



# WebSite X5 EVOLUTION8

## Reviewer Guide

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Thank you for your interest in Incomedia WebSite X5 v8. This guide will introduce you to this latest version of WebSite X5 Evolution. The guide will help product reviewers and industry analysts optimize their time spent reviewing WebSite X5. Other readers who are simply interested in learning more about WebSite X5, will find this guide a handy resource to quickly understand the benefits WebSite X5 offered to anyone wanting to create and maintain websites, online shops and blogs.

Should you have any questions or queries, do not hesitate to contact us. Please refer to the contact list at the end of this guide.

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## Product Positioning

Incomedia WebSite X5 is a leading software application in the Website Creation and Management segment of the Programming and Web Development software market. Website creation software differs from other website programming software both in the way that it works and in the people who use it. Traditional programming software presents users with a blank screen and a multitude of tools, which they can use to create a website. It can be a time consuming and complicated approach as it relies on the user to learn and know how to program in order to achieve the desired results.

WebSite X5 by contrast is intuitive. Users start by picking the template, after which they can enter information much like on in an easy-to-understand word processor and the software starts to build the website. Traditional software has a steeper learning curve; those who use it tend to be specialists and become experts in graphic design and the use of the software. Generally WebSite X5 users do not regularly use programming software, and so are not initially expert in its use. They use it as a tool, a means to an end to communicate something through the Internet. It could be the birth of a baby or an arts and crafts designer selling a piece of jewellery - whatever it is, the user wants to communicate, not become a world expert on web design.

## Customer Profiles

Incomedia WebSite X5 has been developed specifically to meet the demands of the product's core users in the consumer, small business and education markets. Each of these customers share a desire to create professional websites, online shops and blogs, easily and without the cost attached of high priced complicated software. Users also benefit from having full control of their website - modifying and updating their sites as often as they please without having to pay thousands to external agencies.

### Consumer

Customers shopping for software for a home PCs seek easy-to-use applications that deliver professional results at an affordable price. Home PC users require compatibility with the latest Windows® operating system, all-in-one applications which allow them to create great results without being a software expert.

### Small Business

Incomedia WebSite X5 is designed to meet the needs of value-conscious small and home-based businesses, specifically those lacking a complex IT infrastructure. These customers look for software that lets them quickly create professional-level content and tools that help them accelerate their businesses through better output, reach and presentation.

### Education

With professional-quality features and a value price, Incomedia WebSite X5 is ideal for the education field, ranging from individual students and teachers to educational institutions of all sizes. These users all share the need for professional low-cost software with flexible licensing options.

## Evaluating WebSite X5

We call reviewers' attention to the following key areas, which define the level of value of any website creation software application:

- *Ease of use*
- *Versatility*
- *Return on Investment*

### Ease of Use

WebSite X5 works like a wizard guiding users through 5 steps. Through a simple interface, users can easily understand how websites are created - WebSite X5 has an inherently much faster learning curve than other website creation applications. Empowered with WebSite X5 users are now able to utilize their creativity to produce, on their own, professional websites, online shops and blogs; all with no programming experience is required.

### Versatility

WebSite X5 provides substantial value for all users seeking to create websites, online shops and blogs. WebSite X5 is already Microsoft Vista™ and MS Office 2007-ready, importing data from MS Word and MS Excel. With the built-in FTP Manager, uploading and maintaining a website could not be easier.

### Return on Investment (ROI)

Use of WebSite X5 in any home, business or educational establishment will benefit from minimized website costs. With WebSite X5, websites, online shops and blogs are easily created, published and maintained. As a result, users can substantially lower expenditures on an ongoing basis. WebSite X5 provides much of the same high-end capabilities as other far more expensive, resource-intensive technologies, but at a fraction of the cost. The cost to integrate WebSite X5 into an organization is a small fraction of the cost and man hours required to implement other, far more complex technologies; those that are geared to provide end user website functionality similar to that of WebSite X5.

## Introducing Incomedia's easy-to-use, yet powerful website creator - WebSite X5

Incomedia's easy-to-use and powerful website creation software WebSite X5, gives users all the features and tools in one application to create professional websites, online shops and blogs.

### Easy to Use and Powerful Features of WebSite X5:

- Could not be simpler - 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 (with YouTube™ support), 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

Incomedia hits the mark again with the most comprehensive, yet easy-to-use website creation application in the market. Creating a website, online shop or blog has never been this easy.

