

Up and At' Em – Hosting Nation releases first public Web Application.

Hosting Nation Data Inc., a provider of hosting services and hosted applications has released a beta version of their first publicly available application.

The application is called Adam, it's an Advanced Dynamic Application for creating Multimedia content. It's a lot of words to describe a tool that basically gives web masters and web users a new way to distribute and disseminate content.

Starting with a PDF or image, users upload a document to a workspace. The power of Adam lies in it's ability to add dynamic content to a variety of user created 'hotspots'. That, alongside the constantly growing list of supported content providers such as YouTube, Flickr, Last.fm and even Amazon.

“We haven't seen anything quite like Adam in the current market,” says Sean Enns, director of marketing and communications for Hosting Nation. “There are tools that achieve similar results, tools that we're seeing used for e-flyers and similar applications. Those tools are usually linked to a third party that converts the document for you. Adam is different in the way that he's a complete in-house solution that allows anybody, from the home based entrepreneur to large corporations, to deploy their content in new and exciting ways.”

Adam is currently free to use for anybody signing up during the initial beta period, something Sean felt was important in today's difficult economic climate. "People are looking for ways to trim costs, cutting back on outsourced solutions is one way to do that." Non-invasive Google ads are currently being used to cover the server costs, though Hosting Nation does have an ad-free version available as a paid service in the works.

According to Sean, Adam is far from finished. He's hoping for some early adopters to get into the system and help shape future versions of the application with suggestions and feedback. “We don't think we've even come close to covering all the things Adam could do, or should do.” says Sean, "We've worked hard to enable Adam to support most anything, including third party flash content. As far as where Adam is going, we're hoping the users will tell us that. We're quite happy to be guided by the wisdom of the crowd.”

###

[Hosting Nation](#) is a web hosting and web service provider headquartered in beautiful Parksville, British Columbia. Since 1999, Hosting Nation has helped thousands of clients around the world with their web development projects. The staff at Hosting Nation have over 50 years of combined experience in web design, programming, project management and internet marketing.