

# Apache OpenOffice Social Promotion Kit

## Introduction

The following information is for use by project members and community supporters who wish to help promote the launch of Apache OpenOffice 3.4. It includes information on the release, in text and graphical form and information about the project in general. For questions not covered here, the reader is directed to the ooo-marketing mailing list.

## Release Announcement

The official release announcement for the Apache OpenOffice 3.4 release can be found [here](#).

Translations are also available in the following languages:

- [German](#)
- [Italian](#)
- [Portuguese](#)
- [Spanish](#)
- [TODO]

## Media Coverage

### CH

- Swiss IT Magazine Mobile -- [Apache veröffentlicht Openoffice 3.4](#)
- Computerworld.ch -- [Nun ist auch Apache OpenOffice am Start](#)

### DE

- Heise -- [OpenOffice meldet sich zurück](#)
- Golem.de -- [Openoffice 3.4 ist fertig](#)
- ZDNet.de / ProLinux.de -- [Apache OpenOffice in version 3.4 erschienen](#)
- Linux Community.de -- [Apache OpenOffice VERSION 3.4 IS HERE](#)
- Online PC -- [Apache OpenOffice 3.4 veröffentlicht](#)
- Hamburger Abendblatt -- [New software: OpenOffice version 3.4 released](#)
- Ad Hoc News.de -- ["Die erste stabile OpenOffice-Version 3.4.0 unter Führung ..."](#)
- InFranken.de -- [Neue Version von OpenOffice veröffentlicht](#)
- Linux Magazin.de -- [Apache Open Office veröffentlicht Version 3.4](#)
- ITespresso.de -- [Apache gibt Version 3.4 von OpenOffice frei](#)
- KLinform -- [Apache OpenOffice.org 3.4 erschienen](#)
- Business-Press.de -- [Apache OpenOffice in Version 3.4 erschienen - ZDNet.de](#)
- News.de -- [Neue Version von OpenOffice veröffentlicht](#)
- Suedkurier -- [Neue Version von OpenOffice veröffentlicht](#)
- Verivox.de -- [Neue Version von OpenOffice steht zum Download bereit](#)
- Suddeutsche.de -- [Internet - Computer: Neue Version von OpenOffice veröffentlicht](#)
- stern.de -- [Neue Version von OpenOffice veröffentlicht](#)
- Netzwelt.de -- [Lebenszeichen: Wie gut ist Apache OpenOffice 3.4 wirklich?](#)

### EN

- BetaNews -- [Apache releases big OpenOffice upgrade -- get it now!](#)
- IT World -- [Apache OpenOffice 3.4 release marks new milestone](#)
- OMG Ubuntu -- [openoffice 3.4 released](#)
- Linux Today -- [Apache OpenOffice 3.4 Arrives. Does Anyone Care?](#)
- The H -- [Apache OpenOffice 3.4.0 debuts](#)
- ZDNet(en) -- [Apache OpenOffice 3.4 makes official debut](#)
- gHacks.net -- [Apache OpenOffice 3.4, New Name, New Version](#)
- slashDot -- [Apache OpenOffice Releases Version 3.4](#)
- The Register -- [Apache releases new OpenOffice build, promises faster upgrades](#)
- PC & Tech Authority -- [Essential downloads: Apache OpenOffice 3.4 released](#)
- LnxBSDos.com <http://www.linuxbsdos.com/2012/05/08/apache-openoffice-3-4-released/>
- Linux.com -- [Apache Releases New OpenOffice Build, Promises Faster Upgrades](#)
- TweakTown -- [Download of the Day: OpenOffice 3.4.0](#)

### ES

- MuyComputer -- [Apache lanza OpenOffice 3.4.0: adiós al .org](#)
- genbeta Web Software -- [Apache OpenOffice 3.4.0 ya está aquí](#)
- BarraPunto - [Nueva versión de OpenOffice](#)

### GL

- Trasno.net -- [Apache OpenOffice 3.4 ve a luz](#)

### IT

- iFLL (Linux news of the Day) [Apache OpenOffice 3.4 rilasciato, novità e come installarlo](#)

#### JA

- Windows Forest -- [ApacheOpenOffice.orgApache OpenOfficev3.4.0](#)
- SourceForge.jp Magazine -- [14Apache OpenOffice 3.4](#)

