



By  blueRiver

The text "By" is in a small, grey, sans-serif font. To its right is a blue square icon with a white wavy bottom edge, identical in style to the Mura logo. To the right of the icon, the word "blueRiver" is written in a sans-serif font, with "blue" in white and "River" in blue.

What is Mura CMS?

- CFML Content Management System by Blue River Interactive Group
- Open Source & Free
- Used by Organizations Large and Small
- Built to Serve 3 Audiences: **CF Programmers, Designers and CSS Devs, Marketing and Other Non-Technical Folk**

What Does Mura Do?

- Allows You to Easily Build and Manage Web Sites
- Provides Common Built-In Functionality: **Slideshows, Galleries, Commenting, Rating, Favorites, User Registration, Password-Protection, Categorization, Tags, Commenting, SEO, Custom Fields, Data Collection, Email Campaigns, Advertising, and more.**
- Extensible: **Rich event model and simple plugin architecture**
- Implement any design with web standards using logically structured, semantically correct markup and CSS

Who Uses Mura CMS?

- Apple
- Intel
- Amtrak California
- VTech
- Terminix
- Railo
- National Park Service
- DaVita
- Schneider Electric
- APC
- Caltrans
- U of B.C.
- Baylor College
- Columbia, S.C.
- European Union
- Smithsonian
- Lockheed Martin

Installation

- App Servers: **ColdFusion, Railo, OpenBD**
- Databases: **MS SQL, MySQL, Oracle 10g+**
- Front End: **JQuery & Prototype/Scriptaculous
Javascript Libraries**

Demo

- **Install Mura**

Creating a New Site

- **“Default” or not**
- **Create a new Site**
- **Turn on Modules**
- **Configure Site Settings**
- **Change Admin Password**

Demo

- **Create New Site**
- **Configure**

Building Out Your Site

- Content Types: **Pages, Portals, Files, Links, Galleries, Calendars**
- Navigation: **Primary Nav, Secondary Nav, Content Collections**
- Content Objects: **The Objects and the Cascade**

Demo

- Build Out: **About, News Section, Contact Form**

Creating a Blog

- **Add a Portal with Pages**
- **Add Comments**
- **Add Categories and Tags**
- **Add Calendar Navigation**
- **Add Ratings**
- **Additional Contributors (Limiting Access)**

Recreating the Merced Homepage

- **Slideshow**
- **Components**
- **Local Index**
- **Remote Feed**



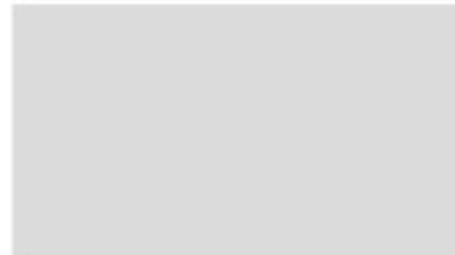
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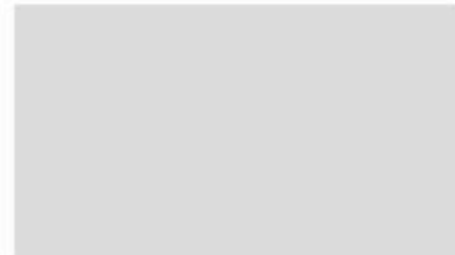
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Extending Mura

- Plugins: **wrkspc, Google Analytics**
- Integrating Other Apps: **[mura] tag, Remote Connector Plugin, FW/1 plugin**

Upgrading Core Files

- **Limit any customizations to site itself**

Upgrading Sites

- Use the “custom” directory for display objects
- Override built-in renderer methods and create custom methods in `contentRenderer.cfc`
- Add custom logic to Mura event model in `eventHandler.cfc`
- Themes and Email Template are not overwritten