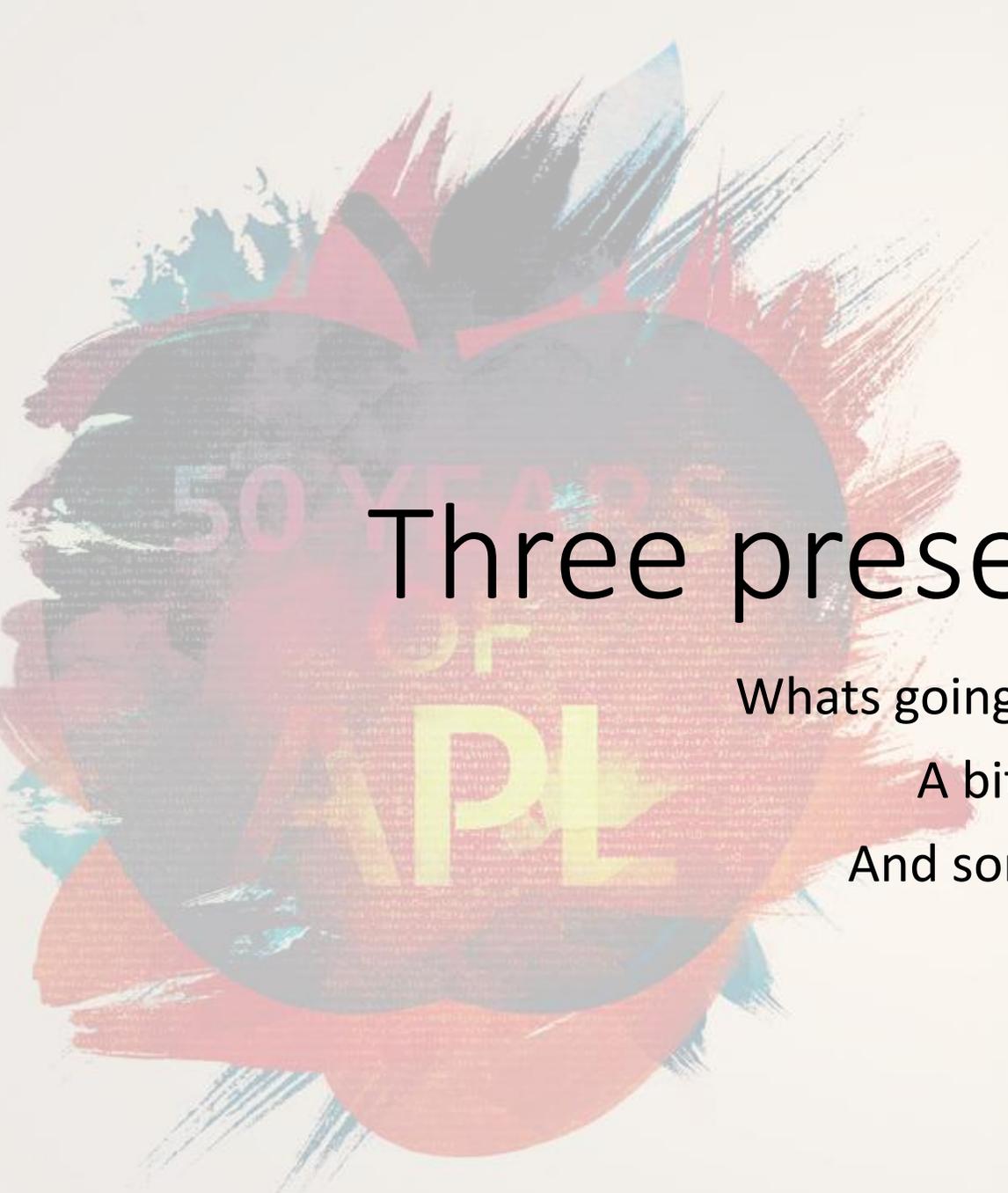


Getting the word out in Colour Dyalog User Meeting Glasgow 2016

Paul Grosvenor
Optima Systems Ltd

paul@optima-systems.co.uk



Three presentations in one

Whats going on in our community

A bit of marketing

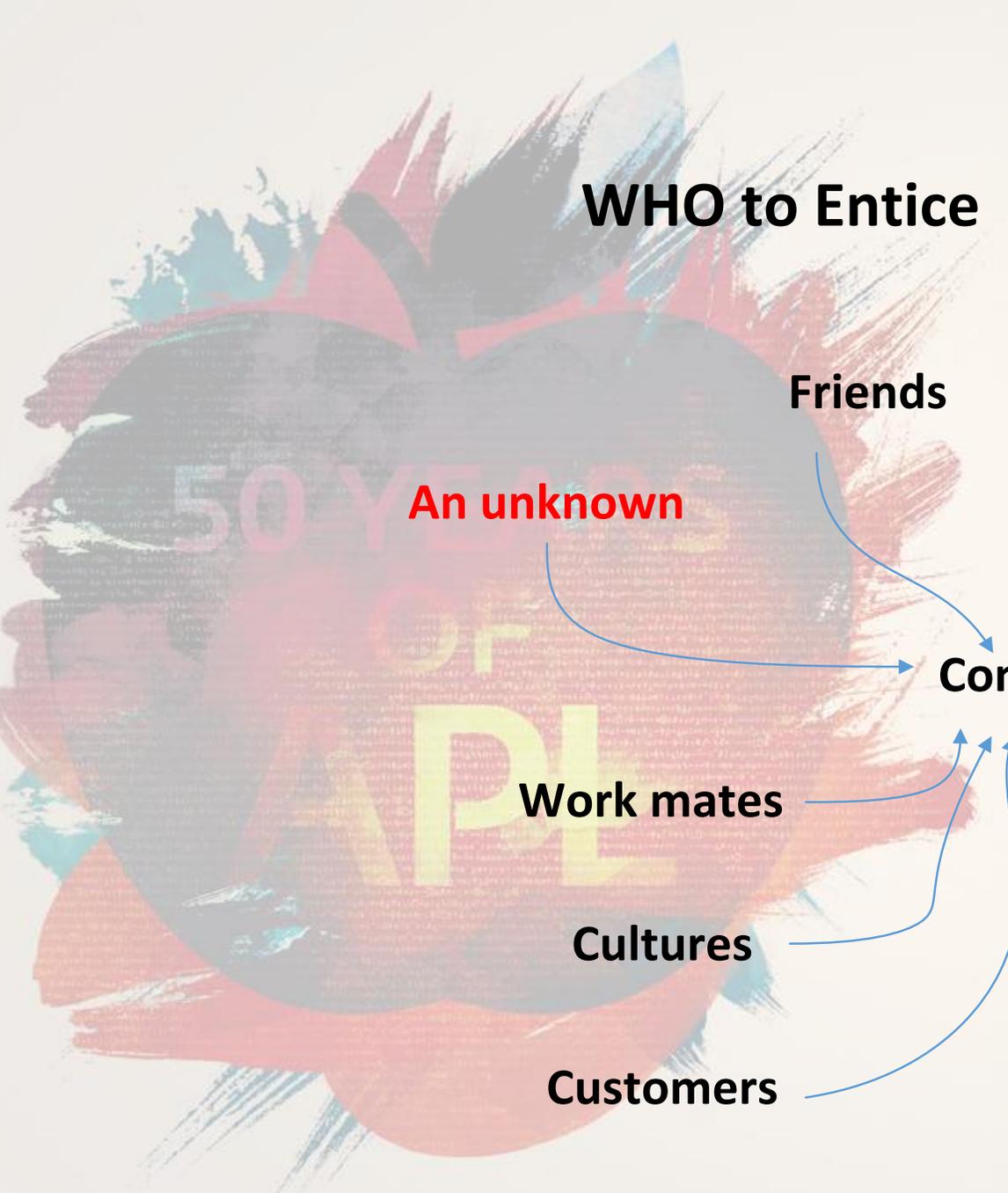
And some colour (color)



Growing the APL community

