

# **Actinic Version 8**

## **Release Notes**

**Actinic Software Limited**

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## Revision History

Revision	Date	Author	Comments
0.1	7/3/2006	Josh Speed	Draft for review
0.2	22/3/2006	Josh Speed	Updated with comments
0.3	9/5/2006	Josh Speed	Updated for the latest product names and configurations
0.4	17/5/2006	Josh Speed	Revised product configurations
0.5	31/5/2006	Josh Speed	Final product configuration
0.6	6/6/2006	Josh Speed	Added SP2 req for Win 2000

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# 1 Template Change History

The use of templates have been removed from v8. Templates have effectively been replaced by a collection of design "Layouts" which are stored in the database. The Layouts have been designed to deliver the same look and feel as the v7 templates, but the whole template area has been completely re-engineered.

## 2 Introduction

### 2.1 Description

Actinic Ecommerce (referred to as 'Actinic') is a desktop Windows program which enables the user to design and publish an illustrated, on-line catalogue, take secure, encrypted orders over the Internet, and process these orders in-house. It supports the creation of an e-commerce site with catalogue, shopping cart, secure payment and subsequent order processing.

Actinic V8 continues to require minimal resources to build a successful store. All you need is a dial-up account with an ISP and a web site with CGI access capability.

With the enhancements made in v8, Actinic Catalog remains the most comprehensive low-cost ecommerce solution available today. Actinic Catalog includes everything a small business needs to design, build and control its own secure web store.

Actinic Business delivers a more productive environment for users who have a reasonably high volume of sales going through their store and who wish to further automate their ecommerce procedures. It is also aimed at suppliers who deal online with other businesses (B2B) as well as retailers who want to give regular customers a more personalised service. Actinic Business builds on the comprehensive features in Catalog and allows the online merchant to integrate ecommerce into other existing business systems to create a true e-business.

Actinic Designer offers a set of easy to use and flexible tools to enable internet professionals to create highly functional ecommerce sites on behalf of their clients. It offers multiple, unlimited site creation and licensing, the ability to create and sell a customised Actinic product, badged with the web professionals own identity and integration with Macromedia Dreamweaver enabling external design of the store pages. This product is primarily a site design tool, but it provides all the tools for order processing and the related features such as mailing list generation for demonstration purposes.

Actinic Catalog and Business Clients provide a cost effective route for ecommerce professionals who use Designer to deliver Actinic functionality (without the web design capability) to their clients.

Actinic Business Multi-Site option delivers all the features of both Designer and Business along with the capability to create multiple sites that can take orders. This product is primarily for merchants or designers who operate more than 1 store.

Actinic Business Multi-User option delivers all the features of both Designer and Business along with the capability to create multiple sites and have multiple users on these sites to perform order processing. This product aimed at high volume stores who have two or more staff using Actinic concurrently.

Version 8 is an upgrade from Version 7.

### 2.2 Description of Changes to Actinic Since Version 7

#### 2.2.1 New Product Range

A new range of products have been introduced for e-commerce professionals and their clients. Actinic Designer provides a low cost, high value, comprehensive product for e-commerce design. The Catalog Client and Business Client products offer Catalog and Business solutions, but without the

design capability, as a cost effective means of distributing a pre designed site to merchants who have purchased a customised solution from an ecommerce supplier.

### **2.2.1.1 The product range is as follows**

For web designers and their clients

- Designer
- Catalog Client
- Business Client
- Business Multi Site – an option on the Business Product to allow multiple operational sites that can take orders.
- Business Multi User – an option on the Business Product to allow multiple operational sites that can have multiple users processing orders

For Merchants

- Catalog
- Business
- Business Multi Site – an option on the Business Product to allow multiple operational sites that can take orders.
- Business Multi User – an option on the Business Product to allow multiple operational sites that can have multiple users processing orders

The v7 Order Manager product is replaced by Catalog client.

### **2.2.2 Enhanced Security**

- V8 provides tools to encrypt the credit card details that are stored on the desktop.
- You can now force a user “logon” to run Actinic on the desktop.

