XARA

WEB DESIGNER MX PREMIUM

web design for the rest of us

Why is Xara Web Designer different?

Traditional web authoring tools are really just HTML editors, designed to create text layout with few, if any, graphical capabilities. You are expected to use separate graphics tools to create your web graphics and photos. This is despite the fact that the vast majority of websites are primarily graphical designs, where the text element plays only a minor part in the overall design.

Traditional web authoring tools tend to be complex to use, are often aimed at programmers, and provide features such as HTML and script editing.

Xara Web Designer is different. It takes a new approach to web creation by being design-based. It gives you the freedom to place anything anywhere on the page - text, photos, graphics, animations, widgets - in an entirely WYSIWYG way; What You See (in Web Designer) Is What You Get (on the final web page). It provides all the graphics features you are ever likely to require. No other software is required.

Further, it provides an easy way to create interactive effects, such as pop-up photos, NavBar menus, mouseover effects or Flash animations that are all commonplace on the web. You can repel text around objects on your page, or have non-straight edges to your text - things that are traditionally very difficult, even for advanced web designers or HTML coders.

And it does all this without requiring a single line of HTML or script. Web Designer offers no HTML code view and no ability to program JavaScript, but it does provide the easiest, fastest way to create great looking websites!

And it includes a wide range of pre-designed web templates to get you started (whole pages and even ready-made sites, plus collections of individual items such as NavBars, icons, buttons, text panels, etc).

Product Information

Template based web pages & sites
- Choose from hundreds of pre-built page designs created by professional designers, or even pick a ready-linked site
- Each can be fully customized; reposition objects, buttons, headings and photos, anywhere on the page with pixel accuracy via drag & drop
- Smart page resizing and object positioning automatically adjust page size and object position as you add new content
- One-click change of site-wide theme colors and linked shades. Any color and shade you like. All page elements, text and graphics are automatically updated
- Drag & drop extra items from the Designs Gallery, such as buttons, text panels, speech bubbles, widgets and more

Product Information continued

- Add additional pages by dragging a new page layout from the Designs Gallery. All colors automatically matched
- Drag and drop replacement of photos with your own
- Click to edit - customize the text and links as you wish
- Items repeated on every page, such as NavBars or headings, can be updated with a single edit.
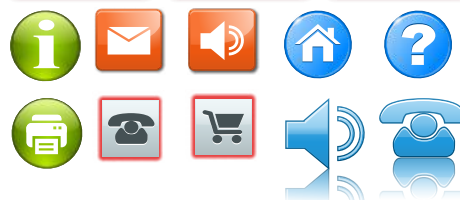
Or create your own page designs
- Start with a blank page and add the key elements, photos, graphics and text, animations and Widgets, with absolute freedom to place anything anywhere.
- Pixel accurate text placement - across all browsers
- The freedom of design of Photoshop™ but with resolution independent vector graphics, non-destructive editing and all the HTML and JavaScript created for you.

Add graphics
- Import a wide range of graphic types. EPS, PDF, layered PSD files, TIFF, SVG, RAW as well as GIF, PNG, JPG and more
- Automatic optimization of photos and graphics
- Create and embed Flash files, with accurate, anywhere on the page, positioning
- Use the built-in graphics tools to draw common page graphics, such as rounded rectangles, with graduated color and transparency. Vector graphics tools include line and shape drawing, 3D extrude, soft shadow, bevel, mold, plus fill, transparency and feathering
- Or pick ready-made graphics from the Designs Gallery which includes button bars, icons, misc web graphics, text panels, headings and more, all easily customizable
- Full support for transparent PNG images.

Button Text 1   Button Text 2   Button Text 3

Checklist
✓ lorem
✓ ipsum
✓ consectetur

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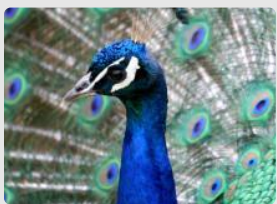
Product Information continued

Add animation, widgets and effects
- Really easy mouseover (rollover) and pop-up effects
- Add DHTML menus to your NavBars
- Easy thumbnail creation with animated pop-ups
- Create Flash animations or animated GIFs
- The Live Effects tool offers Photoshop plugin support
- Pop-up layers (containing text, graphics and photos)
- Make your site more dynamic by adding widgets such as Google Maps, YouTube movies, Picasa photo albums, photo & content slideshows, news feeds, forms, charts and graphs, e-commerce solutions and many more
- A wide selection of popular widgets is included.

Work with photos
- Includes a non destructive, ultra fast, photo tool, with crop, auto-enhance, adjust contrast, brightness, blur, sharpen, red-eye correction plus advanced content aware scaling and a panorama maker
- Replace photos in the templates by simply dragging and dropping your own on top, or add new photos by dropping them into the required place on the page
  - Automatic conversion of photos to the correct optimized format at web resolution
  - Easy thumbnail creation with animated pop-ups
  - Designs Gallery includes a collection of ready-made customizable photo objects and frames.