Talking about it for years
Not enough time to do it
Lack of skills

And it is difficult



WHO to Entice

HOW to Entice

An unknown

Friends

Work mates

Cultures

Customers

Community

E-mail

Meet up

Telephone

Word of mouth

Electronic media

Tools

User meeting

Office

Pub

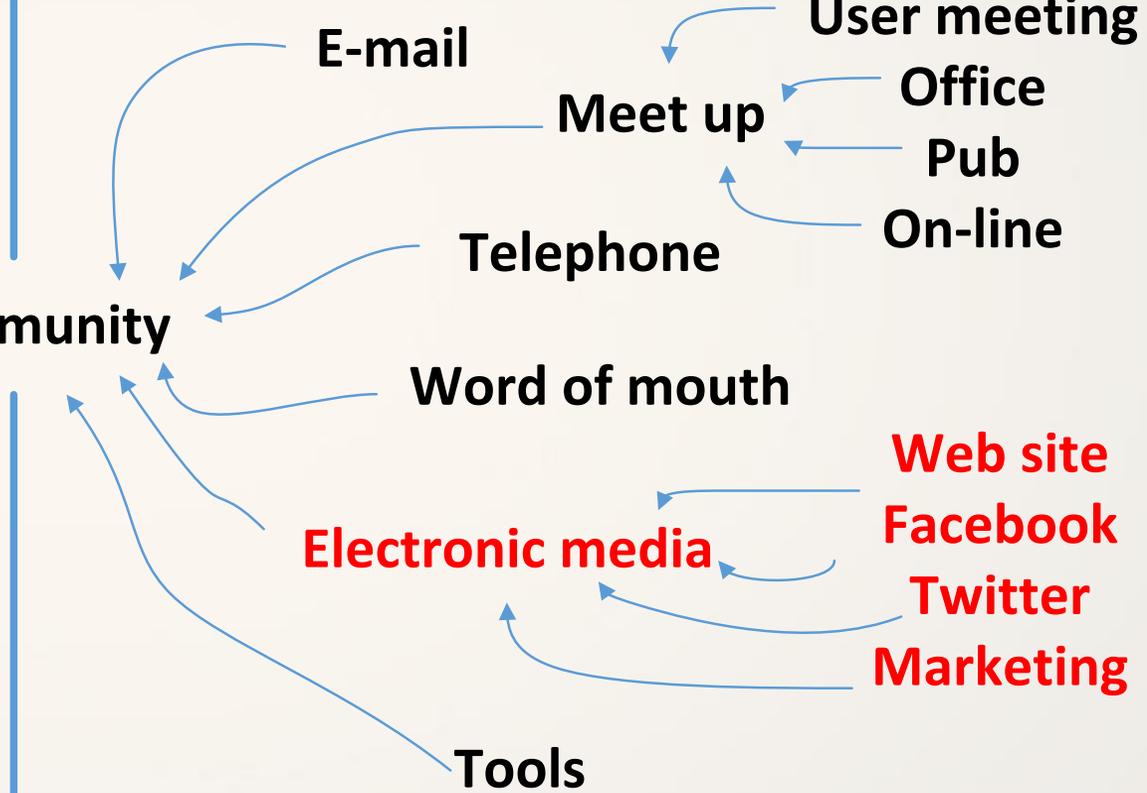
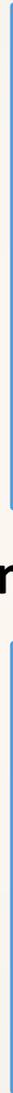
On-line