### **2.2.3 New Marketing Features**

- Creation of “Best Sellers” lists for publishing on the website.
- Creation of “Related Product” lists for publishing on the website.
- Creation of “Also Bought” lists for publishing on the website (Business and Designer only).
- Creation of “New Product” lists to allow special promotion on the website.
- Automated generation of mailing lists including mailing labels, envelopes and campaign reports as well as exporting these to a file.
- Advanced generation of mailing lists to allow filtering of the lists based on the order data such as payment type, order value, products purchased, address etc. (Business and Designer Only)

### **2.2.4 Overhaul of the Web Page Design Capability**

V8 introduces a new “Design” module that provide a user interface for editing page designs within Actinic. This design defines the look and feel of the website. The new architecture provides a method of designing HTML pages, by combining product content with HTML fragments in order to generate the website. The new design method is highly flexible and consistent, allowing web designers more freedom to build creative and exciting e-commerce sites quickly and efficiently. At the same time, the point and click user interface, allows users with limited, or no web design knowledge, to easily customise the design of their site.

These design features are not provided in the Client products as the design will be supplied by a web designer.

The following features are provided:

- A new Design Tab.
- A “Design Tree” to allow you to review and edit the structure of the HTML fragments, this replaces the functionality provided by the v7 Dreamweaver interface.
- A Design “Page Preview” shows a preview of all the store pages and allows you to directly edit the design and navigate the structure of the pages by clicking in the preview.
- A “Code Editor” that allows you to edit the detailed HTML that is used to generate the site. The editor is colour coded and context sensitive. It provides tools to assist with variable and layout insertion as well as helping with HTML constructs.
- A “Coding Errors” view to assist with constructing valid page designs.
- A “Library” of reusable code snippets which we have called “Layouts”. Layouts replace v7 templates. The library is supported by a clear user interface which includes creation, deletion and search and replace of layouts, variables and conditions.
- A collection of lists that allow you to process the nested structure of the content. The lists provide extensive control of the list layout allowing
  - multiple columns
  - first and last rows can have a different column count from the other rows.
  - different behaviour for odd and even columns and rows
  - special behaviour for empty lists
  - counters to allow manipulation of the layout on an item by item basis.
- A set of system variables to provide all the data that is defined when you create the content.
- The ability to configure the user interface to allow variables to be set (or defaulted) in different parts of the product.
- The ability to categorise products and sections and as a result configure the settability of variables based on categorisation. Categorisation can also result in automatic setting of product data such as the layout to be used.
- The ability to create user defined variables. These
  - have different types including text, number or a list of choices
  - can be configured using categorisation
  - can be set on any tab of Site, Section, Brochure, Product, Fragment, Component, Attribute and Choice and are automatically added in the appropriate place in the user interface
  - can also create a new tab to present the variable in the user interface
  - can be uploaded to the website
  - can be set as modifiable (or not) in a duplicate
- A “Search and Replace” tool to search through the design HTML. It can be used to search through all the code in a page, all the code in the library and can be used to find a variable in the library.
- The use of inheritance throughout the product with extra features on the “Use Parent” setting to help you understand the value that has been set and where that value was set.

- A “Condition Editor” to create and edit conditions to control the website layout. A collection of standard conditions are also provided.
- A user interface to control the visibility of pieces of code, based on conditions.
- The ability to create multiple extended information windows on a product, with different designs for each window. This includes the ability to add a buy button in the extended information window.
- A user interface to make it easy to format pieces of text in both content and in design.
- A more flexible themes dialog that allows you to mix and match graphics, button sets, page designs and colours allowing a lot more mix and match combinations of the standard styles.
- The use of PHP code to generate static HTML pages based on the data provided in the content.
- Permutation grids (implemented using PHP) to draw grids of two or more attributes.
- Variables provided on permutations to allow user defined attribute data to be assigned to an individual permutation (eg you can now have a specific picture for each permutation).
- A collection of new Themes have been developed specifically for V8.
- The ability to preview all the pages in a design, including the online pages such as the cart.
- The ability to configure the page design to allow sharing of common page surrounds on different page types.
- Complete control of the encoding of variables used in a design.
- A more powerful user interface on Design Text to provide descriptions in order to easily find the text you want.
- The ability to export and import pieces of design.
- Full Undo/Redo capability of the design features.

