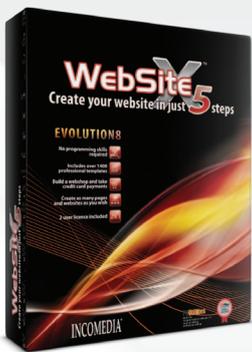




WebSite X5
EVOLUTION 8

WEBSITE X5 PRESS KIT

INCOMEDIA[®]



WebSite X5 EVOLUTION 8

Product Sheet

INCOMEDIA®

Features

Powerful Website Features:

- Webshop with credit card payments (supports PayPal™ credit card payments)
- Blog with Podcast and Videocast (with support for YouTube™ videos)
- Internal website search
- E-mail forms with anti-spam filters
- News and RSS Feed
- Web 2.0 ready
- Video, Sound and Flash™ Animations
- Embedded content
- Reserved Areas with secure login and password
- Multi-language websites

A website in 5 steps:

The WebSite X5 secret is that it doesn't force you to waste time learning complex software, you just follow 5 steps. Each step has been custom designed to make it easy to get truly professional results with the minimum of fuss. There's no need to pay a website design company when you have WebSite X5. Now you can become a website guru!

1. Choose your Design

With over 1,400 templates, you'll be spoilt for choice when it comes to deciding on the look of your website. Each template has been professionally designed and is easily customisable to make your website unique, all without the fuss of having to learn to be a graphic designer. Even power users can benefit from WebSite X5. It's the perfect tool for quickly creating professional website templates before making use of the built-in image, table, text effects and HTML editors. WebSite X5 even provides for the creation of an unlimited number of pages and an unlimited number of websites!

2. Layout your Website

WebSite X5 is designed to cope with everything from a single 'hello world' web page, to a complex site filled with hundreds of highly detailed pages. The intelligent website layout features make organising your site simple. Group similar pages into one of four levels, these are then automatically converted into the website menus. WebSite X5 also intelligently manages your website. Features such as the automatic sitemap generator makes your website easy to use for visitors and easy for Internet search engines to find.

3. Enter your Content

WebSite X5 includes a unique content entry system. The object palette supplies intelligent tools for entering every type of web page content - words, pictures, tables, animations, video, slide shows and much more. The content layout tool divides each page into content zones, onto which you drag and drop your choice of content from the object palette. WebSite X5 lets you create even the most complex of page layouts with just a few clicks.

4. Select your Advanced Features

WebSite X5 is second to none when it comes to the ease with which advanced features can be added to your website. Whether you need blogs and podcasts, a members' area or a full e-commerce system (including the ability to take credit card payments), it is all at your fingertips. WebSite X5 is fully equipped to attract worldwide visitors with its multi-language welcome page and one-click Social Network submission function.

5. Put your site on the Internet

Once you have finished creating your website, the final step is to send it to the Internet. Using any web space, the built-in ftp engine makes it child's play to publish your website. But it doesn't stop there; whenever you want to update your website (for example by adding a news item), WebSite X5 intelligently sends just the updates to the web space.

Support and Material

WebSite X5 includes:

- Manual
- Online Support
- Online Video Tutorials

Online:

- WebSite X5 Forum - www.websitex5.com/forum
- WebSite X5 Gallery - www.websitex5.com/gallery
- WebSite X5 Templates - www.websitex5.com/templates

WebSite X5 EVOLUTION 8

The easiest way to create professional websites, blogs and webshops.

WebSite X5 is the outstanding tool that helps turn your website dreams into reality. It's packed with advanced tools to help you create professional websites with all of the eye-catching features you see on the web's very best sites.

Pricing:

SRP inc VAT 69,95€ / £59.99

Category:

Website creation and management, Website development, Web programming, Home Office, Utility

Platform:

Win	Mac
✓	-

Target Market:

Consumer	Professional
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Target Users:

- Home Users
- Businesses
- Educational
- Hobbyists

User Profile:

Beginner	Advanced
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Mini Sierra Box:

Product Code: WSX5EVO8EN
EAN: 8033247890518
Dimensions: 190 x 135 x 35 mm

Sierra Box:

Product Code: WSX5EVO8EN
EAN: 8033247890518
Dimensions: 240 X 198 x 50 mm

System Requirements:

Minimum Requirements

- Windows™ 98, ME, 2000, XP and Vista
- 256MB RAM
- Screen Resolution at 1024 x 768
- Normal Font Size (96 dpi)
- Internet connection and e-mail account for product activation

Publication Requirements

- Windows, Linux, Unix Server
- PHP 4.x, 5.x (only for some advanced features)



Product Copy

INCOMEDIA®

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Taglines

CREATE YOUR WEBSITE IN JUST 5 STEPS

Bullet Points

- Quick and easy to use – create a website in 5 easy steps
- No programming experience required
- Drag 'n' drop user interface
- Includes tutorials and manuals to assist users of all levels
- Add videos, audio and Flash™ animations
- HTML expert? Write your own code at the touch of a button
- Upload your completed website and keep it up to date all the time

25 Words

WebSite X5 is the outstanding tool that helps turn your website dreams into reality. It's packed with advanced tools to help you create professional websites.