Your caption here

Work with text
- The first web authoring software to provide automatic text flow around irregular shapes such as photos, and text anchoring.
- Simple text objects, resizeable text columns, or flowing text frames, all placed with pixel accuracy
- Live, interactive font size and font style selection
- Embedded fonts feature gives freedom to chose from far more than the usual so called 'web safe' fonts
- Check-as-you-type spell check in 7 languages
- Flexible Text Styles feature
- 'Stretchy' text panels and buttons that accommodate different column width or height
- Any text can be rotated, even columns of text, any angle
- Add soft shadows, transparency or even color fills to text

Product Information continued

- Import (copy / paste) text from Word, or RTF format including all text styles.

Create presentations
- Create web-based 'slideshow' type presentations that your site visitors can step through using the keyboard arrow keys.
- You can even remotely host a web meeting (a Webinar) sharing your presentation, step by step and page by page, with an invited audience.

For the web
- Add page titles, descriptions and keywords for SEO
- Add page tracking (e.g. Google analytics) per page or for the whole website
- W3C compliant and cross-platform, cross-browser compatible (IE6+, Safari, Chrome, Firefox, Opera) & XHTML.
- Auto created sitemaps for search engines.

Preview & publish
- One click browser preview (all popular browsers)
- One click publish (FTP upload) to your web server
- Allows multiple user-definable FTP profiles
- Includes a free web hosting option from MAGIX Online World, including 500MB storage and a domain name
- Share menu for easy upload of images to Flick or Facebook.

Font Embedding

These fonts are embedded into your website using the new and entirely automatic Xara Web Designer 'font embedding' feature, so allowing web browsers to display just about any font you use, and for the text to remain Search Engine friendly.

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What's New in MX (v8)

MX (v8) is a major upgrade that introduces new features and content and improved usability. Key new features include:

- Support for Text Styles
- Automatic object positioning and smart page resizing - pages resize and objects reposition automatically as you add new content
- Embedded fonts, removing the limitation of 'web safe' fonts
- New bundled Widgets, including photo and content sliders and chart and graph widgets, plus improved widget handling
- Graphical bullets and numbers, great for presentations
- Live Effects tool, providing support for Photoshop plugins
- New templates including web themes, web graphic templates and photo clipart
- A new Share menu provides easy upload of selected images to other MAGIX/Xara MX products, Flickr and Facebook.

For details of all the other new features visit www.xara.com

Why Xara Web Designer?

- No HTML or JavaScript required.
- One software package to create and publish your site. Web Designer offers all the tools you'll ever need for page layout, graphics, text, photos and animation, from concept to completion.
- Complete design freedom; you can literally place anything anywhere on the page. Effects that are traditionally difficult to achieve in HTML editors - such as text with curved edges or at an angle - are a snap in Web Designer.
- It's genuinely WYSIWYG, what you see in Web Designer is exactly what you get on your web page.
- A choice of professionally designed templates, for quick, great looking results. Customize as much as you need or create pages from scratch.
- A great rapid website prototyping tool.
- Loads of clever, time and effort saving tricks such as text flow around objects, buttons and text panels that automatically expand as you enter text, easy mouseover, menu and pop-up effects, and one click changing of site wide theme colors.
- Works with industry standards - W3C compliant and cross browser compatible.
- Outstanding value for money.
- Produces compliant, efficient, compatible websites

System Requirements / Pricing

- Windows® XP/7 or Vista
- 500MB RAM, 600MB available hard disc space
- Format: download with instant unlock
  SRP: $99.99 or £89.99 inc VAT or Euro 99.99 inc VAT
  (optional back up CD can be added during purchase)

What The Press Say

Note: These reviews refer to Web Designer V7

"If you can imagine it, Web Designer 7 Premium can put it into HTML form and despite all of the functionality on offer the software doesn't feel complicated or daunting."
PC Utilities

"An excellent WYSIWYG editor for web development novices that makes it easy to build stylish, professional and feature-packed websites."
Software Crew

"Genuine WYSIWYG design with excellent built-in themes and other elements."

"Experienced computer users will be able to build sites without coding and probably without looking at the documentation - it's that straightforward - while designers will enjoy all the graphics tools and the DTP-style layout features."
IT Reviews

Other Resources

- The Xara website, including more info, template previews, reviews & testimonials, intro movies and free trial download: www.xara.com
- Demo movies: xara.com/webdesigner/demos or on YouTube at: YouTube.com/user/XaraVideo
- Example site and intro to Web Designer (this document is also included in the Designs Gallery): webdesigner.xara.com
- User forums: TalkGraphics.com
- Knowledgebase, troubleshooters, FAQs and contact support: support.xara.com
- The Xara Xone: tutorials, hints & tips, free stuff & more: xaraxone.com
- Back issues of The Outsider, Xara's monthly newsletter: xara.com/outsider
- The Resource index, a searchable list of tutorials, movies etc by Xara and third parties: xara.com/resources
- The Widget Guide, a user guide for many of the widgets bundled with Web Designer: xara.com/widgets
- The Web Gallery, a showcase for websites created by customers with Xara software: xara.com/websitegallery
- Follow Xara on twitter: twitter.com/xaragroup or join us on Facebook: facebook.com/xaragroup