### **2.2.5 Other Enhancements**

- Digital Download is now provided as standard in all products
- One click order completion (originally only in v7 Multi User) is provided across the product range.
- Order line price editing from the desktop (originally only in v7 Multi User) is provided across the product range.
- Bar coding on standard reports (originally only in v7 Multi User) is provided in Business and Designer products.
- Search logs enhanced to allow merchants to find out the common search terms used by shoppers. This feature allows you to tune your search settings and product descriptions based on the searches that shoppers perform regularly.
- User interface extended to cover the full range of website search options.
- White Boxing of the Actinic product for reselling to clients (Designer, Business Multi Site and Business Multi User products only). This feature allows you to configure the actinic product to put your branding on it.
- Improved tax reporting to assist in calculating the merchant’s tax liability. (this feature was originally only available in v7 Multi User)
- Integration with Dreamweaver to allow overall page design in Dreamweaver. (not available in Client products)

- Customer Accounts is now available in all products. (This feature was only available in Business and Developer at v7. Note: alternative pricing is retained in Business and Designer only.)
- User Configurable Window Layout.
- The introduction of tool tips on disabled items to explain why they are disabled.
- Separation of the meta description and meta key words variables.
- Reports that support stick on labelling to improve fulfilment productivity.
- Full control of the behaviour of duplicates allowing you to specify which fields can be modified in the duplicate and which must take the same value as the original.
- Actinic Frames have been replaced by a scrolling sidebar feature. Frames are no longer recommended practice as they are not search engine friendly. The scrolling side bar feature has been introduced to support customers who used Actinic Frames in v7. It is still easy to frame your site using custom frames.

## **2.3 System Requirements**

### **2.3.1 Merchant PC**

Your desktop PC may run Windows 2000 (service pack 2 or above), 2003 or XP and should have a minimum of 256 MB memory, 120 MB of free disk space and dial-up (or leased line) access to the Internet. You must have Internet Explorer version 6 or later installed.

Your PC must be configured to a minimum resolution of 800x600 pixels. Anything less and Actinic will not be displayed wholly within your screen. It is also best viewed using a 65536 colour (or better) display.

### **2.3.2 Web site**

Your ISP must be running Windows NT, 2000, 2003 or UNIX, and provide Perl 5 or better, and a user writeable CGI directory.

All products now require a set of Perl files called 'MD5'. These files implement encryption/decryption, which is required to support logging in to online customer accounts. Actinic Products include a local copy of MD5, however for improved performance, Actinic recommend that the ISP be asked to install "Digest-MD5", version 2.09 or later.

### **2.3.3 Actinic FreeTrial Compatibility**

Compatible with FreeTrial hosts running script id 100080.

## **3 Installation**

### **3.1 Installation Instructions**

Close any open Windows applications. Place the CD in the CD drive. The installation program will self start. If it doesn't, locate the file *setup.exe* on the CD and run it. You will be directed to install a number of components, which together form the full release of Actinic. Read the instructions carefully before advancing to the next installation wizard screen. In most cases the default options can be accepted.

The install program works on all supported Microsoft platforms.

### **3.2 Multiple Installations of Actinic**

Like previous releases of Actinic, it is not possible to install two copies of v8 on the same PC. However, once a copy of v8 has been installed and licensed, new sites can be licensed and maintained using the single software instance.

### **3.3 Co-existence with earlier versions**

If you have an earlier version installed, they will be unaffected by the installation of v8 if you choose not to upgrade. Use of a second website to 'evaluate' the upgrade is permitted within the terms of the licence agreement so long as you do not operate both sites concurrently to take live orders.

If you have an existing installation of v8 you will be offered the choice of upgrading it.

V8 requires a different authorisation key to earlier versions.

## 4 Upgrading from Previous Versions of Actinic

If you have a web site using an earlier version of Actinic, this site has to be upgraded to v8. v8 uses a very different design architecture from previous versions. An automated upgrader will convert your old site(s) to the new architecture, but it is recommended that you familiarise yourself with the new design concepts and features in case you have to make a few manual changes after the automated upgrade. The upgrader will handle the bulk of the changes for you. A few changes may be reported by the upgrader as needing attention but you will need to make the changes manually. Finally you will need to check through the appearance and operation of the upgraded site to make sure it is as you expect. A few manual amendments may also be required here.