40 Words

WebSite X5 is the outstanding tool that helps turn your website dreams into reality. It's packed with advanced tools to help you create professional websites with all of the eye-catching features you see on the web's very best sites.

150 Words

WebSite X5 is an all-in-one solution packed with tools to create and publish professional websites, online shops and blogs in just 5 easy steps. WebSite X5 is designed to work like a wizard, visually guiding users through the steps to create and publish a complete, functional and professional website.

WebSite X5's templates design the page - all users need to do is drag and drop objects to create pages. With a selection of website objects to choose from including videos (with support for YouTube™), image galleries, integrated e-commerce with partners such as PayPal™, podcast and RSS content and Shockwave™ Flash animations – creating a professional website could not be easier.

WebSite X5 generates all the programming code, connects to the service provider and uploads the website. X5's advantage is that users do not require any previous experience in Web Development, Programming or Design to use the software and create a website.

250 Words

WebSite X5 is an all-in-one solution packed with tools to create and publish professional websites, online shops and blogs in just 5 easy steps. WebSite X5 is designed to work like a wizard, visually guiding users through the steps to create and publish a complete, functional and professional website. No programming skills required!

WebSite X5's templates design the page - all users need to do is drag and drop objects to create pages. With a selection of website objects to choose from including videos (with support for YouTube™), image galleries, integrated e-commerce with partners such as PayPal™, podcast and RSS content, plus video and Shockwave™ Flash animations - creating a professional website could not be easier.

WebSite X5 includes many great tools such as built in Image Editor, making it unnecessary to use external graphic programs. With the Automatic Image Compressor images are automatically compressed and resized for the Internet - no need for any external image optimization. WebSite X5 is the perfect answer for in-house web design.

WebSite X5 generates all the programming code, connects to the service provider and uploads the finished website in minutes. X5's advantage is that users do not require any previous experience in Web Development, Programming or Design to use the software and create a website. However, users who are more experienced can just as easily use their skills. At the end, WebSite X5 allows users to publish a project directly on the Internet, without using external FTP programs (File Transfer Protocol).



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390 Words

WebSite X5 is designed to work like a wizard, visually guiding users through the steps to create and publish a complete, functional and professional website. No programming skills required!

WebSite X5 is an all-in-one solution packed with tools to create and publish professional websites, online shops and blogs in just 5 easy steps:

1. Choose website design, select from one of the 1,400 templates from within the software or a unique design either by modifying one of the pre-designed templates or create from scratch
2. Layout the website, decide on what information needs to be presented
3. Enter the content, using the drag 'n' drop interface to add the words, images, sounds, videos and much more
4. Select the advanced features to be included; Online Shop, Blogs, RSS feeds, Reserved Areas, Multi-language Welcome Pages
5. Put the website on the Internet using the built FTP tool

WebSite X5 helps at every stage, every step is accompanied by intelligent advice to show just what is required to turn an idea in to an eye-catching website. All the power users need with none of the confusion of complex programs.

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System Requirements

Minimum Requirements

- Windows™ 98, ME, 2000, XP and Vista
- 256MB RAM
- Screen Resolution at 1024 x 768
- Normal Font Size (96 dpi)
- Internet connection and e-mail account for product activation

Publication Requirements

- Windows, Linux, Unix Server
- PHP 4.x, 5.x (only for some advanced features)

About Incomedia

Incomedia is a leading independent developer and publisher of multimedia software for the PC. Founded in 1998, Incomedia is privately owned with operations in Italy, Germany and the UK. Incomedia's flagship product WebSite X5 was developed with the aim of bringing high-end website creation software at affordable prices to home, business and education users. It is currently sold in over 40 countries through a well established network of International distributors, resellers and retailers. To date the software has over 200 favourable reviews globally from some of the most respected magazines and websites.



WebSite X5 EVOLUTION 8

Comparative Chart

INCOMEDIA®

WebSite X5 EVOLUTION 8

The easiest way to create professional websites, blogs and webshops.