#### NL

- Tweakers -- [Eerste OpenOffice-versie onder Apache-vlag uitgebracht](#)
- Webwereld -- [Apache blaast OpenOffice nieuw leven in](#)

#### PT-BR

- Segs [Projeto Apache OpenOffice anuncia o Apache OpenOffice™ 3.4](#)
- Comunidade Escritório Livre - # [Lançado o Apache OpenOffice 3.4](#)
- Viva o Linux - [Projeto Apache OpenOffice anuncia o Apache OpenOffice™ 3.4](#)
- iMasters - [Apache OpenOffice 3.4 é disponibilizado](#)
- NoticiasLinux - [O Projeto Apache OpenOffice anuncia o Apache OpenOffice™ 3.4](#)
- Dicas-L - [O Projeto Apache OpenOffice anuncia o Apache OpenOffice 3.4](#)
- Br-Linux - [Apache OpenOffice 3.4](#)
- linux.org.ru -- [OpenOffice 3.4](#)

#### RU

- PC News Russia -- [Apache OpenOffice 3.4 — , ASF](#)

#### TH

- blgNONE -- [OpenOffice 3.4 Apache](#)

#### ZH

- Solidot [Apache OpenOffice 3.4](#)
- IT Home [Apache OpenOffice 3.4OpenOfficeApache510](#)
- Tech 163 <http://tech.163.com/mobile/12/0509/06/811U5N490011665S.html>
- Red Linux Portal -- [Apache OpenOffice 3.4](#)

## Blog posts

The following blog posts from project and community members cover the release of Apache OpenOffice 3.4. Please feel free to add your own post to the list.

1. [Is OpenOffice.org an Apache project yet? \(Apache OpenOffice release imminent\)](#)
2. [Apache OpenOffice turns to SourceForge for Distribution](#)
3. [Announcing Apache OpenOffice 3.4! \(with video demo\)](#)
4. [+1 for Apache OpenOffice](#)
5. [Arriva Apache OpenOffice 3.4 \(Italian\)](#)
6. [Alma Livre- Lançado o Apache OpenOffice 3.4 \(Portuguese\)](#)
7. [ClaudioComputing - O OpenOffice.org ainda é um projeto Apache? \(Portuguese\)](#)
8. [Albino B Neto - Lançado Apache OpenOffice 3.4 \(Portuguese\)](#)
9. [Galician Office suite\(⇄\) Apache OpenOffice 3.4 en galego](#)
10. [Apache OpenOffice 3.4: Download it Now! \(English\)](#)
11. [O apache OpenOffice 3.4 Debuta \(Portuguese\)](#)
12. [Apache OpenOffice 3.4 on julkaistu \(Finnish\)](#)
13. [nginxfastcgi+c/c++Web \(Simplified Chinese\)](#)
14. [ApacheOpenOffice.orgApache OpenOfficev3.4.0 \(Japanese\)](#)
15. Ed Brill, IBM -- [Apache OpenOffice 3.4 announcement](#)
16. [Apache Open Office 3.4.0 ya está disponible para su descarga](#)
17. [Apache Openoffice.org 3.released](#)

## Fun Facts

- Since the Apache OpenOffice project started at Apache, we have exchanged 18,090 posts on our mailing lists
- We have voted in 25 new project Committers since we started
- We fixed 291 issues while working on OpenOffice 3.4

## "Get it here!" Download Button

We are encouraging the use of the following logo, for use on blogs and websites that wish to direct users to the official download of Apache OpenOffice 3.4. When used on a website the image must link back to <http://download.openoffice.org>. Any other use is prohibited.



## How to use

1. Download the logo to your local file system. In most browsers you can right-click and there will be an image "save as..." option
2. Upload the image to your web server or blog. Instructions for doing this depend on your system.
3. Add the following markup to your page:

```
<a href="http://download.openoffice.org"></a>
```

The sizes of the image can be adjusted proportionately to make it fit in a smaller space. For example, this site uses it reduced by 20%, e..g, width="240" height="80": <http://www.robweir.com/blog/>

Some hints for specific platforms:

- On WordPress the above markup can be pasted into a "text" widget and placed into a side panel.