

# Client Success: Zune-Arts.Net

## The Challenge

Zune-Arts.net is a gallery website that hosts a variety of artwork that has received formal praise from the Museum of Modern Art in NYC. The gaining popularity of the website meant that Zune-Arts.net expected to have a rapidly increasing volume of artwork and licensing to manage. In addition to the increase in volume, Zune expected to extend the types of artwork and information to include; information for events and festivals, weekly news updates, and interactive artwork. Zune-Arts expected that the website would continually evolve, requiring new content to be added at varying frequencies and with varying licensing timeframes. The goal of zune-arts.net was to evolve the gallery into a more flexible, scalable and richer experience for the user and to better accommodate the growing number and types of artwork that will come from an evolved Zune Arts program.

## The Solution

Upon assessing the exact design requirements, Oshyn recommend that Zune-Arts.net use Sitecore Content Management System (CMS). Oshyn then customized Sitecore CMS and built the back-end functionality for the newly redesigned zune-arts.net website allowing anyone to update the website with news updates, images and web-based interactive artwork. The website, for example, allows artist collaboration through a shared canvas allowing artists to build on a previous creation. Oshyn worked with Tree-Axis to integrate the front-end and back-end components. Oshyn's design of the Sitecore CMS included building various templates, data-tracking, automated go-live and end dates, revision tracking, music licensing information, artist information, etc.

## The Results

The new website gives visitors increased avenues to explore the art, find information about artists, share and blog the media. The CMS gives Zune-Arts.net the ability to give visitors current information about Zune Artists and events on the website or by RSS. Visitors can download music, ring tones, posters, desktop icons, screensavers, and Zune device wallpaper, and now have complete control over how they view films. The website allows artist collaboration through a shared canvas allowing artists to build on a previous creation. The CMS is intuitive and easy to understand. It allows users to track data, easily update and end the duration of content, track revisions, track music licensing and artist information. Oshyn met a strict deadline and budget, delivering the project in six weeks.

## About Zune-Arts.Net

Zune Arts brings the best creative minds to collaborate on inspiring work of art under themes of sharing, connection, discovery, and friendship. Zune Arts is continuously growing, ever-evolving, and always open to new voices, influences and ideas. Zune is Microsoft's music and entertainment brand that provides an integrated digital entertainment experience. The Zune platform includes a line of portable digital media players, the Zune Marketplace online store, and the Zune Social online music community.

## The Technology

- Sitecore CMS integrated with Flash UI via XML over HTTP services
- Intuitive custom admin interface
- Multi-channel content delivery for HTML, XML, and RSS clients