeds into their particular implementation.

Content Acquisition

eCal typically pulls flat-files via FTP setup at the content source. However, eCal can also accept "push" acquisitions or continuous data tickers on a dedicated line.

After event data is acquired in the format described below, eCal converts and stores it in its Oracle databases, where it is available to the calendar engine.

Content Control

Client sites can control the event feeds they reveal to their users. For example, a client may not want some of eCal's public feeds available to its audience.

Each eCal client has a field in eCal's database that indicates which categories to show. Therefore, our clients can disable a particular category at the parent or child level. Additionally, each client is assigned a private category, which is available only on their site, but may have as many public data feeds as needed.

Adding an Event from the Interests Directory

To add an event from the **Interests** directory:

1. Click an Interests category from the **Select An Interest Area** list. The **Categories for** window displays.

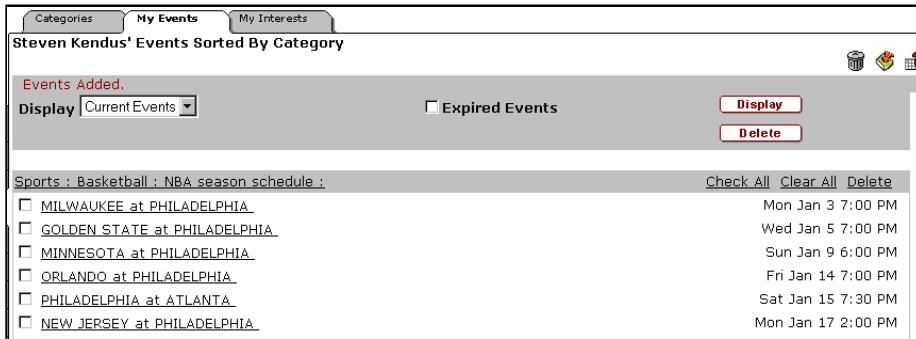
2. Select a specific category from the **Select a category** drop-down list. If necessary, click **Get It!** A detailed **Event Directory Categories** window displays.
3. Click the event you wish to add. The directory of events displays.

Select Event	Date	Time
<input type="checkbox"/> Idaho At Grand Rapids	Mon Dec 20	7:05 PM
<input type="checkbox"/> Idaho At Yakima	Sat Dec 25	9:05 PM
<input type="checkbox"/> Yakima At Idaho	Sun Dec 26	8:10 PM
<input type="checkbox"/> Lacrosse At Idaho	Tue Dec 28	9:10 PM
<input type="checkbox"/> Idaho At Fort Wayne	Sat Jan 1	7:05 PM
<input type="checkbox"/> Idaho At Lacrosse	Sun Jan 2	8:05 PM
<input type="checkbox"/> Idaho At Quad City	Wed Jan 5	8:05 PM
<input type="checkbox"/> Idaho At Lacrosse	Fri Jan 7	8:35 PM
<input type="checkbox"/> Idaho At Rockford	Wed Jan 12	8:05 PM
<input type="checkbox"/> Idaho At Quad City	Fri Jan 14	8:05 PM

4. Manually check the boxes next to the events you wish to add to your calendar. If applicable, use the **check all** and **clear all** functions.

Note: A link to the event feed provider's site for a particular Interest category or subcategory is located at the bottom of the **Categories for** section.

5. Click **add**. The events display in the **My Events** window.



My Events View

- To view the details associated with an event, click the event's hyperlink.
- To filter the events displayed, select the desired category to view from the **Display** drop down list. Click **Display**.
- To view expired events, check the **Expired Events** box.
- To delete an event (or events), check the box which corresponds to the event (or use the **Check All** and **Clear All** buttons, if applicable), and click **Delete**.

Interest Categories

Categories of interests that users can add to their calendars include:

- Arts and Culture
- Entertainment
- Finance
- Food & Wine
- Health & Fitness
- Movies
- Sports
- Trade Shows