For these reasons it is recommended that you do the following:

1. Install v8 without upgrading your existing site(s) and familiarise yourself with the new v8 design concepts and features. The design elements you are used to in v7 and earlier are not quite the same in v8. Templates have been replaced by layouts and layout selectors. Themes have now become independent sets of layouts, images and button sets. Your existing site image files get upgraded to custom themes and button sets (called something similar to 'Best Seller of Site1 upgraded from version 7.0.6.0.0.0.GBGA' etc) – this happens even if you had not modified them. Some v7 themes have been retired but this doesn't prevent your site upgrading satisfactorily.
2. Upgrade your site and check it carefully in a test environment. There are three ways of upgrading an earlier version site:
  - a. During the initial installation of v8, the installer program will ask you if you wish to upgrade an existing site.
  - b. If you have already installed v8, you can still run the v8 installer. Again it will ask you if you wish to upgrade an existing site.
  - c. Alternatively you can export a snapshot from your earlier version site. Then startup v8 and import the snapshot into a v8 site.In cases (a) and (b) ensure that you close your previous copy of Actinic before running the installer. The full site upgrade will only take place when you start up v8 and use the relevant site.

Your earlier version installation will be unaffected by the upgrade process.

3. The upgrade may produce some log files (it will tell you). These are placed in the Actinic v8\upgrader\“sitename” folder and called something similar to ScriptUpgrades 8.0.0.0.0.GEXA.log and DesignTextUpgrades8.0.0.0.0.GEXA.log. The former lists any changes you made to Perl scripts. These changes are not automatically applied by the upgrader so you may have to manually reapply these changes to the new v8 scripts. The scripts haven't changed much in v8 so this should be fairly straightforward. The DesignTextUpgrades log contains changes you made to certain items of design text, typically ones with embedded HTML. With each change in the log there is a suggested action you should take to apply a similar change in v8.
4. The next thing to do is go to the Design menu and choose the Check Coding Errors option. This will produce a report of all coding problems that may cause problems when generating your web site. Double-clicking on an error message will take you to the offending code in a layout.
5. Keep a careful record of all changes you make as you will need to reapply them later in the process.
6. Once you have fixed up any script changes, design text changes and coding errors it is time to test whether the site appears and functions as you would expect. One way of testing is to go to 'Web | Switch to Test Mode'. When you next upload, Actinic will upload your store pages to a sub-folder called 'test' within the 'acatalog' folder online.
7. If you find areas where the upgrade has not given the same appearance or functionality as you had previously, then firstly see whether these are small issues that you can correct yourself.

8. If you have issues with the upgrade that you are unable to resolve manually, then call Actinic Support who may either guide you through the necessary changes or possibly give you new upgrade instruction files. In this latter case you will need to reapply the upgrade.
9. When you feel confident that the upgrader (together with any small changes you need to make yourself) has satisfactorily upgraded your site it is then time to do the upgrade for real. Within your currently live copy of Actinic, download all the outstanding orders from your website. If you have a large volume of sales, you may want to go to 'Settings | Business Settings | Orders' and tick where it says 'Suspended' and upload. This will replace all your 'Add to Cart' buttons with a message saying 'CATALOG SUSPENDED'. After suspending online ordering, wait half an hour and download orders again to ensure there are none up there. This eliminates the risk of any orders being lost during the upgrade. Finally then repeat the upgrade and changes so that this time you have an up-to-date set of orders transferred together latest stock levels etc.
10. Once you are happy the store is working correctly, you can switch out of test mode (if you used that approach for testing) and put the site live. To put your site live:
  - Go into your new site, and double-check that you are going to upload to the correct location by checking 'Advanced | Network Setup'. These settings should be identical to the settings in your old site.
  - Go to 'Web | Refresh Website' to upload the site.
  - Once it has uploaded successfully, go to 'Business Settings | Ordering' and un-tick 'Suspended' in order to make the site active again (if you ticked this box earlier).
  - You can now update the site by going to 'Web | Update Website'.

#### **4.1 Upgrading from Version 3 - Embedded Drop-Downs**

The Version 3 Advanced User Guide recommended a method of creating product options by embedding HTML and JavaScript within the full descriptions of products. This embedded code then added hidden products to the shopping cart.

Please be aware that this method of doing attributes and choices is no longer supported by Actinic Software. If you are currently using this method then you will need to switch over to using actual 'Attributes', 'Choices' and 'Components' within Actinic.

## **5 Instructions for Use**

### **5.1 Introduction**

Actinic comes with extensive and integrated help. You can press the F1 key on your keyboard at any time to display the main help file. You can also click on the '?' button at the top right hand corner of each window and then click on an individual field on the screen to get specific, context sensitive, help. Use the Help menu for a complete explanation of using Actinic, including configuration details and creating the online store at your web site.