Web site

Facebook

Twitter

Marketing





(New) Technologies

These days what is expected;

Web

Social media

Newsletters

Bulletins/blogs

Videos

On-line content



Today Its not enough just to have a web site

A web site needs to be cherished and loved

Keep them alive and up to date

Must look good

Strongly branded

Fashionably designed

The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

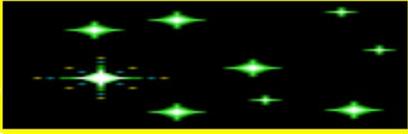
Traffic Stats

SELF SERVE

THIS WEEK 999 9/10

LAST WEEK 999 9/10

DAILY RECORD 1.4058

>>>>> You've found  The World's  Worst Website Ever!

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.



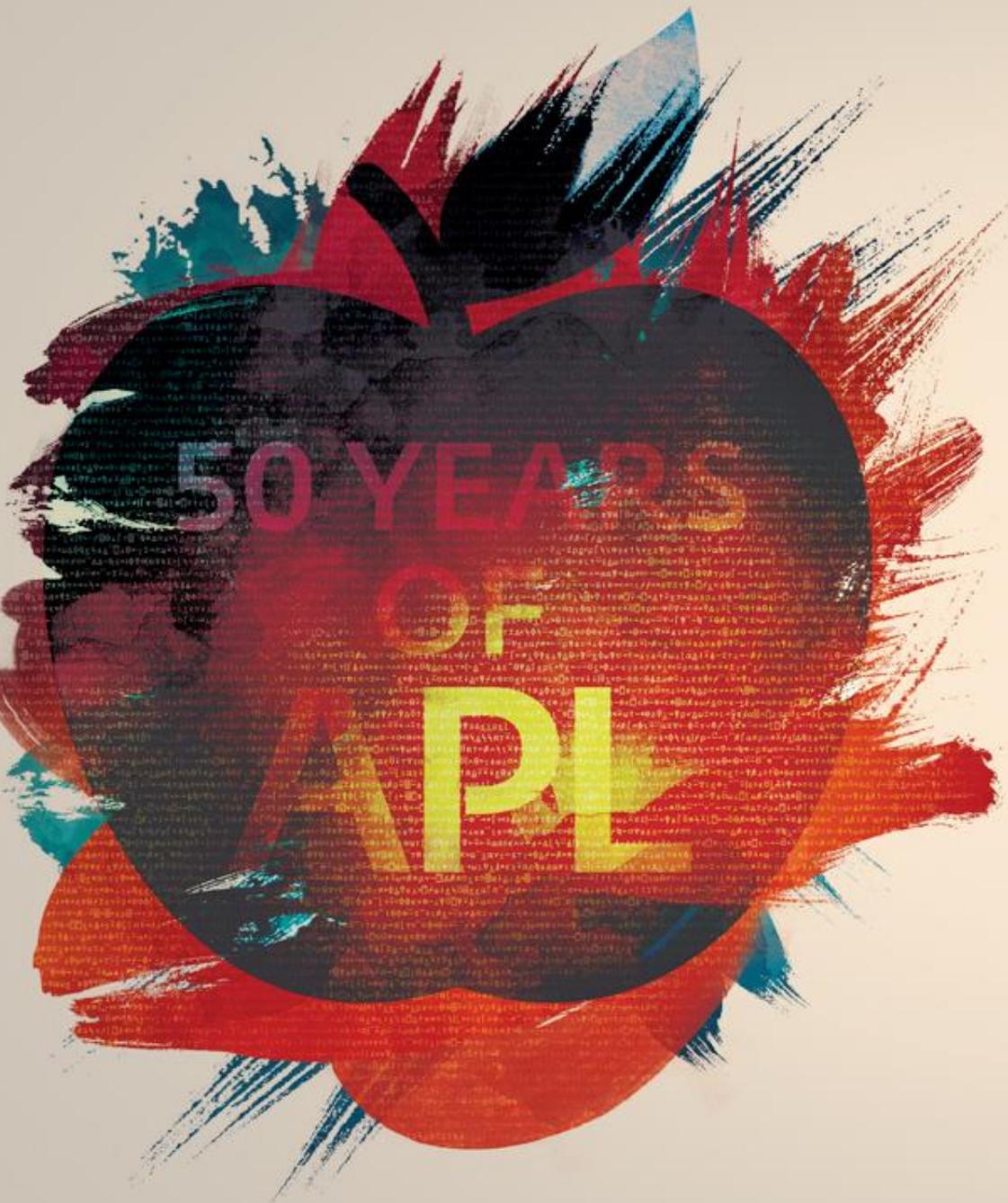
WATCH OUT! This site is under construction! =)

 <-- send us email!