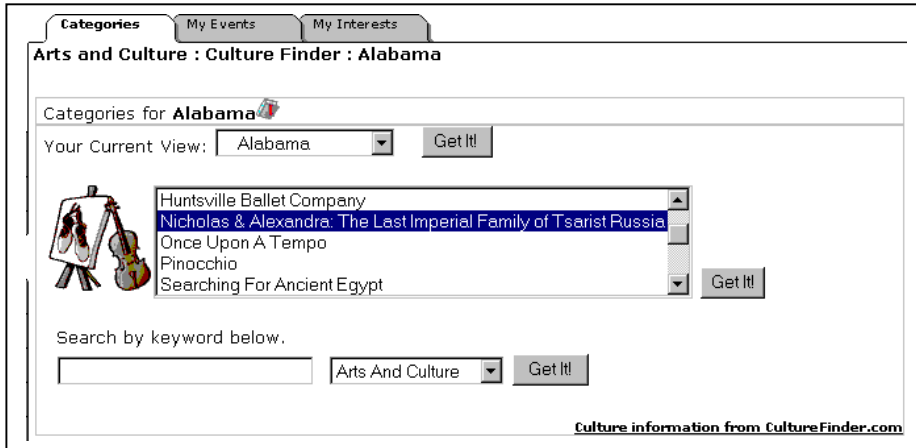
In addition, the **Almanac Section** includes the following event categories:

- Holidays
- Horoscopes
- Weather

Arts and Culture

The provider for this event feed is CultureFinder.com.

This event feed lists current theater performances, concerts, and art exhibits for each state.

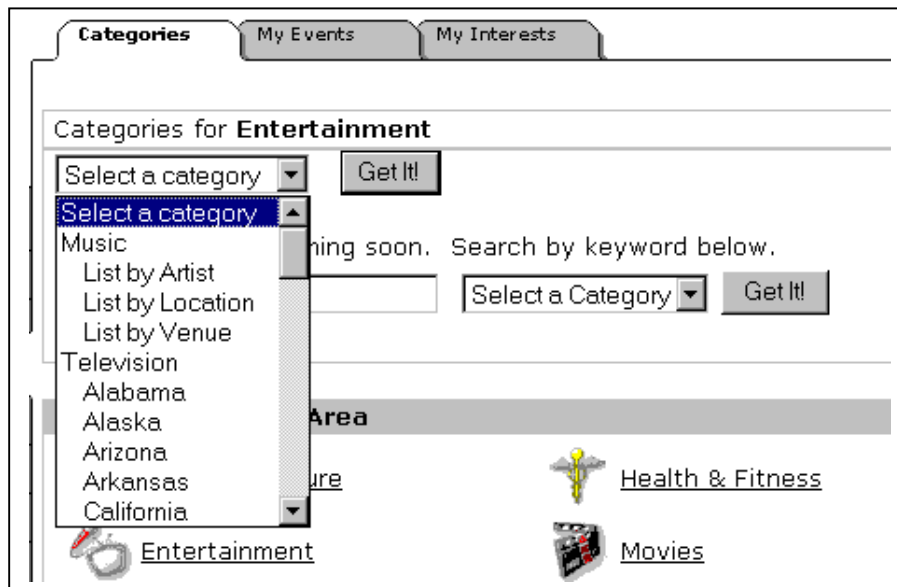


Entertainment

The providers for this event feed are:

- **Music:** Pollstar.com, Inc.
- **Television:** Tribune Media Services

Music events may be sorted by artist, location, and venue.
Television programs are listed by state.



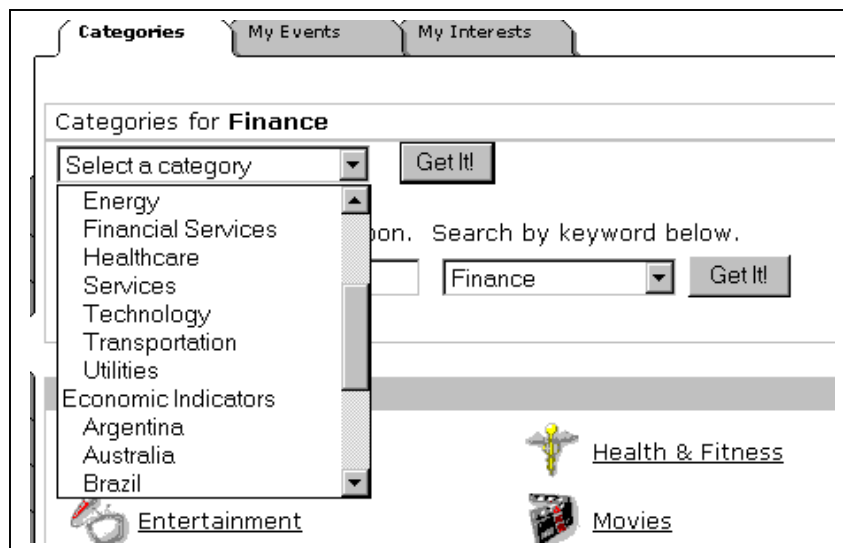
Finance

The providers for this event feed are:

- **Conference Calls:** Bestcalls.com
- **Economic Indicators:** Dismal Science, Inc.
- **Initial Public Offerings:** Ostman, Inc.

