

Icecat Release Notes (109): Brand Reviews, Intel specs

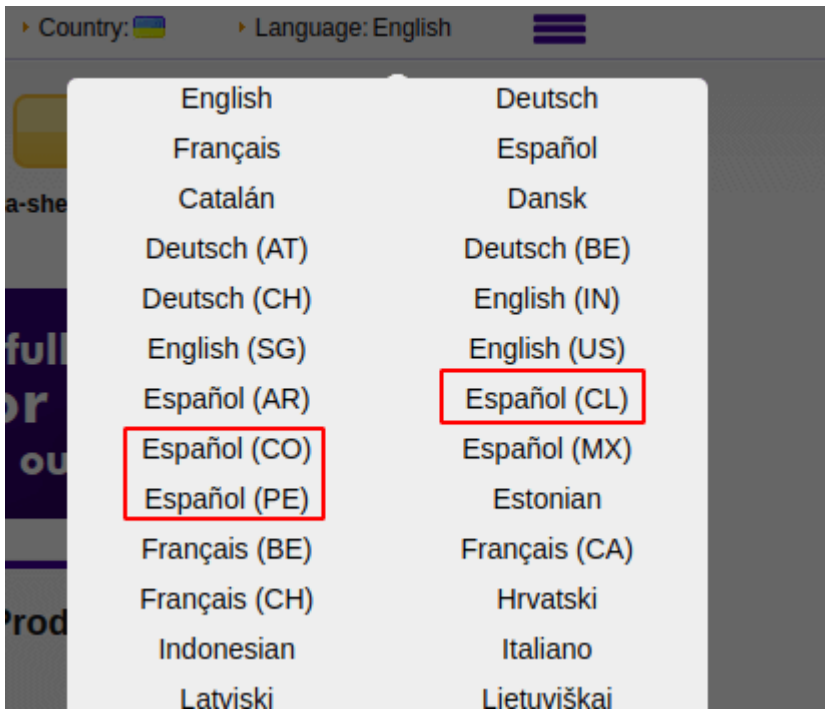
In these Icecat release notes, we discuss the results of sprint 109. The main highlights of this Icecat release are that we completed the roll-out of near real-time XML, added three Latin-American locales and a reviews score in brand rank pages, and included Intel embedded specs in more categories. The previous Icecat Release Notes are [here](#)

Near real-time XML roll-out complete

We finished the roll-out of [near Real-Time \(nRT\)](#) XML. All XML users receive now nRT XML. We started the project in December last year. The main advantages of nRT are more timely syndication of product data and more flexibility regarding providing custom XML services.

Supporting Chile, Peru, and Colombia

Chilean Spanish, Peruvian Spanish and Colombian Spanish are now available in Icecat XML, JSON, and on icecat.biz as three new Latin-American locales. The advantage is that country-specific messaging for these locales can be supported now.



Brand Rank Page: Average Review Score

We apply a new widget to display a brand's average review score based on the tens of thousands of product reviews from our reviews aggregator [Testseek.com](https://testseek.com). See for example the average brand review score of HP: <https://icecat.biz/en/brand-statistics/hp>

The calculation is straightforward: the total of scores per each product / total number of products with a score.

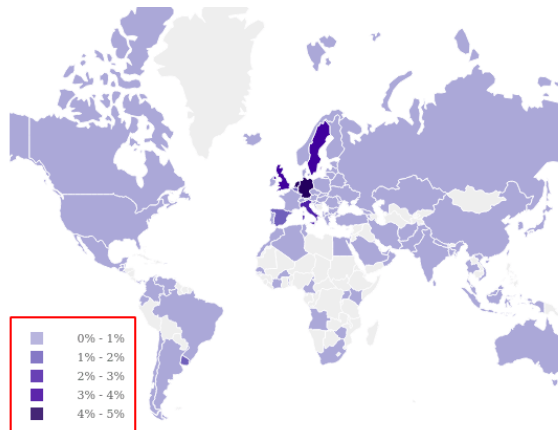
Another change on the brand rank page is that we removed the “International” locale from the “By country” graph legend calculation. As a result, the blue shades provide better differentiation between countries.

Downloads by country: ?

Country	Country rank	Data-sheet download %
International	1	73.15%
Netherlands	1	4.59%
Germany	2	4.55%
United Kingdom	1	3.55%
Sweden	1	3.02%
Italy	2	2.03%

[More >>>](#)

[How to improve your online rank?](#)



Local specs via import matrix

A new function for the editorial team is that they can add local specs via the import-export-tool. Before, they could only add the international spec value. To use this feature, a specific locale should be specified in the header of an upload matrix.

