



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) and a large collection of Widgets for adding functionality from forms and maps to e-commerce.

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.
- 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.

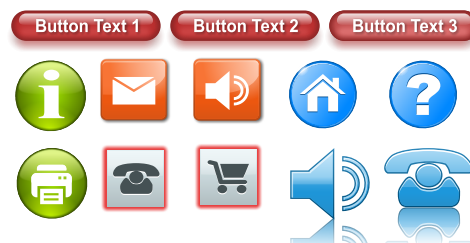


Or create your own page designs

- 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.



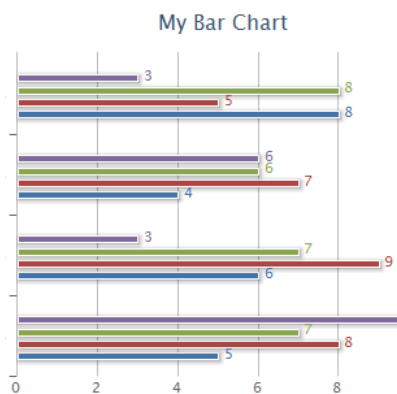


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Product Information continued

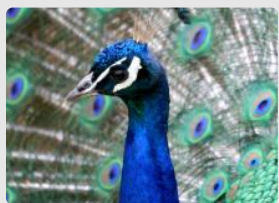
Add animation, widgets and effects

- 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
- Pop-up layers (containing text, graphics and photos)
- Make your site more dynamic by adding third party widgets such as Google Maps, YouTube movies, photo & content sliders, Facebook & Twitter buttons, news feeds, forms, charts and graphs, e-commerce solutions and many more
- A large collection of these widgets is included in the Designs Gallery, just drag and drop onto the page.



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, resizable text columns, or flowing text frames, all placed with pixel accuracy
- Live, interactive font size and font style selection, including 600+ Google Fonts
- Embedded fonts feature gives freedom to use 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 automatically stretch as

Product Information continued

you enter text

- Any text can be rotated, even columns of text, any angle
- Add soft shadows, transparency or even color fills to text
- Copy & paste text from Word, or import as RTF with text styles.

Create presentations

- Create web-based 'slideshow' type presentations that your site visitors can step through using the keyboard arrow keys.

Graphical Bullets & Numbered lists

- 1 Numbered lists such as this are now 'real numbered lists'
- 2 Just press Enter to create a new item
- 3 Any graphics you like, with automatic numbering
 - a In a variety of numbering
 - b or alphabetic styles
 - 1 and with sub-lists
 - 2 in any different style you like

- And graphical bullets as well
- Any design you want

- You can even remotely host a web meeting (a Webinar) sharing your presentation 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 2GB storage and a domain name
- Share menu for easy upload of images to Flickr 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 v9

V9 is a major upgrade that introduces new features and content and improved usability. Key new features include:

- Direct integration of 600+ Google Web Fonts
- Retina® screen compatibility
- New & improved web page background handling options
- Extension of the automatic object positioning and page resizing feature, with smart 'pull'.
- MAGIX Online World 'M' hosting included free including free domain and easy publishing
- Improved HTML5 & CSS3 support
- 20 new general web theme templates and a new category of business specific web themes (1 included free)
- New widgets including basic tables, Google+ and AdSense and new interactive photo sliders / galleries
- Easy drag and drop NavBar replacement
- 64 bit Windows support
- Easy addition of Google Analytics

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/7/8 or Vista
- Minimum 500MB RAM, 300MB available hard disc space
- 64 bit or 32 bit
- 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 MX (v8)

"An easy to use website builder that offers plenty of features and flexibility for the price."

PC Utilities

"Sure, there is a strong focus on ease of use, but Xara hasn't forgotten that quality matters, too... And there's also some depth here, with far more functionality than you'll find in most similar products."

Software Crew

"Web Designer is a powerful tool for anyone who wants to put up a good looking, professional website without needing to learn HTML or hire a designer. The graphics editor tools inside Web Designer are worth the price all by themselves because you can do so many things with your images. I was very impressed with how easy it was to create and manage a fancy design with little or no knowledge of any of the background programming."

About.com (web design)

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/websitgallery
- Follow Xara on twitter: twitter.com/xaragroup or join us on Facebook: facebook.com/xaragroup