Subcategories for Conference Calls include: Basic Materials, Capital Goods, Financial Services and others.

Economic Indicators are listed by country.



Food & Wine

The provider for this event feed is Gourmetmarket.com, Inc.

This event feed contains **Food** and **Wine** categories listed by state.

Categories | My Events | My Interests

Categories for **Food & Wine**

Select a category

Select a category
Food
Wine

...coming soon. Search by keyword below.

Select An Interest Area

 [Arts and Culture](#)  [Health & Fitness](#)

Health & Fitness

The provider for this event feed is SelfCare.com.

This event feed lists events associated with promotion of healthy lifestyles and treatment and awareness of various health problems. For example, Health & Fitness events include: Cervical Cancer Month, Smoking Cessation, National Blood Donor Month.

Categories My Events My Interests

Categories for **Health & Fitness**

Select a category

Select a category

SelfCare coming soon. Search by keyword below.

 Health & Fitness

Select An Interest Area

 [Arts and Culture](#)  [Health & Fitness](#)

Movies


The provider for this event feed is Cinema-source, Inc.

This event feed lists film schedules for movie theaters in the user's local area, as determined by the US zip/postal code that the user provided during sign up. Users also have the option to view movie schedules for theaters outside their local areas by clicking [Click here to change neighborhood.](#)

Categories My Events My Interests

Categories for **Movies**

We found the following theaters in your area:

 AMC Neshaminy 24
AMC Woodhaven Mall 10
GC Franklin Mills Mall
Regal Huntingdon Valley 14
UA Grant Plaza [Get It!](#)

[Click here](#) to change neighborhood.

Search by keyword below.

Movies [Get It!](#)

Movie information from cinema-source, Inc.

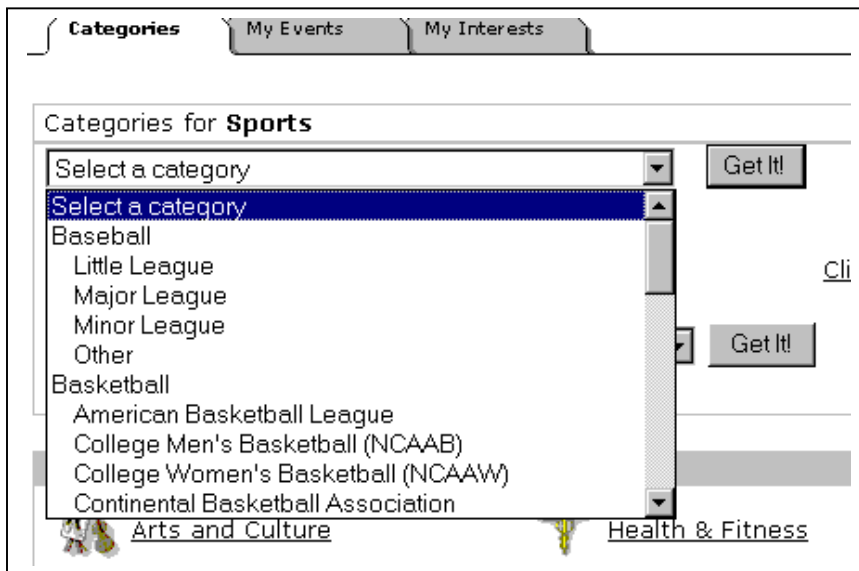
Sports

The provider for this event feed is SportsTicker.

Sporting events are listed for:

- **Baseball** -- teams in Major and Minor Leagues (US)
- **Basketball** – professional, semi-professional and collegiate teams (US)
- **Football (American)** – professional and collegiate teams (US and Canada)
- **Ice Hockey** – professional, semi-professional, and collegiate teams (US and international)
- **Soccer** – teams in professional first division leagues (international)

Today's schedule subcategory lists all sporting events for the current date.



