

**WebSite**<sup>™</sup>  
EVOLUTION8 **X5**



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**Press Release**

**INCOMEDIA®**



## 1... 2... 3... 4... WebSite X5

**Incomedia brings Web 2.0 to the masses!**

Ivrea, Italy, 19 February - Incomedia Srl, a leading developer and publisher of multimedia software for the global PC market, today announced the launch of WebSite X5 v8. This update of the multi award-winning WebSite X5 website creation software, provides all the tools necessary to build and publish websites, online shops and blogs. This new version builds on a great heritage of ease-of-use, professional quality and ingenuity; with the introduction of new features such as Blog creator, YouTube™ support, increased site security and enhanced e-commerce capabilities creating a professional website has never been easier. From personal websites to complex business websites with online shopping, WebSite X5 enables users to quickly and expertly create their own masterpiece. At the core of WebSite X5's success is the simple and intuitive interface, delivered in such a way that novices or seasoned designers alike can build professional, fully featured websites – without learning or using any HTML code.

Federico Ranfagni, Chief Executive Officer of Incomedia S.r.l., commented "With the rising number of people with Internet connections, creating websites, online shops and blogs has fast become the number one choice for communication and business both for home and business users." He added "Incomedia WebSite X5 is an outstanding tool that helps turn website dreams into reality. Packed with advanced tools to help users create professional websites, online shops and blogs with all of the eye-catching features seen on the web's very best sites with no experience required."

### **WebSite X5 includes several new features and enhancements:**

- Simple-to-use - with a wizard style interface, online and printed help manual and more new templates
- YouTube™, Podcast, audio and video support - create stunning multimedia websites
- Blog creator - join the social networking world with ready made templates and easy controls for managing reader comments
- Advanced e-commerce tools - create online stores with support for PayPal™ credit card payments
- Increased site security - improved options for creating Reserved Areas with secure log in and newSpam filter for e-mail
- Enhanced image tools - edit and show off photos with editing and image controls; create Flash™ animated photo - galleries
- 2 user licence - install on more than one PC/laptop providing greater flexibility and improved use

### **Simple-to-use**

The ingenious user interface ensures that the software remains simple to use from start to finish. There are no complicated toolbars, popup windows or commands to learn, instead the software guides the user through a series of steps. Whether choosing from one of the professional templates, or designing from scratch, WebSite X5 provides all the tools users need in one program.

### **Multimedia websites**

Create stunning multimedia websites with some of the web's hippest technologies. Add audio files to create dramatic effects or ambience; upload video files with ease and now embed YouTube™ video without any programming – the YouTube™ servers do all the hard work!

### **Embrace the latest trends - Blog**

Creating and managing a Blog could not be easier. With features containing templates and all the tools required to write, upload and manage feedback. Add videos, photos and sound files, allowing users to have the best social networking site on the web.

### **Advance e-commerce tools**

With advanced tools to create online shops, support for credit card payments including PayPal™, users can build successful online businesses with ease. Enhanced e-commerce tools allow for easy uploading of content. New marketing tools such as PagePeel advertising let users create their own marketing campaigns to increase traffic and sales.

### **Increase site security**

With a whole host of security options, WebSite X5 delivers secure websites, online shops and blogs. Create Reserved Areas with secure user login options, protect your source code with new code protection features. Users can also send and receive e-mails with verification and anti-spam technology, ensuring automated "bots" do not gain access.

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### The Website Showcase

Stunning photo galleries are becoming popular - Flash™ animated galleries add the finishing touch to any website and is the coolest way to show off photos whether they are family snaps or professional images. No programming is required the galleries are easy to build, simply select the images and apply the transition effects.

### Reliable Backup

Users can safely archive and protect their websites with much more controls. Advance batch and optimization tools ensure that valuable data is backed up in folders or drives both internal and external with the click of the mouse.

WebSite X5 is the most complete package available for users to create websites, online stores and blogs. In addition to the key features mentioned WebSite X5 is packed with even more. With a new, larger user interface, improved tools throughout and a substantial user manual WebSite X5 further improves on the great WebSite X5 legacy. New tools include Internal Search Engine, header and footer editor, site map creator, advanced e-mail tools and e-commerce support. Many other features include RSS feeds, image editor and HTML support for Google tools including Google WebMaster Tools and Google AdSense™.

### Notes to Editors

#### 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.

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**Pricing and Availability:** € 69,95 - £59.99 inc VAT

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

WebSite X5 v8 will be launched at CeBIT 2009 (03-08 March), for a preview of the software or to find out more please come to our presentation **Future Talk (Hall 9, Stand A60)** on **Wednesday 4th March** at **16:00** or visit our stand **Hall 9, Stand B09**

#### Incomedia WebSite X5 Includes

WebSite X5 Software Application CD, User Manual, Registration Card

#### Official Websites:

[www.websitex5.com](http://www.websitex5.com)

[www.incomedia.eu](http://www.incomedia.eu)

#### Obtaining a Review Copy

To obtain a review copy of WebSite X5 v8, please send a request in writing to: [sital.p@incomedia.eu](mailto:sital.p@incomedia.eu)

Please state the name of the publication and which issue/date the review will appear. Please include your name, address, telephone number, and email address.

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