



# Umbraco Intro @ JA00 09

Niels Hartvig. Founder, [umbraco.org](http://umbraco.org)



**What is Umbraco?**



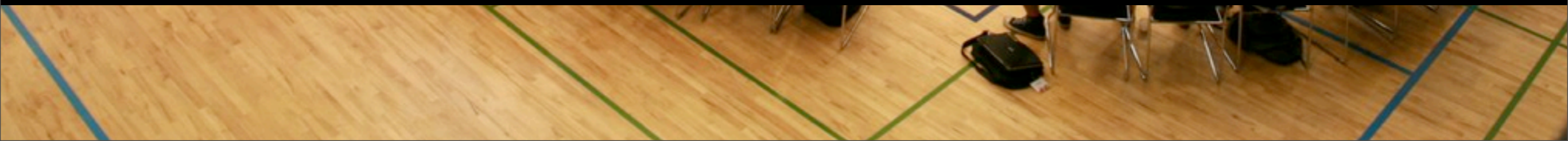
**Free (OSS, MIT-licensed)**



Community driven



**Community involving**





**Respect craftsmanship**



**100% managed - use any lang.**

```
</head>
<body>
```

```
<div class="banner">
  <a href="./index.html">  Contact <a href="mailto:tim"
</div>

<div class="navigation">
  <p class="logo"><a class="current" rel="chapter" href="biblio.html">
  <p><a rel="chapter" href="music.html">Music</a></p>
  <p><a rel="chapter" href="gear.html">Gear</a></p>
  <p><a rel="chapter" href="alias.html">Alias</a></p>
</div>

  <div class="banner"> 
  <p class="logo"><a class="current" rel="chapter" href="biblio.html">
  <p><a rel="chapter" href="music.html">Music</a></p>
  <p><a rel="chapter" href="gear.html">Gear</a></p>
  <p><a rel="chapter" href="alias.html">Alias</a></p>
</div>
```





**Flexible document model**



**Everything is a hierarchy**





**Runtime data is XML**



**Honors the work of W3C**

**YOUR  
LOGO/  
NAME**

Email this page to a friend ·

Search ·

Home

· Gallery

Gallery

News and Events

Contact

# **The Bookhouse Boys. The Bookhouse Boys. Live at the ICA, London.**



Catherine Turner and Paul Van Oestren ·  
Credit: Sam Grady



J.P.Fellows ·  
Credit: Sam Grady



Catherine Turner ·  
Credit: Sam Grady

# Everything is elements

**YOUR  
LOGO/  
NAME**

- Home
- Gallery
- News and Events
- Contact

```

<ul id="navi">
  <li>
    <a href="/home.aspx">
      Home
    </a>
  </li>
  <li>
    <a href="/gallery.aspx">
      Gallery
    </a>
  </li>
  <li>
    ...
  </li>
</ul>

```

Email this page to a friend

Search

# The Bookhouse Boys. The Bookhouse Boys. Live at the ICA, London.



Catherine Turner and Paul Van Oestren  
Credit: Sam Grady



J.P.Fellows  
Credit: Sam Grady



Catherine Turner  
Credit: Sam Grady

# Everything is elements



- Document Types
  - Contact
  - Email a Friend
  - Event Item
  - Galleries
  - Gallery