Trade Shows

The provider for this event feed is TSNN (Trade Show News Network)

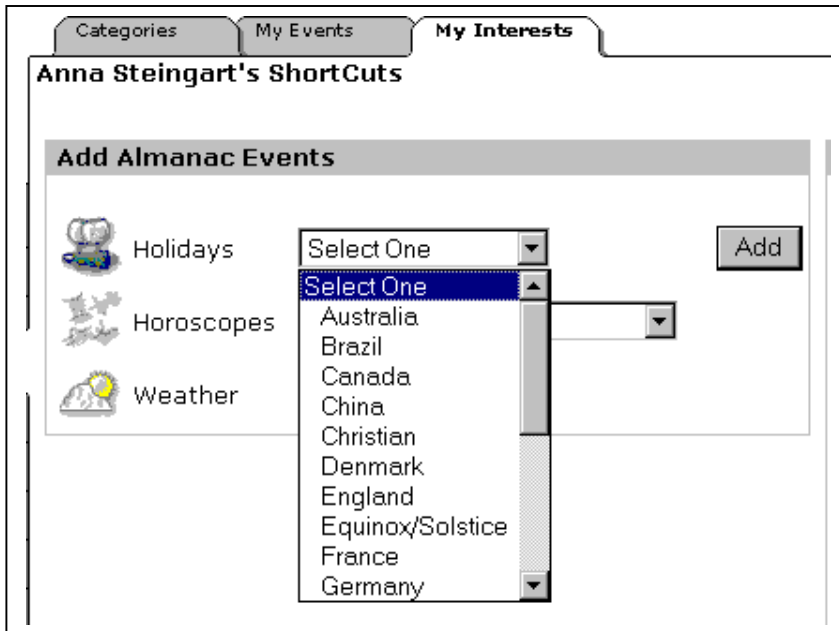
This event feed lists professional exhibitions and expositions.

The screenshot shows a web interface for "Trade Shows". At the top, there are tabs for "Categories", "My Events", and "My Interests". Below the tabs, the title "Trade Shows" is displayed. A section titled "Categories for Trade Shows" contains a horizontal menu of letters from A to Z. Below the menu, it shows "1 - 50 of 8297" items. A list of trade shows is displayed, with the first item "1999 Amer. Dairy Science Assn Meeting" highlighted. To the left of the list is a small thumbnail image of a "Join Black EXHIBITOR" badge. Below the list is a search box with the text "Search by keyword below." and a "Get It!" button. At the bottom right, there is a footer that reads "Trade shows brought to you by TSNN(Trade Show Network)".

Holidays

The provider for this event feed is eCal Corporation

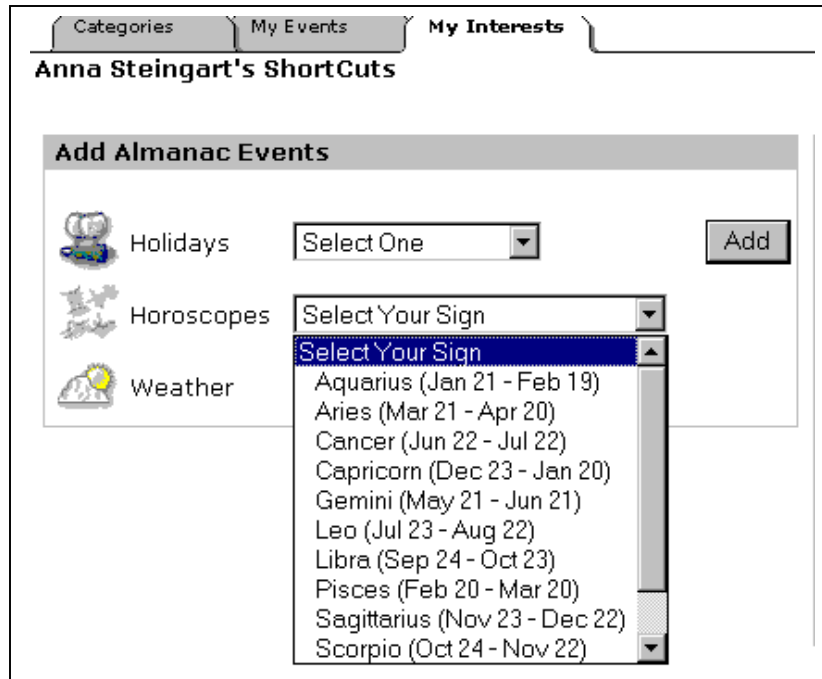
This event feed lists many national and religious holidays.



Horoscopes

The provider for this event feed is: Kelli Fox, Astrology.Net.

This event feed lists daily horoscopes for each Zodiac sign.



