Aura Apps

Smart Content, Simplified Delivery

The Blueprint for Flawless Knowledge Foundation

Enabled by Aura Formatting and Karma

Polished Confluence Pages with Aura Formatting & Karma

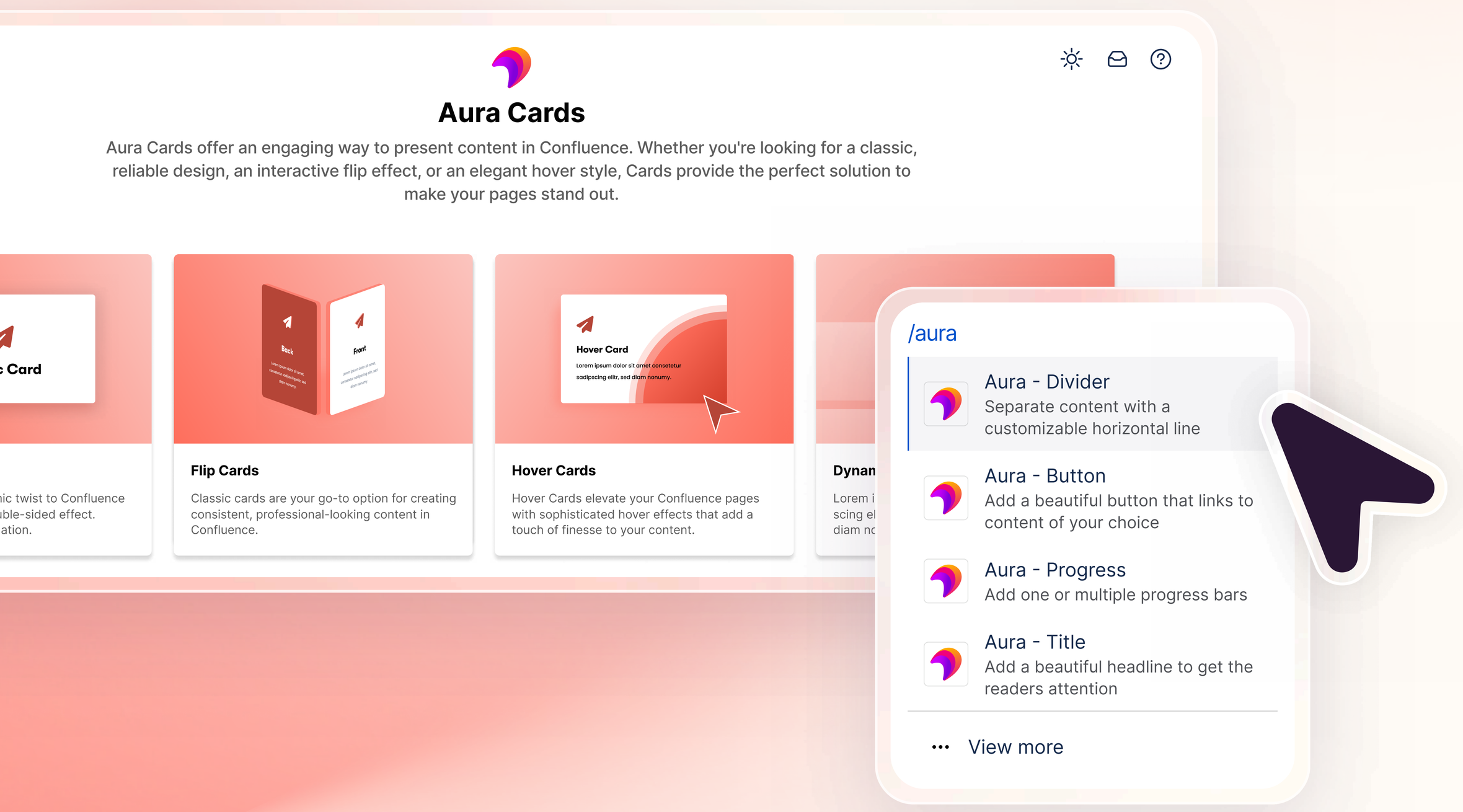
While Confluence is a powerful collaboration hub, its native editor often struggles to meet the visual and structural demands of scaling organizations. Aura and Karma bridge this gap, transforming functional pages into high-impact, professional corporate content.

The shortcomings of native Confluence often manifest as:

Limited layout options
Struggles with creating modern, responsive, multi-column structures.

Lack of visual appeal
Monotonous, text-heavy pages reduce readability and user interest.

Weak structure for complex content
Difficulty effectively organizing complex documentation or specifications.



What is Aura Formatting?

Aura enhances Confluence with a powerful collection of formatting and interactive macros. It offers granular control for building sophisticated pages with a focus on design and structural consistency.

Key Benefits

Transforms heavy documentation into modern, interactive pages while enforcing consistent design standards for teams.