OHHH BOY!

v 2.0

of TWWWE coming SHORTIY!



Branding

Embedded meaning

Hidden meaning

Historical context

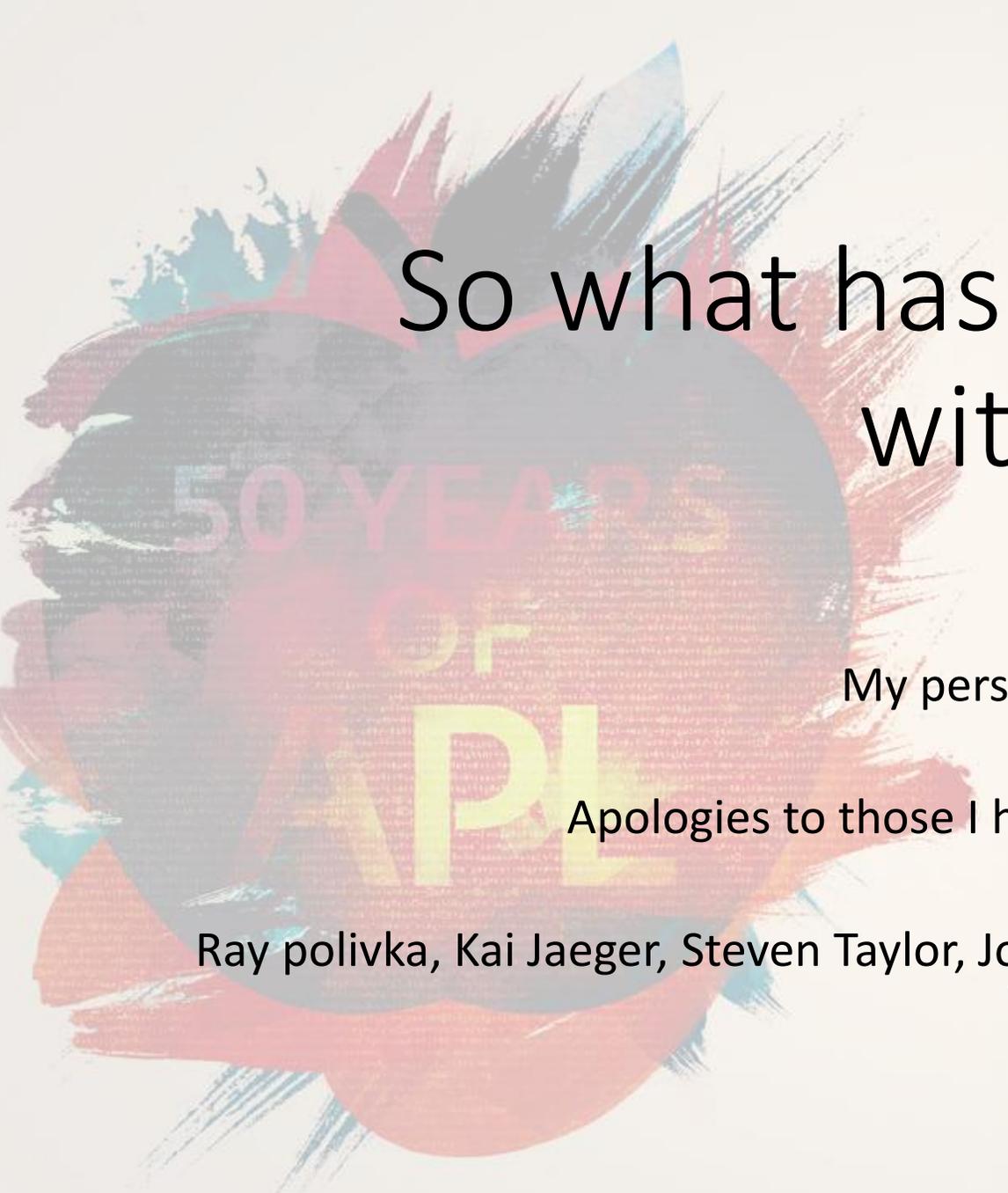
A bit of art

and someone who knows what they are doing

COLOR EMOTION GUIDE



Credit: The Logo Company

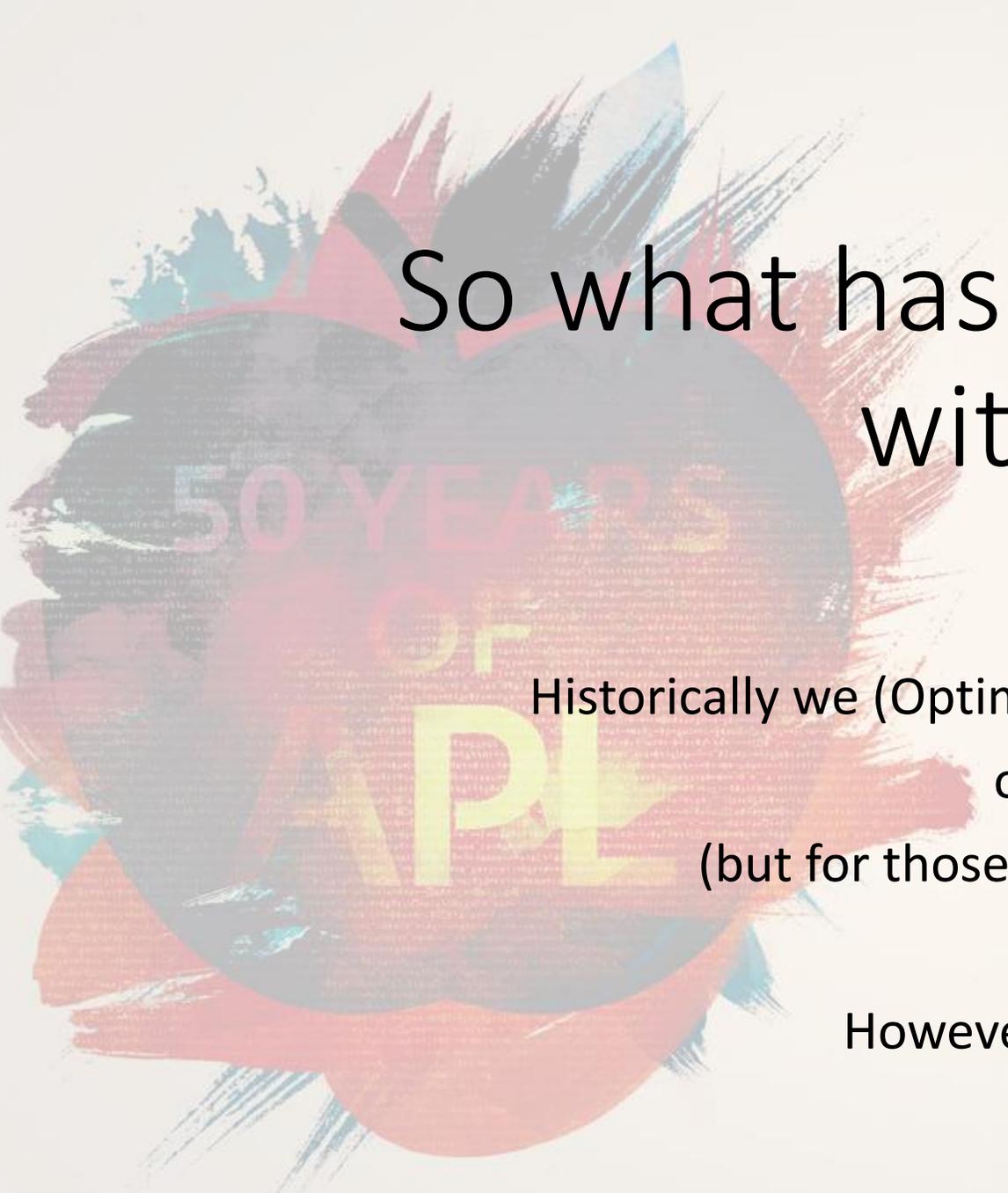
A circular logo with a textured, halftone background. The text "50 YEARS OF APL" is written in a stylized font. "50 YEARS" is in pink, "OF" is in yellow, and "APL" is in large yellow letters. The logo is surrounded by colorful brushstrokes in shades of red, blue, and black.

So what has all this got to do with APL ?

My personal perspective

Apologies to those I haven't time to mention today

Ray polivka, Kai Jaeger, Steven Taylor, John Jacob, Phil Last, Adrian Smith to name but a very few