Weather

The provider for this event feed is Weatherlabs, Inc

This event feed lists daily weather forecasts for the places in the user's local area, as determined by the US zip/postal code that the user provided during sign up. Users can also view weather forecasts for places outside their local areas by selecting **Add New City** from the drop-down list.


The screenshot shows a user interface with three tabs: 'Categories', 'My Events', and 'My Interests'. The 'My Interests' tab is active. Below the tabs is the text 'Anna Steingart's ShortCuts'. Underneath is a section titled 'Add Almanac Events' containing three rows of options:

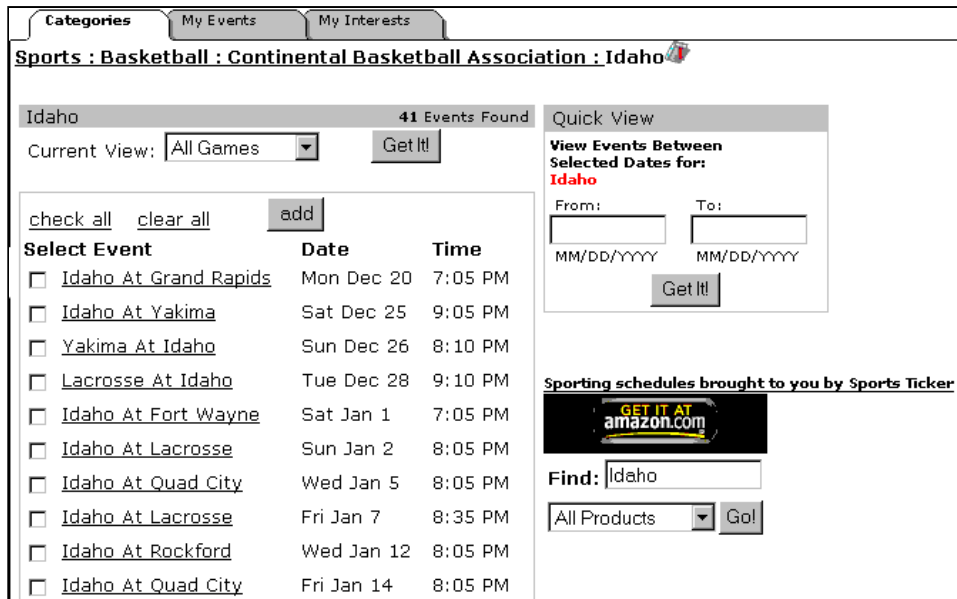
- Holidays**: A dropdown menu with 'Select One' and an 'Add' button.
- Horoscopes**: A dropdown menu with 'Select Your Sign'.
- Weather**: A dropdown menu with 'Select a Local City' and an open list of options: 'Select a Local City', 'Willow Grove', 'Langhorne', and 'Add New City' (highlighted).

Bookmarking Preferred Interests

Users can bookmark specific areas from the Interests directory.

To bookmark Interests:

1. Click the Bookmark It! icon () from the directory of events screen.



The screenshot shows the 'Idaho' event directory page. The top navigation bar includes 'Categories', 'My Events', and 'My Interests'. The main heading is 'Sports : Basketball : Continental Basketball Association : Idaho'. Below this, there is a search bar with 'Idaho' entered and '41 Events Found'. A 'Current View' dropdown is set to 'All Games' with a 'Get It!' button. To the right, a 'Quick View' section allows filtering events by date range. The main event list has columns for 'Select Event', 'Date', and 'Time'. The 'Bookmark It!' icon is located in the top right corner of the event list area.

Select Event	Date	Time
<input type="checkbox"/> Idaho At Grand Rapids	Mon Dec 20	7:05 PM
<input type="checkbox"/> Idaho At Yakima	Sat Dec 25	9:05 PM
<input type="checkbox"/> Yakima At Idaho	Sun Dec 26	8:10 PM
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<input type="checkbox"/> Idaho At Lacrosse	Fri Jan 7	8:35 PM
<input type="checkbox"/> Idaho At Rockford	Wed Jan 12	8:05 PM
<input type="checkbox"/> Idaho At Quad City	Fri Jan 14	8:05 PM

2. The **Bookmark Added** message displays.

3. The bookmarked event is added to the **My Interests** screen.



The screenshot shows the 'My Interests' screen. The top navigation bar includes 'Categories', 'My Events', and 'My Interests'. The main heading is 'My Interest'. Below this, there is a list of interests under the 'Sports' category. The bookmarked event 'College Women's Basketball (NCAAW)' is listed.