Visual Structure

- Panels, Status Indicators, Progress Bars, Backgrounds, Titles, User Profiles, Numbered Headings
- Clearly delineate information sections and visualize progress.

Interactivity

- Buttons, Cards, Tabs / Child Tabs, Countdowns, Embed Features
- Improve user experience by creating dynamic, digestible content flows.

Utility

- Migration Hub
- Streamlines the process of updating or moving content.

Advanced Features

- LaTeX, Org Charts, Color Palettes, Dynamic Content
- Enable specialized documentation and complex content integration.

What is Karma?

Karma is an intuitive visual page builder focused on overarching design and cohesive page structures. It prioritizes usability, providing a seamless, visually driven editing experience.
It focuses on page-level design and structure, ensuring that the foundation of your content is both beautiful and functional.

Design & Layout

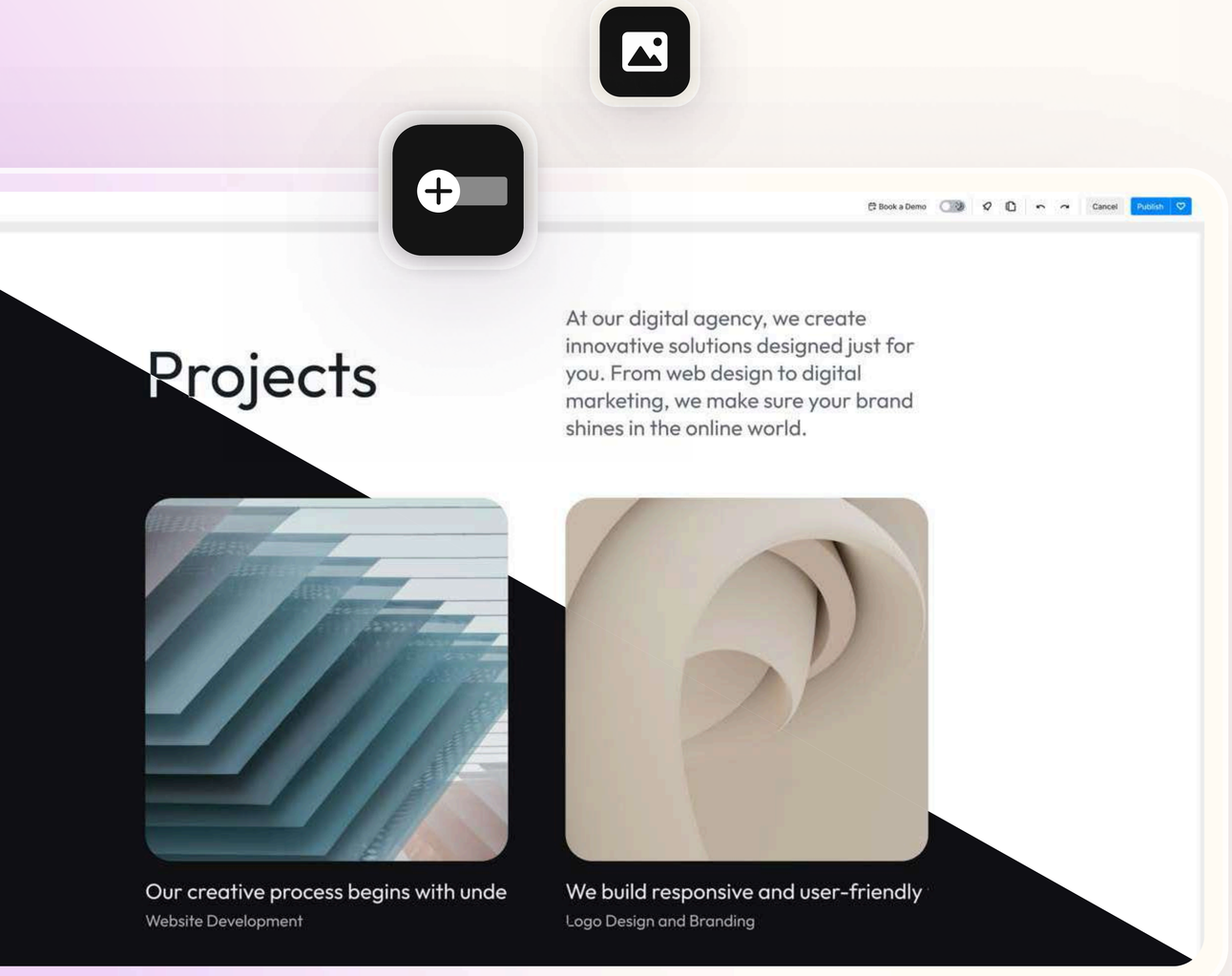
Intuitive drag-and-drop editor for creating modern templates.

Visual Elements

Enhances aesthetics with cards, buttons, and custom styling.

Structure

Rapidly builds homepages, portals, and dashboards.



Connectivity

Seamlessly embeds external media (e.g., Microsoft Suite) and Confluence content.