## User Examples

### Family, Wedding and Baby Websites

*The most effective way to keep in touch and create a precious record of events*

- Create stunning websites full of interactive and multimedia features to keep in touch with friends and family
- Image Gallery and SlideShow - create a vibrant showcase for photos
- Video - upload videos directly or link to videos via YouTube™
- Interactive - create a blog for dialogue with website visitors
- Reserved Areas - select who and what is shared with website visitors

### Clubs, Associations and Social Groups

*The most effective way to keep up to date with events*

- Create interactive websites with multimedia features to keep in touch with members, fans and general visitors
- Image Gallery and SlideShow - create a vibrant showcase for photos
- Video - upload videos directly or link to videos via YouTube™
- Reserved Areas - select who and what is shared with website visitors
- Shopping Cart - create an online shop to sell merchandise
- Blog - join the social networking world and keep visitors up-to-date on activity



### Businesses and Organisations

*The most effective way to create the perfect "shop window" for a business*

- Create professional websites for showcasing a business to customers, visitors and employees
- Shopping Cart - create an online shop to sell merchandise
- Intro Pages - connect with the world through multi-language websites
- Reserved Areas - create special areas for customers, suppliers or employees delivering access to information not available to general visitors
- RSS Feeds - keep users up-to-date with information as it's published
- PagePeel - create marketing messages tailored to users and increase sales
- Image Gallery and SlideShow - create a vibrant showcase for photos
- Video - upload videos directly or link to videos via YouTube™
- Blog - join the social networking world and keep visitors up-to-date on activity

### Education

*The ideal tool to encourage students to channel creativity without learning to be a programmer*

- Create professional websites for potential/existing students, staff and parents
- Intro Pages -connect with the world through multi-language websites; ideal for showcasing modern language talents
- Image Gallery and SlideShow-create an eye-catching showcase for photos
- Video - upload videos directly or link to videos via YouTube™
- Shopping Cart - create an online shop to sell merchandise
- E-mail - improve communication
- Reserved Areas - create special areas for students, staff and parents delivering access to information not available to general visitors
- Blog - join the social networking world and keep visitors up-to-date on activity

### What's new with WebSite X5

Packed with lots of new features including Blog creator, support for YouTube™ as well as enhanced e-mail security, WebSite X5 gives users an amazing all-in-one solution for creating websites, online shops and blogs.

- 2 user licence -install and use the software on more than one PC/laptop
- Expert features - add even more programming code including Google™ WebMaster Tools, Google™ AdSense, Header and Footer, and XML site map creation
- Code Protection - programming code and images can be protected with one click of the mouse
- Image Visualizations - enhanced image tools allow for increased options when viewing images
- Tables - create and edit tables from within the Website X5
- SlideShow - create stunning slideshows with support for Explorer, FireFox, Safari and Chrome
- Advertising Corner - create visual effects for better marketing and increasing sales!
- Blog - create and maintain a Blog
- E-mail - secure e-mail communication with Captcha spam filter
- Internal search engine - visitors can find information and pages quickly within the website
- YouTube™ support - as well as uploading videos, users can set links to videos supported and maintained by YouTube™

## What's improved with WebSite X5 v8

The improvements made with WebSite X5 v8 are focused on giving users exactly what they asked for. To state it simply, we've made the WebSite X5 easier-to-use, more powerful and more reliable.

- Multi project working - open more than one project at a time
- Improved functionality - copy and paste from one project to another - pages, objects etc.
- Multi caching system - improved file saving allows for faster editing and saving
- Template color editor - enhanced color adjustment tool allows for individual colors to be applied to pre-defined templates
- Template text editor - edit the header and footer of any template
- Level properties - set links for levels both within and outside of the website; users can even hide levels
- Object previews - users can now preview objects in the page creation window allowing them to see contents without having to open the objects individually
- Links - new Popup script allows users to link to any local or online file such as videos, PDF etc.
- E-mail - improved level of options for better control of communication to and from the website
- Image editor - improved functionality for editing images including new filters, frames and masks; multiple filter application
- Export to web - faster uploading achieved through new uploading methods
- Batch and optimize files - now users can not only copy files but define how the images are compressed, ultimately increasing the speed of testing and publishing

## Product Descriptions

### 25 Word Description

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 Word Description

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 user 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).

## Product Manuals and Information

### Retail Package includes:

- Application
- Printed User Manual (only for English, German and Italian version)

### Online Customer Support

- User Manual
- Frequently Asked Questions (FAQs)
- Tutorials
- Forum

## Technical Support

- In addition to continuous FREE updates within this version, Incomedia provides technical support for WebSite X5 in English, German and Italian through the Help Center, FAQ and Online Forum

## 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)

## Availability

Product will be available from March 2nd 2009 at [www.websitex5.com](http://www.websitex5.com) and participating retailers.

OEM and Previous Version Upgrades: Special discounts apply, depending on the version.

Updates: Continuous FREE updates for the life of Website X5 v8 available online.

## 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.

## Press Contacts:

For further information or to obtain a review copy of WebSite X5 please send a request in writing to the appropriate contact below. Please state the name of the publication in which the review will appear, and include your name, address, telephone number, and email address.

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