

**Our SITE****R U Lost ?**NEW HTML5 SHOP with  
CHROMTECH "System Pricing"**re OUR Mobile SITE  
& BLOG****Formats Used :**

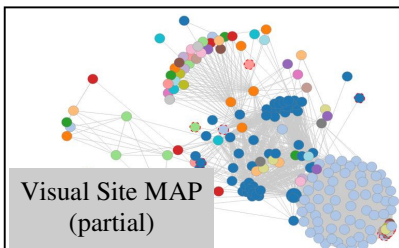
HTM 450pages (Chromtech)

**PDF** >thousands of pages  
(smaller Catalogs <20pages)**FlipPAGE** (unlimited pages & FAST  
**FlipHTML5** NEW 2015+ (500page limit)


NOW FULLY Compatible  
with PCs,  
(HTM w/out FLASH)  
APPLE MAC, I-PADs and  
Androids

**More HELP :**

How to Place an Order  
Freight Charges  
Trading Terms  
Contact US  
FAQs ... OUR SITE(s)

**File DIRECTORY**[www.chromtech.net.au/](http://www.chromtech.net.au/)

.../PDF2/

.../FlipPAGE/

.../FlipHTML5/

**OR****If ALL else fails !****U Can always call me for help****Jim Jeffs ... 03 9762 2034**

... in Melbourne

or e-mail Order details to

**sales@chromtech.net.au**

Comprehensive Page Links  
CHROMTECH Site  
most Section pages

NEW2015 Site  
"embeds"  
chromtech.net.au Site  
in an I-Frame

LH & RH Side  
of most (Section) pages

Inc "FLASH fly-out" menus

"Archive site"  
inc some DJVus



Detailed Product Lists  
> FIND Catalog #s  
Enter in SHOP Cart

**NAV Bars**

SiteMap.htm

Index-Map.htm

Main Product Categories.htm

**Our MAIN Website**

~ 450 HTM pages



Some "FLASH" still  
required for best use

FIND Pages of Interest  
"Boolean": SEARCH



Detailed FLIPSite  
**CT "System" Prices**  
"up-to date"  
add /index.php to  
FlipPAGE URL



Condensed 900x650 px  
format for :  
"mobile phone" users  
> "proto"  
MAL's Cart

**OR**

our CHROMTECH  
Site Only  
**Google**  
Text SEARCH

**Does ALL THIS Help U ?**

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**ECH**nology Pty Ltd

**Australian Distributors**  
Importers & Manufacturers  
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Website NEW : [www.chromalytic.net.au](http://www.chromalytic.net.au) E-mail : [info@chromtech.net.au](mailto:info@chromtech.net.au) Tel: 03 9762 2034 ... in AUSTRALIA

# re MOBILE Compatability

An Update 2018-6  
& just MY "BLOG"

Our original WebSITE (still at [www.chromtech.net.au](http://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ver 1.0 years ago thru to current v15(2015) now updated to aspects of HTML5 ( but whilst easy to use well and truly outdated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 "WEBSPIHERE"

**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](http://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**



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## 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 beleive !

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.chromtrech-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 !