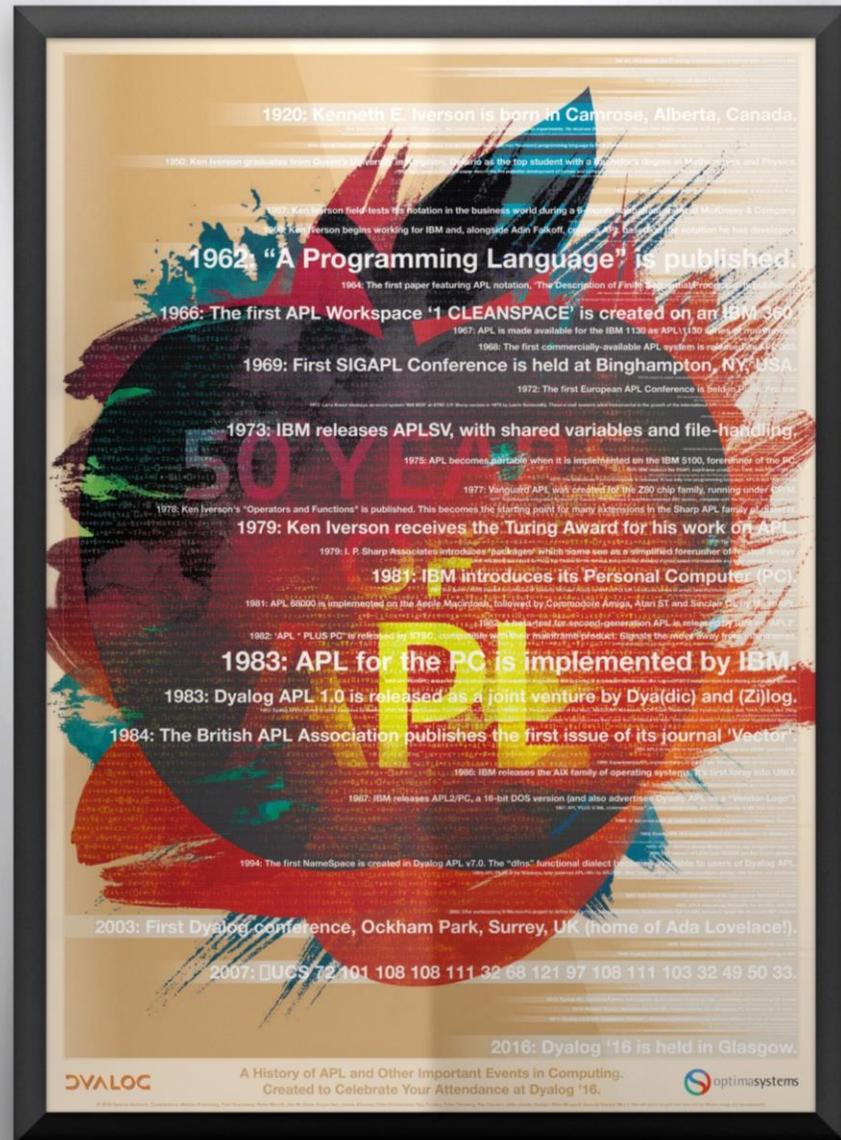


So what has all this got to do with APL ?

Historically we (Optima) didn't have the design skills
or the time
(but for those that did we salute you)

However, now we do

Poster



Bit of fun

Follows the brand

Draws you in

140 pieces of information (if you can read them)

Need help for V2



Let's see what's actually
happening



BAA

BLUE
Trust

Dependable
Strength

Vector
Marketed
Recorded meetings
Sponsorship

AGM (location, agenda, more formal, professional)

Attendance >40

SOFTWARE SOLUTIONS & WEBSITE DESIGN

MADE IN MALMÖ

We specialise in bringing to life your vision for your project, on time and on budget.
Please select your project:

SOFTWARE SOLUTIONS

WEBSITE DESIGN

SOFTWARE SOLUTIONS AND WEBSITE DESIGN IN MALMÖ

Based in the beautiful city of Malmö, we provide Software Solutions and Website Design to a wide range of companies in a variety of different industries. At the forefront of our philosophy is attention to detail and understanding the importance of getting to know our clients personality and their business.



Software Solutions

The majority of our software is written in APL (a computer language particularly suited to numeric



Website Design

Our goal to create an on-line presence for our clients that not only looks good but more



About Us

Like our UK Parent, we base our success on being a friendly, open company who like to work with

Data Analytics Sweden

YELLOW
Optimism
Clarity
Warmth

Web site
Branded
SwedAPL



SwedAPL

RED

Bold

Exciting

Tasty !