	B	C	D	F	F	G	
1	Icecat product ID	Colour name	Colour name	Colour name	Bundled software	Form factor	EAN/GTIN
2	Productid	Feature 17956 EN	Feature 17956 RU	Feature 17956 DE	Feature 251 EN	Feature 771 INT	EAN/GTIN
3	4	Pink	Жёлтый	Blau	PowerDirector	Clamshell	1254678956025
4	66	Pink	Жёлтый	Blau	CyberLink		1254678956780

Deactivate brand de-duplication in Title

We have the possibility to add a brand name to a product family, even when it is duplicating the official brand name associated with a product.

For instance, if the Brand is “HP”, and the product’s Family is “Omen by HP”, the auto-generated product Title will start with “HP Omen by HP...”.

Our default brand de-duplication logic removes the second “HP” string from the title unless the new check box “Disable brand name deduplication” is activated. Therefore, from now on, we leave it to the brand owner to decide if a duplicated brand name in a product title makes sense or not.

Exclude Brand name from the product summary title and summary description

Disable brand name deduplication

Name and description

Select language

OMEN X by HP

Please note: You added the family name that contains the brand name.

Family description

English

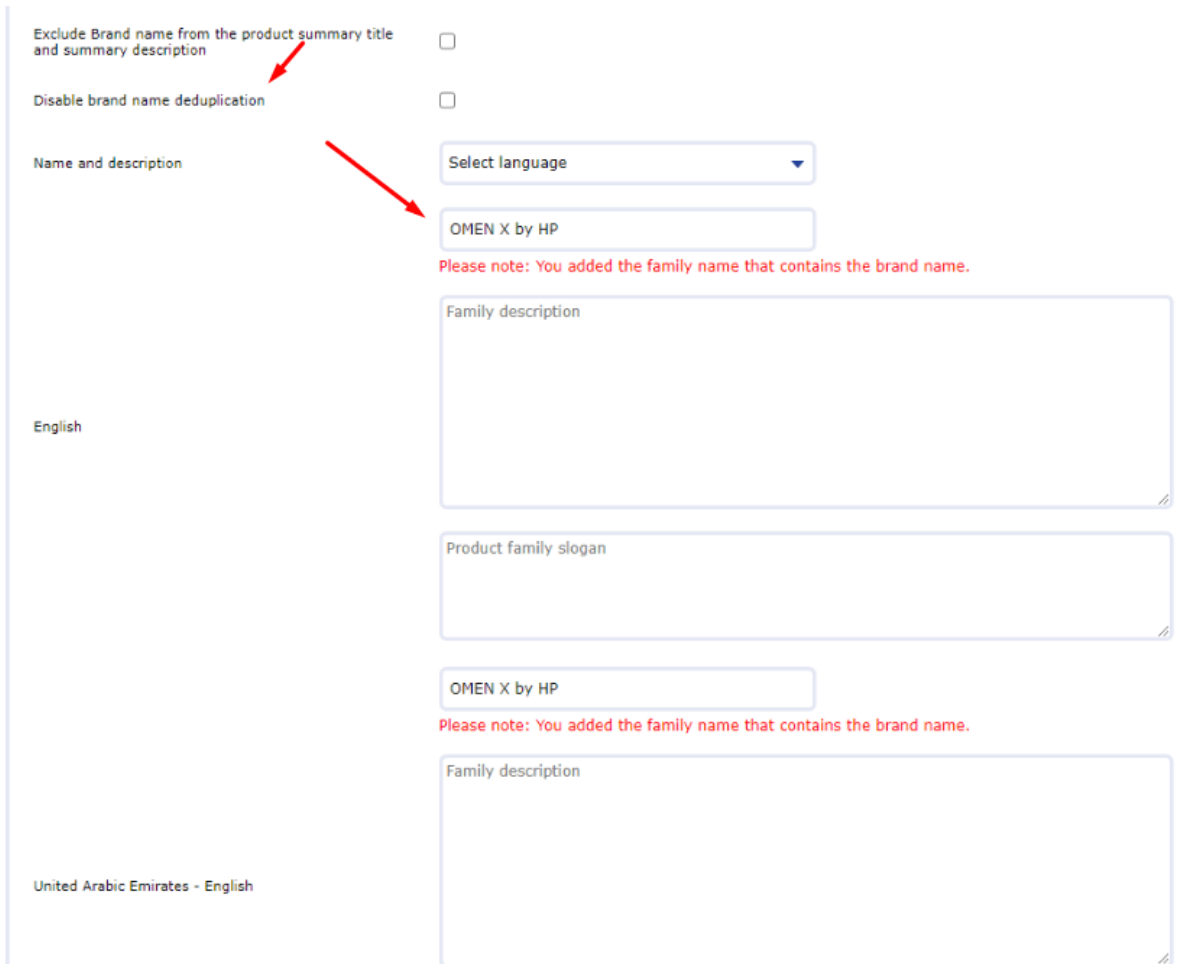
Product family slogan

OMEN X by HP

Please note: You added the family name that contains the brand name.

Family description

United Arabic Emirates - English



Intel spec values in more categories