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		COMPACT 8	EVOLUTION 8
GARANTEED FUNCTIONS	Compliance: W3C standard compliant – XHTML 1.0 + CSS	✓	✓
	Compatibility: Compatible with all main Browsers	✓	✓
	Optimization: Websites optimized for viewing on Palms® and mobile phones		✓
	Indexing: Websites created with optimized code for search engines	✓	✓
BUILT-IN TOOLS	Graphic Editor: For enhancing / finishing imported images	✓	✓
	Advanced Graphic Editor: For editing imported image files including masks, frames, effects, etc. Improved!		✓
	Menu Creator: For creating dynamic navigation menus	✓	✓
	Website Search: Internal search engine New!		✓
	Button Editor: Create and customize navigation menu buttons	✓	✓
	3D Button Editor: Advanced tools to create and customize 3D navigation menu buttons		✓
	Internal FTP Engine: Connects to the ISP for instant website uploading and publishing	✓	✓
TEMPLATES	Customized Model: Template editor for creating customized templates Improved!	✓	✓
	Banner Editor: For customizing website header Improved!	✓	✓
	Footer Editor: For customizing website footer New!	✓	✓
	Banner/Footer Editor: Advanced editor for tools as Flash™, SlideShow, HTML Code, etc. New!		✓
	Basic Pack: Gallery of over 500 ready to use, pre-defined templates	✓	✓
	Flash Pack: Selection of ready to use, pre-defined templates with Flash™ animated banners		✓
	Business Pack: Gallery of over 800 ready to use, predefined templates Improved!		✓
	Blog Pack: Gallery of pre-defined templates for creating Blogs New!		✓
NAVIGATION MENU	Menu Style: Create websites with vertical or horizontal main menu	✓	✓
	Auto-scroll Main Menu: Create a menu which automatically auto scrolls with the page content		✓
	Footer Menu: Creates a copy of the main menu at the bottom of page	✓	✓
	Sub Menu: Creates sub menu which can see either on the left or right New!		✓
	DropDown Menu: Creates animated dropdown sub menu New!		✓
WEBSITE MAP	Levels: Create a website with 4 different levels and unlimited number of pages	✓	✓
	Invisible Pages: Create invisible pages which can be viewed through internal links but not menus		✓
	Protected Pages: Create protected pages for use in Reserved Areas (can only be accessed after entering a login and password)		✓
	HTML Customization: Customization HTML code for any page created Improved!		✓
	Site Map: Automatic creation of Site Map for use by search engines New!		✓
	Code Protection: Protect HTML source code and images New!		✓
	Google™ Ready: Use additional external tools such as WebMaster Tools™, Analytics™ and AdSense™ New!		✓



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PAGE CREATION	Text Editor: For creating, editing and formatting text	✓	✓
	Images: Work with all the main graphic file formats	✓	✓
	Image Viewing: Define image viewing options, choose from panoramic and zoom options New!		✓
	Flash™ Animation: Import Flash animation	✓	✓
	Video/Sound: Import the main Video/Sound file formats	✓	✓
	YouTube™ Support: Import YouTube videos New!	✓	✓
	Image Gallery: Create image gallery	✓	✓
	Advanced Image Gallery: Advanced functions for creating image gallery Improved!		✓
	SlideShow creation	✓	✓
	Slide Show: Advanced functions for creating SlideShow Improved!		✓
	HTML/CSS Editor: Built-in editor for inserting and editing programming code	✓	✓
	Table Editor: Create and insert tables		✓
	E-mail Forms: Create e-mail contact forms		✓
	Advanced E-mail Forms: Create e-mail contact forms with advanced options and anti-spam filter New!		✓
	Product List: Create advanced product presentation pages New!		✓
Links: Create links Improved!	✓	✓	
Cell Formatting: Customize the look of any object		✓	
ADVANCED SETTINGS	Menu Style: Define the style of navigation menus	✓	✓
	Text Style: Define the style of text throughout the website	✓	✓
	Scroll Bar Style: Define the style of scroll bars	✓	✓
	Welcome Pages: Create multiple Introduction Pages with button selection	✓	✓
	Reserved Areas: Create and manage protected areas through login and password		✓
	Shopping Cart: Create an e-commerce cart with payment through credit card Improved!		✓
	RSS Feeds: Create and maintain RSS feeds		✓
	Blog: Create and manage an online Blog New!		✓
	Blog Panel Control: Manage external Blog comments New!		✓
	PagePeel: Create effective PagePeel advertising messages New!		✓
EXPORT	Publish: Export the entire created website to the host server	✓	✓
	Update: Export only the modified content to the host server Improved!		✓
	Move: Export the entire website on to disc for publication on local folders	✓	✓
	Move and Back Up: compresses the project files in a folder for easy movement or creating a back-up copy Improved!		✓
SUPPORT	Documentation: Full printed manual New!		✓
	Online Guide: Full manual in PDF format	✓	✓
	Video Tutorials: Step by step video guides for fast learning	✓	✓
	Online Help Center: Full online technical support	✓	✓
	Forum: Official discussion forum for WebSite X5 users	✓	✓
	Templates: Access to free additional templates section	✓	✓
	Gallery: Access to WebSite X5 user gallery to view and submit new websites	✓	✓