Web site

Branded

Newsletters

Marketing

2 events per year

Attendance now 40+

Dyalog

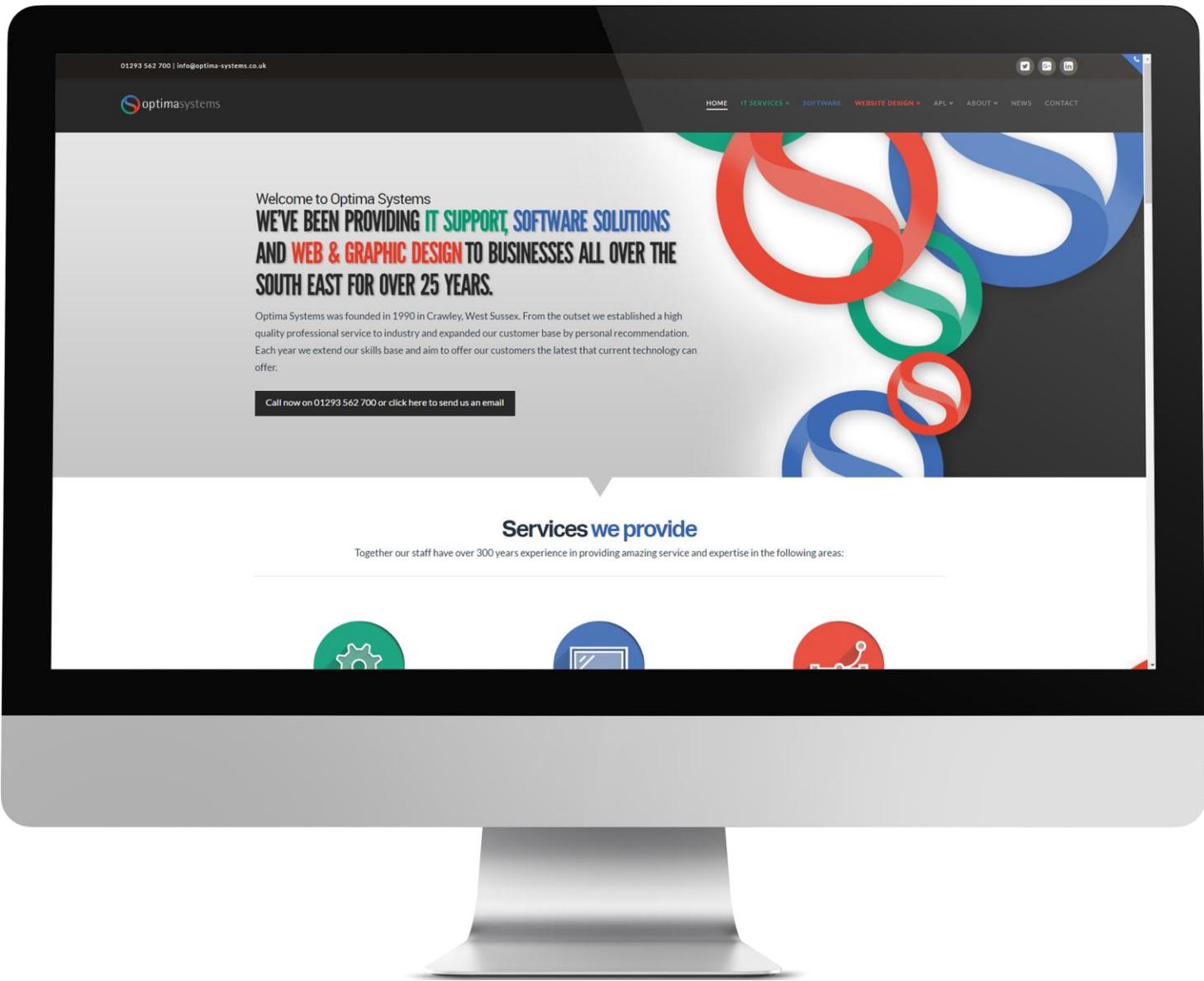
ORANGE
Friendly
Cheerful
Confident

Web site
Branded
Newsletters
Blogs
Live streaming
Videos
Tools

Meeting attendance 120



The screenshot shows the Dyalog website homepage. At the top, the logo 'DVALOC' is displayed with the tagline 'The tool of thought for software solutions'. Below the logo is a navigation menu with links for Home, Business, Learning, Community, Resources, News, and About Us. A search bar is also present. The main content area features a large banner image of a city skyline at night, with the text 'Dyalog Glasgow 2016' and '9-13 October 2016'. Below the banner, there is a section for 'Featured Video' titled 'Talks at Google' featuring Morten Kromberg. To the right, there is a 'Tweets by @dyalogapl' section. The bottom of the page has a 'QUICK LINKS' section with various links such as 'MyDyalog', 'On-line Help', 'Dyalog Tools', 'Try APL on-line', and 'Dyalog User Meetings'. The footer contains copyright information: 'Copyright © 2004 - 2016 Dyalog Ltd' and 'Privacy Policy / Trademarks / Contact Us'.