On behalf of Intel, we embed its spec values in products with “Intel Inside”. In this new release, we expanded the number of categories for which this is relevant. Here is the updated list:

- Smartphones
- Graphic Tablets
- Stick PCs
- Backpack PCs
- Thin Clients
- Embedded Computers
- Server Barebones
- Edge Computing Platforms
- Network Surveillance Servers

- POS Systems
- Signage Displays
- Smartglasses

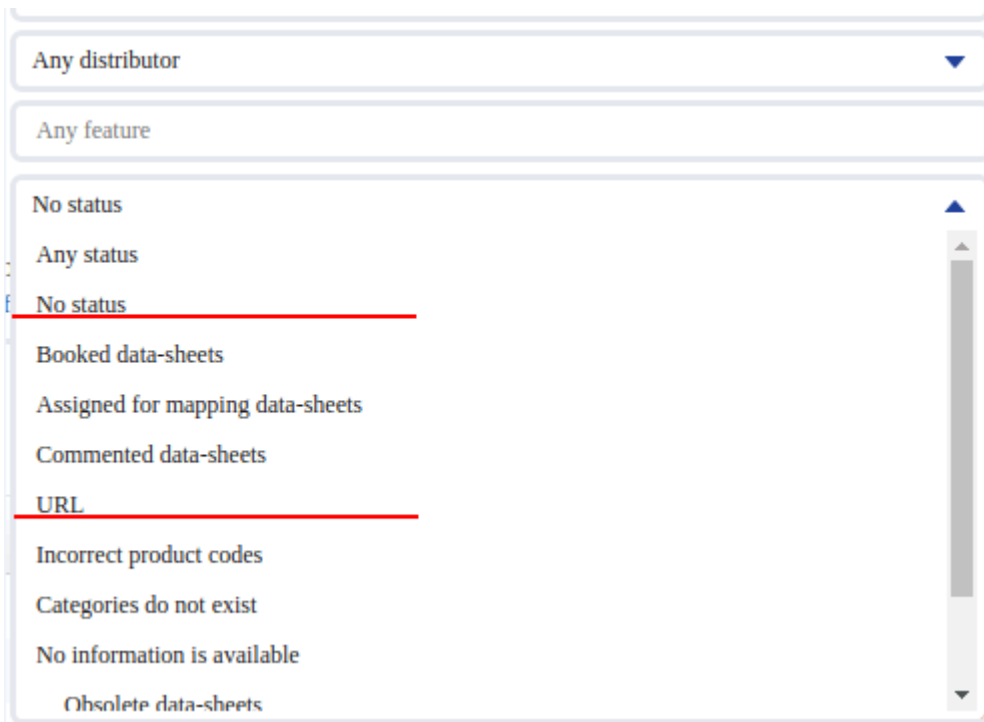
Managing duplicate images

We added the deactivation of local product images if it is the same as an international (INT) image, which is not expired and still visible. In summary, we updated image gallery management policies regarding duplicates as follows:

- Firstly, if we are getting identical images for the INT and EN locales, we should add these images to the INT locale of the product only with Visible=Yes; for other locales we then set Visible=No.
- Secondly, if we are having in the system a duplicate image with locale=EN or other locales except for locale=INT, because we are getting the same image for locale=INT, then we deactivate all non-INT images and set Visible=Yes only for the INT locale.
- Thirdly, if we are having in the system, a duplicate image with locale=INT, because we get from feeds the same locale=EN image, then we should add the EN locale to the image but set Visible=No for this duplicate image.
- Finally, if we are having in the system a duplicate image with locale=INT which is expired or deactivated, because we are getting an EN image from feeds, then we should add the EN locale image to the product with Visible=Yes.