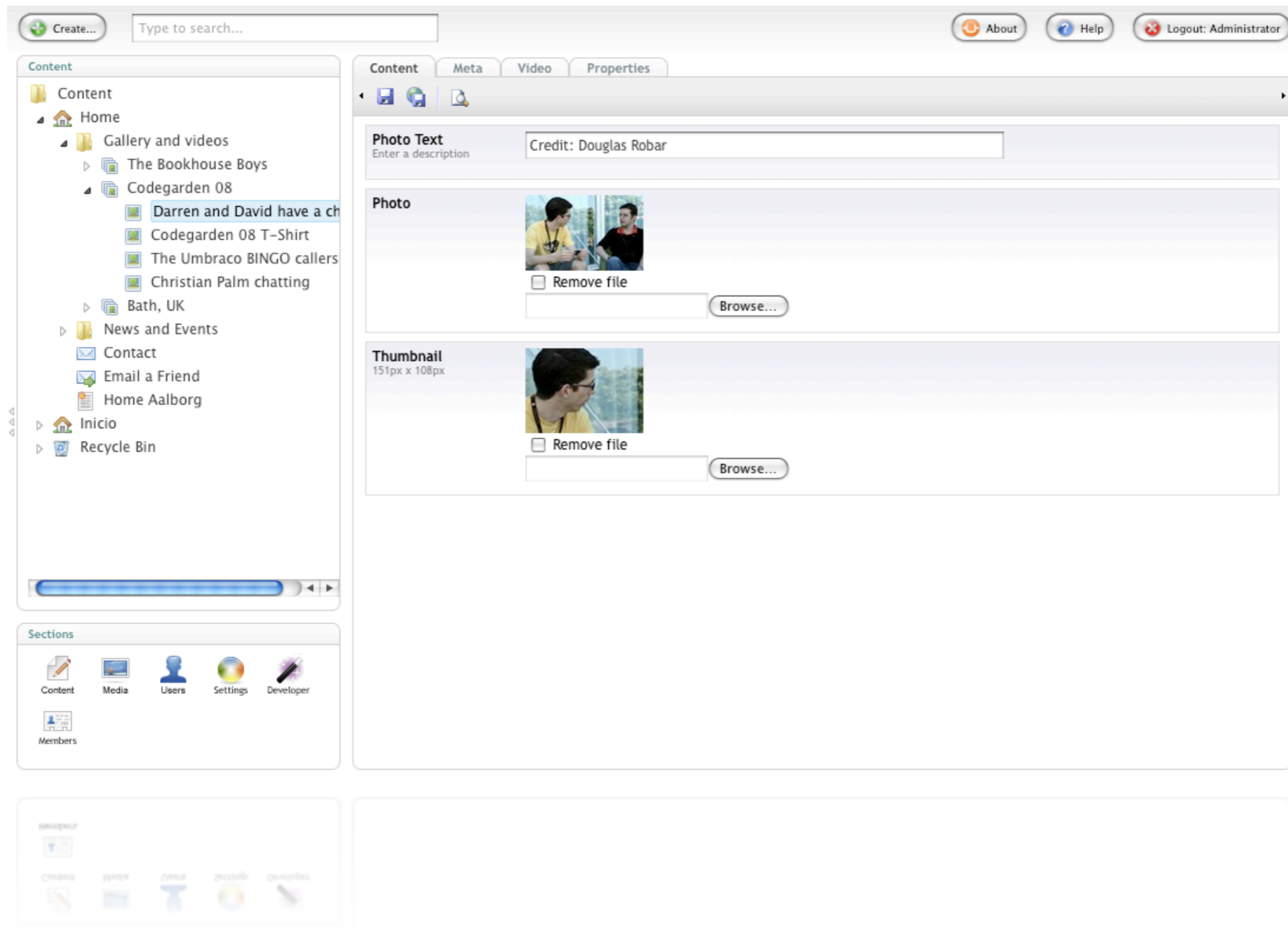
- Templates
  - Master
    - Contact
    - Email A Friend
    - Event Item
    - Galleries
    - Gallery



- Macros
  - [.NET] Contact Form
  - [.NET] Email A Friend
  - [.NET] Search Box
  - [XSLT] Date Format
  - [XSLT] Display Article Image
  - [XSLT] Email A Friend Link
  - [XSLT] List Galleries
  - [XSLT] List News & Events
  - [XSLT] List Photos

Just three new things to learn





Clean, X-platform, X-browser UI



Questions?



# Niels Hartvig

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4

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2008  
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# V O G U E

NIPPON

2008年4月1日発行(毎月1回1日発行)通巻第104号

www.vogue.com

「着たい服」は  
女性デザイナーが  
作ります。

27歳女の分かれ道。  
セレブも悩んでいます。

春の必須アイテム、  
甘口辛口着まわし術。

おしゃれ上級者は  
「トライバル」に夢中!  
“勝負水着”早出しします。

緒方貞子さん「アフリカ」を

別冊付録①

Vogue Beauty  
ファッションistaのため

別冊付録②

Isetan Mania  
08 S/S

モデルたちが目指す  
新・女優道。

綴込付録

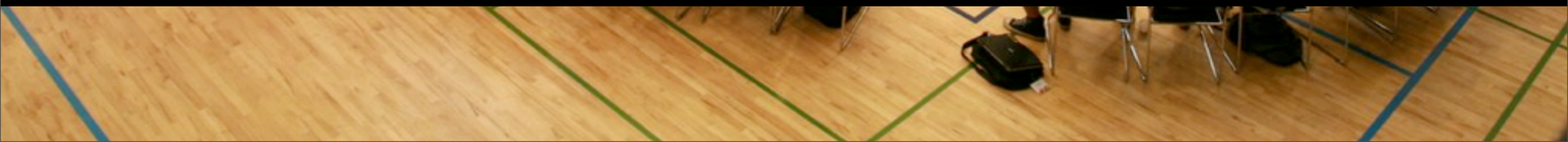
Vogue Panda



絶滅危惧動物を  
救おう!



**Umbraco “Community”: 4.500**







Umbraco "core": 17



Umbraco "Corp": 3