Optima

RED, BLUE, GREEN

We're just a nice company

- Web site
- Branded
- Newsletters
- Marketing
- Sponsorship
- Videos



BAA London

No web site yet

Social media

Live streaming

Recorded

Regular 10 meetings per year

Other similar groups around the world

Attendance 5-10

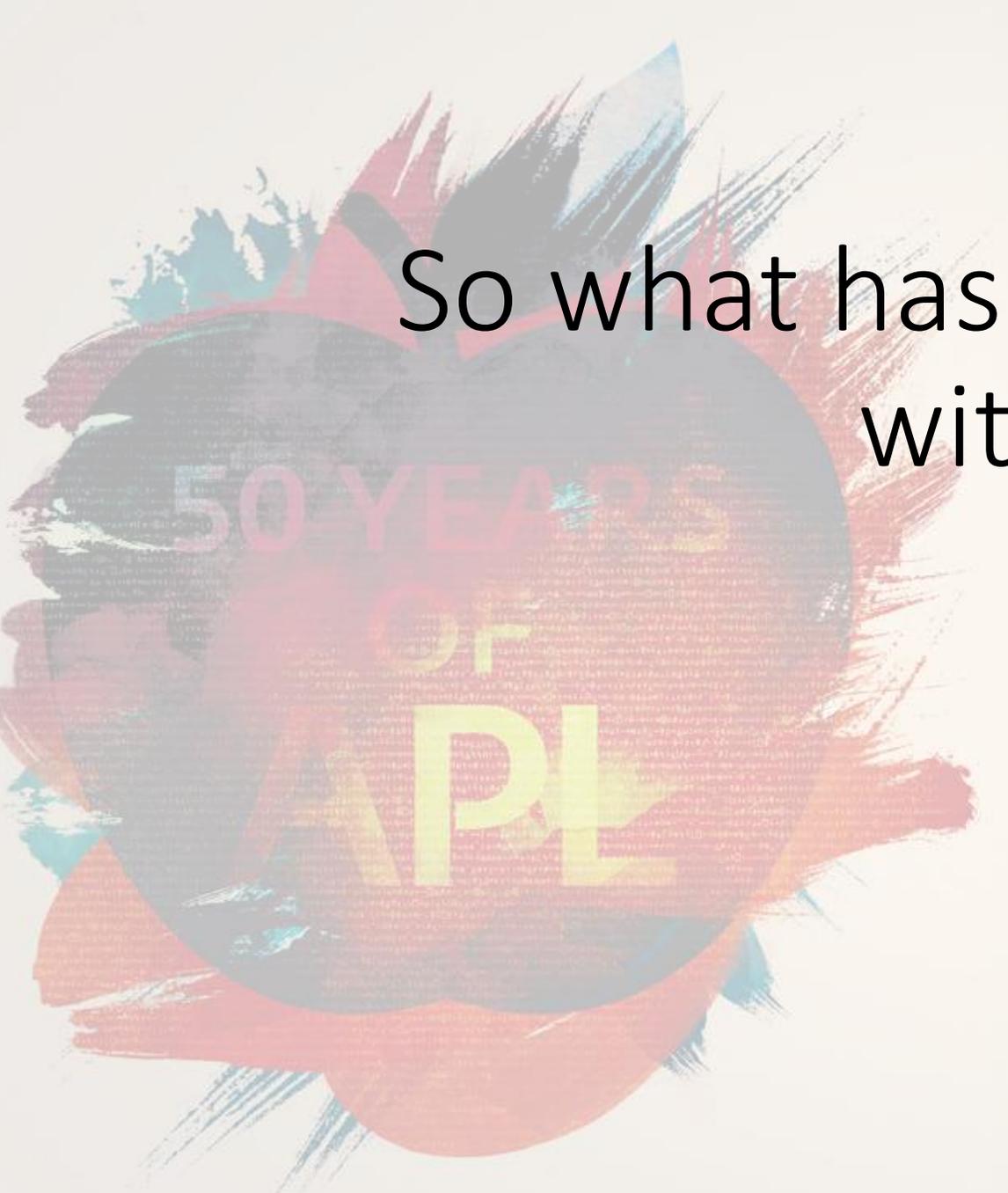


APL Room

A chat room

45 current members

Please join if you would like

A circular logo with a dark center and a colorful, brush-stroke-like border in shades of red, orange, and blue. The text "50 YEARS OF APL" is written across the center in a stylized font. "50 YEARS" is in pink, "OF" is in yellow, and "APL" is in a larger, bold yellow font.

So what has all this got to do
with APL ?

● FOLLOW US



Tweets liked by
@LabBulletin



Diabetes.co.uk
@Diabetescouk
Scientists question accuracy of HbA1c testing due to red blood cell age variability
bit.ly/2d675wD



2h



TTPLabtech
@TTPLabtech
Missed us at #SBBSF16 @SynBioBeta? You can watch the video about scalable -80 sample storage, the heart of #synbio "bit.ly/2dhxFRm

YouTube @YouTube



[Embed](#) [View on Twitter](#)

● NEWSLETTERS



You Are Here: [Home](#) » [Laboratory News](#) » [APL Programming Language Celebrates 50 Years](#)

APL Programming Language Celebrates 50 years

publication date: Oct 4, 2016
author/source: Dyalog

[Previous](#) | [Next](#)



50th anniversary for one of the worlds most agile programming languages will be celebrated during Dyalogs annual global user meeting this October 9th-13th in Glasgow

Dyalog Ltd - the world's leading provider of the APL language - will host a celebration of the 50th anniversary of APL (A Programming Language) during Dyalog '16, its annual global user conference in Glasgow. Some of the most innovative and exciting new applications developed using Dyalog APL will be showcased live at the event, including the award-winning Stormwind 3D simulator from Finland. Together with a 6DOF (6 degree of freedom) motion platform from Simotion in Dublin, Ireland, it forms the basis of a competition in which delegates experience driving a speedboat during adverse weather conditions in the Finnish archipelago. Also, the Big Data research solution, Galileo Cosmos, will demonstrate how researchers, such as Cancerling in the US, explore terabytes of data to highlight areas of interest that help clinicians choose the optimum treatment for each new cancer patient.

Managing Director of Dyalog, Gitte Christensen, says, "For three-and-a-half decades we have worked hard to integrate our language engine with current platforms, while continuously extending the language to take advantage of new ideas, both from the

CLARIOstar®



The most sensitive monochromator-based microplate reader.

[> Find out more](#)

BMG LABTECH
The Microplate Reader Company

lab INNOVATIONS
2 & 3 November 2016
NEC, Birmingham

Discovering innovation at the heart of the



Get on the mailing lists
Join the groups / start a group
Take part
Or just have a quick tweet
Get the word out !

Thank You

paul@optima-systems.co.uk