### **5.2 Starter Guide**

The 'Getting Started Guide' can be accessed via the 'Actinic v8' group on the Start menu in Windows, or else via the 'Help | Starter Guide' option in Actinic . It is a PDF file designed to introduce the salient features of Actinic, and help you work through how to use them. They are a very good way to become familiar with the key features of Actinic.

To access this guide, a copy of Adobe Acrobat Reader needs to be installed on your machine – this is available from <http://www.adobe.com/> or <http://www.adobe.co.uk/>.

## 6 Technical Data

### 6.1 Release Version Details

#### 6.1.1 Installation directory structure

<i>Actinic v8</i>	The default installation directory. Holds files common to all sites, such as reports and help files.
<b>BACKUP</b>	Any non site-specific files replaced during the installation are placed here.
<i>Backup version</i>	Files from an earlier version site that have been upgraded
<i>Extensions</i>	Files related to any software extensions e.g. Actinic Assistant for Dreamweaver
<i>Formats</i>	Holds various default styles.
<i>NavigatorSkins</i>	The files and configuration details of the Navigator.
<i>Themes</i>	The files that constitute the themes, available via the 'Design   Themes' menu option.
<i>OCCUpgrade</i>	Installation directory for the Payment Service Providers install program. Contains the master files. On startup, Actinic copies the relevant files to the current site.
<i>Original</i>	The master set of general files used when sites are created.
<i>SiteBackups</i>	Default location of all site and theme backups
<i>Sites</i>	Locates all licensed sites.
<i>Site1</i>	Default site after installation.
<i>SSLUpgrade</i>	Installation directory for the Shared SSL Service Providers install program. Contains the master files. On startup, copies the relevant files to the current site.
<i>Starter Guide</i>	The browser-based introduction to the functionality.
<i>Upgrade version</i>	Theme files associated with any upgraded sites

#### 6.1.2 File version numbers

##### **Catalog.exe 8.0.0.0 GIKA**

The main application program.

##### **ConnectionWizard.dll EDFA**

Supporting file for the Network configuration wizard.

##### **ActDiagnose.exe EDFA**

##### **ActDiagnostics.dll EDFA**

A diagnostic and problem solving tool. Do not use unless instructed to do so by Actinic's technical support staff.

##### **ActShipHand.ocx EDFA**

An ActiveX control for configuring shipping and handling.

##### **OCCControl.ocx EDFA**

##### **AuthNetOCX.ocx EDFA**

**DHOCCControl.ocx EDFA**

**WUPayCash.ocx EDFA**

**ISControl.ocx EDFA**

## **6.2 Install program version numbers**

**ECSetup.exe GIKA**

Installs Actinic .

**PSPSetup.exe GIKA**

Installs the supported online payment service providers.

**SSLSetup.exe GIKA**

Installs Shared SSL Service Providers.

**Mdac\_typ.exe 2.6**

Microsoft data access installer. Ensures all ODBC-related drivers are correctly installed.

**Jet40SP3\_Comp.exe**

Microsoft Access database engine (JET) update. Ensures all JET-related drivers are correctly installed.

## **6.3 Restrictions**

### **6.3.1 Installing Database Components**

“Microsoft Data Access Components” (MDAC) and the Access Jet engine are provided on the installation CD. They are installed as part of the normal installation process but can be skipped by user selection. If they aren’t installed then certain database operations within Actinic may fail meaning that normal operation isn’t possible.

### **6.3.2 MD5 calculation**

Actinic Business and Developer install their own MD5 script and uses it if it can't find the MD5 Perl module installed on the web server. If the MD5 Perl module is already installed then it is used instead of Actinic's.

Actinic's MD5 implementation is slower than the Perl module implementation (because it has to be written in Perl) so we recommend the ISP install the Perl module for improved browser performance.

### **6.3.3 Internet Explorer earlier than version 6**

Actinic v8 uses some facilities provided in libraries installed with Internet Explorer. In particular, Internet Explorer version 6 or later must be installed otherwise the software may fail to run properly. You may receive the error message:

“Error Starting Program - The Catalog.exe file is missing export WININET.DLL:FtpCommandA” if you don’t have Internet Explorer version 6 or later installed.