Usability

Improves navigation with a dynamic, space-filtering search bar.

Why Use Aura and Karma Together?

Aura and Karma are complementary forces, not competitors. Together, they form an unparalleled content creation ecosystem within Confluence:

Karma
Builds the outer shell – the overarching page structure, hero blocks, columns, and section layouts.

Aura
Enhances the inner content – providing the deep formatting, interactivity (tabs, panels, cards), and structural elements inside those Karma-built sections.

By integrating both Aura and Karma into your Confluence ecosystem, your organization achieves three critical competitive advantages:

Brand Consistency
Enforce corporate identity via custom assets and governance.

No-Code Polish
Professional, stunning pages accessible to everyone.

Superior Flow
Maximize engagement by combining Karma's layouts with Aura's interactivity.

Unlock Karma Pro

License both Aura and Karma to automatically unlock Karma Pro – at no extra cost.

Page & Section Presets

Create and share templates that ensure consistent corporate design

Aura Color Palettes

Use your Aura palettes directly in Karma

Gradients

Add gradients to texts, images, cards, and buttons

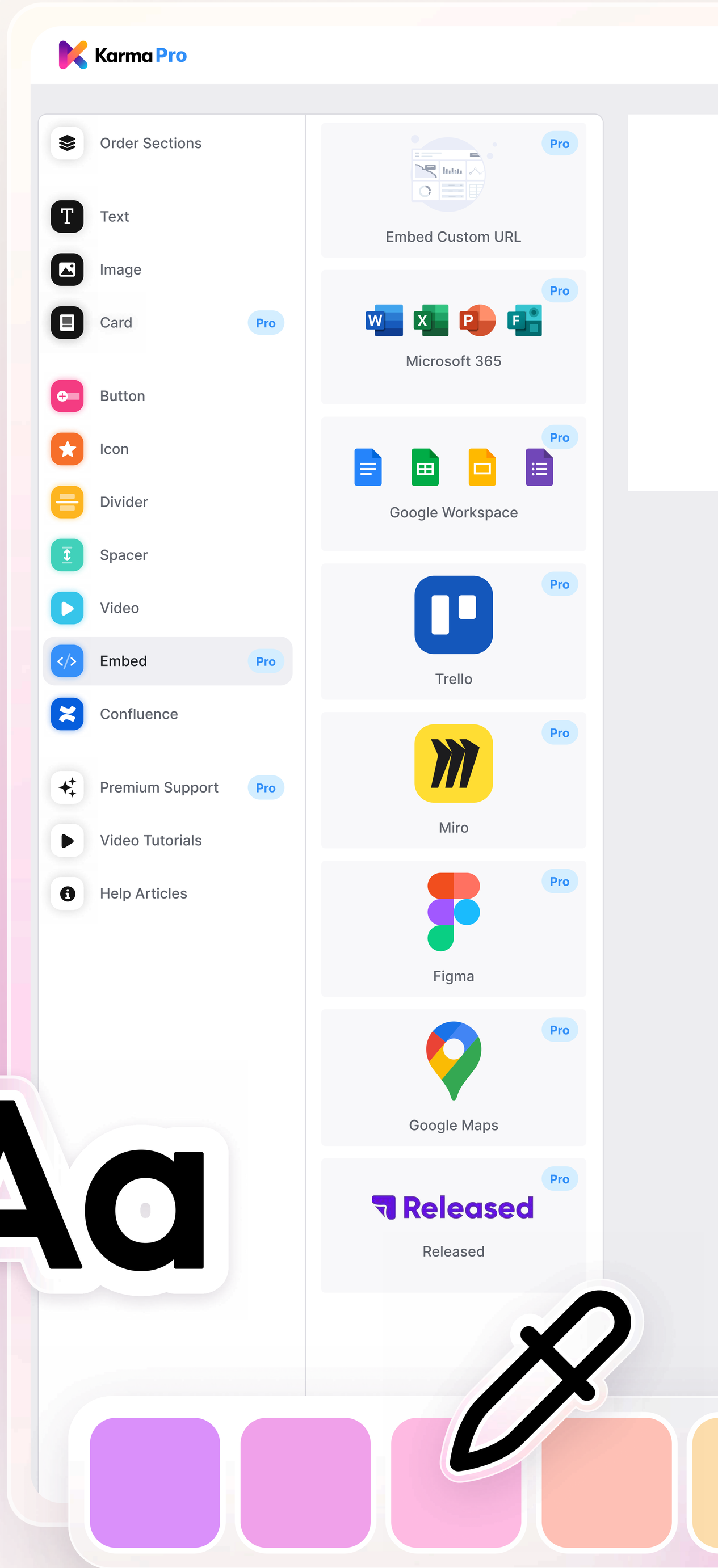
Super Users

Assign roles to manage presets and maintain design standards

Custom Fonts & Icons

Apply your brand typography and icon sets

One ecosystem.
More possibilities.



Join the Success.

SONY COMMERZBANK SIEMENS

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