

How to download the dvm360 iPad app

The dvm360 app is available for the Apple iPad and is free of charge. To download, please visit <http://www.dvm360.com/iPadApp> on your iPad or simply search for "dvm360 for iPad" in the Apple App Store.

Please note: To access certain features inside the app, such as videos and other interactive elements, please be sure you are connected to a WiFi network.

Important URLs

- Download the app on an iPad: <http://www.dvm360.com/iPadApp>
- Current issue info: <http://www.dvm360.com/iPadNewIssue>
- App FAQs: <http://www.dvm360.com/iPadFAQ>
- App beta group sign-up form (*included here for informational purposes only; please do not sign up as this is only for members of the veterinary community*): <http://www.dvm360.com/iPadBeta>

Examples of interactive elements inside the app

Interactive quizzes

- Example: Issue 7, page 10

Videos and audio clips

- Video example: Issue 5, page 36

- Audio example: Issue 7, page 9

Photo galleries

- Example: Issue 7, page 35

Interactive calculators

- Example: Issue 5, page 26

Interactive floor plans

- Example: Issue 4, page 35

dvm360.com's live Twitter and Facebook feeds

- Example: Issue 7, page 3

Sample HTML5: Code Template with Transparent Background

```
<!DOCTYPE HTML>
<html>
<head>

<meta charset="UTF-8">
<meta content="width=100%, height=100%, initial-scale=1.0, maximum-scale=1.0,
user-scalable=0;" name="viewport" />

<!--Note: We insert our Google Analytics tracking code here.-->

<style>
  body {
    margin:0px;
    border:0px;
    width:100%;
    height:100%;
  }

  img {
    border:0px;
  }
</style>
</head>

<body>
</body>

</html>
```

Sample HTML5: Audio Code Template (.mp3)

You can see this template in action here:

<http://www.dvm360storage.com/ipad/issue10/audio/hyh-p09/>

```
<!DOCTYPE HTML>
<html>
<head>
<meta charset="UTF-8">
<meta content="width=100%, height=100%, initial-scale=1.0, maximum-scale=1.0,
user-scalable=0;" name="viewport" />
<!--Note: We insert our Google Analytics tracking code here.-->
<style>
    body {
        margin:0px;
        border:0px;
        width:100%;
        height:100%;
    }
    img {
        border:0px;
    }
    .audio-div-box {
        height: 100%;
        width: 100%;
        position: absolute;
        z-index:1;
        left: 0%;
        top: 0%;
    }
</style>
<script>
    function aud_play_pause() {
        var myAudio = document.getElementById("myAudio");
        if (myAudio.paused) {
            myAudio.play();
        } else {
            myAudio.pause();
        }
    }
</script>
```

```
<script type="text/javascript">
  function set(val) {
    var path=document.getElementById(val).src;
    var start=path.lastIndexOf("/")+1;
    var end=path.lastIndexOf(".");
    var source = path.substring(start,end);
    //alert(type);
    if(val==1)
    {
      if(source=="audio_button_70")
        document.getElementById(val).setAttribute("src","pause_button_70.png");
      else if(source=="pause_button_70")
        document.getElementById(val).setAttribute("src","audio_button_70.png");
    }
  }
</script>
</head>
<body>
<audio id="myAudio">
  <source src="FILENAME.mp3" type='video/mp3'>
</audio>
<div class="audio-div-box">
</div>
<div class="audio-div-box" id="apDiv1">
  
</div>
</body>
</html>
```

Sample “tweet this” code—uses URL only

Process:

1. Write your tweet in Word or a plain-text editor.
 - a. Include the clickthrough link at the end.
 - b. Be sure to use hashtags and @ mentions as appropriate.
2. Identify these key URL strings:
 - a. Original referrer (base website url)
 - b. Link URL (we use bit.ly to track clickthroughs)
 - c. Via (listed at end of tweet with @ mention)
3. Going through the Key on the next page, replace all symbols and spaces with the code listed. Using a find>replace function makes this process easy.
 - a. Always start with replacing % symbols since other symbol codes also use the % symbol.
 - b. Replace all spaces as + symbols.
 - c. What you're left with on your tweet text is one long string of letters.
4. Add the following to the very beginning of your URL (insert your own referrer where dvm360.com is noted):

`http://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fwww.dvm360.com&source=tweetbutton&text=`

5. Add the following right after your tweet text ends but before your clickthrough URL (Note: Be sure there are no spaces in front of or behind this.):

`&url=`

6. Add the following to the very end of your URL (insert your own twitter username where dvm360 is noted):

`&via=dvm360+iPad+app`

Key: Replacing symbols and spaces

| Name | Symbol | Code |
|---------------------------------------------------|--------|----------------------------------------------------------------------------------------------------------------------|
| Percent (<i>always convert this one first!</i>) | % | %25 |
| Hash tag | # | %23 |
| At sign | @ | %40 |
| Colon | : | %3A |
| Forward slash | / | %2F |
| Question mark | ? | %3F |
| Quotation mark | " | %22 |
| Comma | , | %2C |
| Ampersand | & | %26 |
| Spaces | | + |
| Apostrophe | ' | <i>Does not require special code. DON'T use MS Word's curvy apostrophes. Make sure they're straight apostrophes.</i> |
| Em dash | | Do not use |

Tweet text example:

Need a team pick-me-up? Try this morale booster and celebrate your #veterinary superstars: <http://bit.ly/qfvxAt> via @dvm360 iPad app

Code example:

```
http://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fwww.dvm360.com&source=tweetbutton&text=Need+a+team+pick-me-up%3F+Try+this+morale+booster+and+celebrate+your+%23veterinary+superstars%3A&url=http%3A%2F%2Fbit.ly%2FqfvxAt&via=dvm360+iPad+app
```

Stripped-down code example:

```
http://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fwww.MYURL.com&source=tweetbutton&text=TWEET+TEXT+HERE&url=http%3A%2F%2FBIT.LY%2FXXXXXX&via=TWITTERUSERNAME
```