

Flip
smart

SiteNav
SHOPS! 2018

quick
Flip
smart

Quick
Flip
Smart

Flip
quick

quick
Flip
smart MOBILE

smart

re MOBILE Compatability

An Update 2018-6
& just MY "BLOG"

Our original WebSITE (still at www.chromtech.net.au) has evolved over 25+ years
Our current Web editor is NetObjects Fusion upgraded from ver 1.0 years ago thru to current v15(2015) now updated to aspects of HTML5 (but whilst easy to use well and truly outdated

- In the process havoc created by the Web consortium(conspiracy) IBM > Microsoft re conflicts of design re Apple/IBM (Unix)
- the ongoing fiasco of Acrobat (PDFs) and in recent year the sabotage of "Flash" and its demise even Mobile Operating System APPLE vs Androids re implementation of PDFs
- The vested interest of GOOGLE and other SEOs has certainly made life difficult for "amateur" web designers
- Exacerbated by 3rd party SEO scams, virus (arguable deliberately designed "holes" in operating systems etc)
- *Would you beleive confusion still minus, underscore , spaces and now %20 in page names causing all sorts of problems re GOOGLE SEARCH Rankings etc*

All called "marketing" R&D development . . . in the name of "evolution"
Or even worse the more general marketing conspiracy of "built-in-obsolence" . . . arguably perhaps ?

Mobile Phones the latest "craze" has been marvellous for communication benefits generally but controversially is leading to the "dumbing down" of our kids via the "twitter" "in-your-face" "mentality", texting etc)

The use of the Web **mobile environment** is rapidly transgressing from PCs > mobile technology
. . . a slow progression from stupidity of low power, low speed, low resolution

NOW at last ! . . . by 2018 IT IS BECOMING REASONABLE

Chromalytic limited as we are . . . Are just trying to keep pace . . . *with THE technology*

But beleive me the general public are as equally baffled by the technology as much / if not more than as we are !

Marketing by the mobile WEB has gone from the sublime/ridiculous and Only recent improved to the point where detailed "high Tech" aspects of product info is trending towards being "web savvy"

Our "cop out" ?

- WE treat our website " as a huge Technical Resource" for chromatographers, analytical chemists "
- WE are overwhelmed by the "marketing bullshit" and exploitation / trivialisation of the Internet
- As an Internal Resource for Technical Info that just might be useful to OUR CUSTOMERS

WE find it INVALUABLE AS A RESOURCE . . .our pretense at being so-called "experts" . . . **"in our lunch-break!"?**

Limited Only by the "pseudo scams" a la GOOGLE and similar likes including the technical "Info trivialities" of Amazon, E-Bay, U-Tube more intent on dominating the "WEBSHERE"

Yes!

We've been scammed !

Site has been pirated ! (or aspects thereof)

Attacked by viruses !

Done our best to overcome the scam/ intricacies" and WorldWide WONDER of GOOGLE SEARCH Rankings !

With Little result . . . Except by "big Bucks

Even been sucked in by the "scourge of the Internet > upstart SEOs)

MY Answer (don't tell GOOGLE tho')

On GOOGLE SEARCH . . . OR see www.chromtech.net.au/google this site chromtech site.htm

Prefix any "Keyword" you use with "chromtech" or better still "chromalytic"

THEN you will immediately find 1000s of hits to OUR stuff !

*Better still . . . **TALK To-US ! and YES . . . we do (try) ANSWER THAT BLOODY Phone !***

2018-6

Chromtech-AUS.com is NOW fully Mobile Compatible
Limited only by the Data Size of our webpages AND can be SLOW
AND Data-COSTLY on 3G mobile networks re "bandwidth" etc
> & STILL TO BE OPTIMISED BY US !

STATE-of-the-ART : our Website(s)

www.chromtech.net.au

www.chromtech.net.au/mobile/minisite-chromtech.htm

www.chromtech-AUS.com

www.chromalytic.net.au

mobile www.chromtech-AUS/mobile-intro

... Previous page outlines some of our progress and our Site(s) NAVIGATION Issues



HTM > HTML5 is a big advance

"htm" to PDF was "magic" in its time, but is still evolving after 20years development by Adobe and other "copycats"

Our opinion PDFs transgress magically via mainly 3rd party > E-Books, Flip Pages

FlipPDF > FlipHTML5 > current FlipHTML5 has certainly raised presentation issues of otherwise limited PDFs; even whilst this is still the "core technology" behind "Flip Page formats now becoming more widespread in use

Our Detailed Website www.chromtech.net.au has evolved over 25+ year and progressively updated

Started 1992... Would U believe !

HTM as index > PDF > various FlipPAGE formats

2004 + Mini Website Tablet 900px Screen incoroporates a protoSHOP (Mals Cart)

WE have tried various SHOP CARTS www.chromalytic.net.au a full blow SHOP (tens of 1000s of items prices POSSIBLE

for "select Customers ONLY

Publically price NOT on listed as it is Simply TOO EASY for OUR Competitors to undermine US!

So as a "compromise" we have "shorted"

- www.chromtech.net.au/mobile/minisite-chromtech.htm - a few 100 ONLY featured items
- a Mobile SHOP www.chromtech-AUS.com/shop also via www.chromtech.net.au/shop2CT.htm

2015-6 New site www.chromalytic.net.au expanded FlipPages

2016+ primitive WIX used for a more up-to-date design

WE lost patience with TELSTRA and "Turnbulls" NBN



Our Site is now "hosted in the Clouds"

Overall IT IS FAST (as we possibly can make it)

The limitation is largely YOUR HARDWAY PC, mobile, ISP connection

And ultimately dependant on "throttled bandwidth" by Telstra and even Uni Corporate "bandwidth"

www.chromtech-AUS.com and protoSHOP (a bit ordinary !) Intro Chromtech site

2018 we've designed NOF pages to more suit mobiles 600px screen

(anything less in our mind is simply "crazy" design, " twitter mentality")

see Shop2CT www.chromtech.net.au/shop2CT.htm ... OK but it's a design mess albeit end result is still functional !

Our mobile link www.chromtech-AUS.com/mobile-intro > & much better (AT LEAST FOR Tablet (900px > Mobile 600px

WIX and www.chromtech-AUS.com has a "streaming linear 400px format which we will preservere with as a last resort

... For you real mobile "junkies" see

www.chromtech-AUS.com/shop and other menu pages > on YOUR mobile as we gradually reformat for old mobiles

(new Android mobile (Samsung A8 for example is GOOD !)

Are quite good in zoom mode > great! even our detailed site is readable / scrollable

But mobiles generally ... what a pain ! tiresome ... OK as a last resort !

... It's all to do with screen size, readability vs portability and its data download expense ... Unless your on an affordable plan !

Maybe the upcoming 5G network might help

But ;mobiles" are still a "sight for sore eyes"

My preference for U ... Get a decent OC (our site optimised for a 1300pn screen

but really it's a "pain-in-the-a.se"

For mobile phone sites ... generally

Design > scalable versus dynamic versus responsive ... All still open to discussion ! ... "f.4king around" & evolution still !