Assignment Tracking on search page

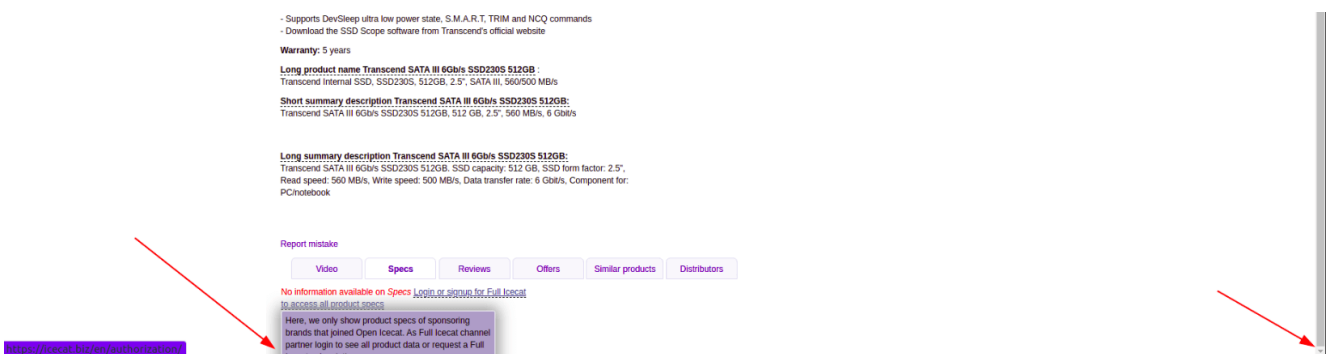
In our editorial PIM, we added a drop-down with the possibility to select products that have a URL and products with an empty Status field.



Bug Fixing

We fixed a few font office bugs in this Icecat release as well.

- We made the Tooltip fit the screen on the product page (Specs tab):



Case 1. When the content is not available for the user

Comuniqué los errores a Iccat

Especificaciones

Diseño

Adecuado para usarse en interiores *	✓
Material de la cubierta	Sintético
Estilo de iluminación	Expresivo
Tipo de montaje *	Cepillado
Código IP (International Protection) *	IP20
II Dormitorio, Cocina, Salón	
30 bombilla(s)	
LED	
0.06 W	
120 lm	

The IP code classifies and rates the degree of protection provided against the intrusion (including body parts such as hands and fingers), dust, accidental contact, and water by mechanical casings and electrical enclosures. It is published by the International Electrotechnical Commission (IEC). The digits (characteristic numerals) indicate conformity with the conditions summarized in the tables below. Where there is no protection rating with regard to one of the criteria, the digit is replaced with the letter X. An electrical socket rated IP22 is protected against insertion of fingers and will not be damaged or become unsafe during a specified test in which it is exposed to vertically or nearly vertically dripping water. Another example is the Sony Xperia Z Ultra, one of the first cellular phones to be IP-rated; it is rated at IP58 and marketed as "dust resistant" and can

Lámparas

Potencia máxima de la bombilla de repuesto	30 W
Bombilla incluida	✓

Control de energía

Potencia total	1.8 W
Voltaje de entrada AC	230 V
Frecuencia de entrada AC	50 - 60 Hz

Peso y dimensiones

Ancho	11 mm
Altura	3 mm
Peso	260 g
Longitud	2 m

Empaquetado de datos

Ancho del paquete	161 mm
Alto del paquete	66 mm
Longitud del paquete	25.9 cm
Peso del paquete	580 g

.../preferere/gb/p/vendorName/mpn/desc-22316084.html

Case 2. Feature description

- We fixed the empty country drop-down in Austrian Deutsch (DE_AT) on the Registration page.

Ich arbeite für einen Hersteller/Marke:

Kontaktdaten

Unternehmen*:	<input type="text"/>
Name*:	<input type="text"/>
Straße:	<input type="text"/>
Hausnummer:	<input type="text"/>
Ort:	<input type="text"/>
PLZ:	<input type="text"/>
Land*:	<input type="text"/>
Webseite*:	<input type="text"/>
genutzte E-Business-Plattform*:	<input type="text"/>
Verticals*:	Computer & Elektronik <input type="text"/>
Telefonnummer*:	<input type="text"/>
Handynummer:	<input type="text"/>

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- The Story tab is now not visible when its content is not available for a user. An explanatory message is

displayed.