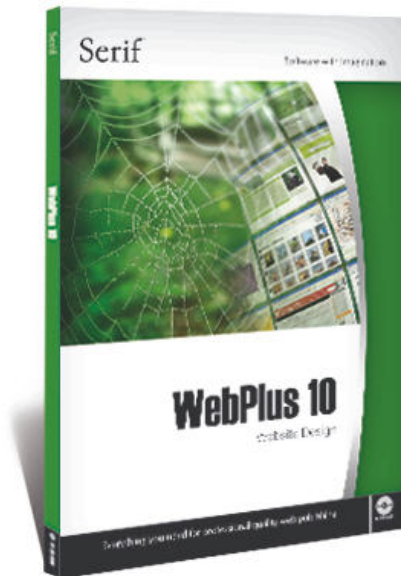


WebPlus 10

Reviewer's Guide

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This Reviewer's Guide is designed to provide all the information you need, plus links to extra resource material on our website that can assist you in your evaluation of WebPlus 10.

Please do not hesitate to contact me on **0115 914 9104** or email me at msharp@serif.com if you would like a review copy of WebPlus 10 or any further information.

We look forward to receiving your valuable feedback on WebPlus 10.

Best wishes,
Meg Sharp
PR Coordinator

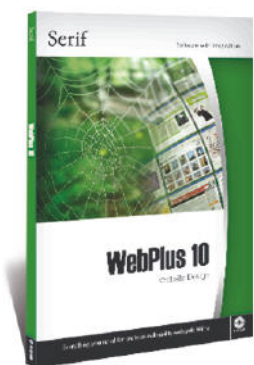
Press Release

Nottingham, UK
17 July 2006

Serif Launches WebPlus 10

Version 10 makes complex Web publishing functions accessible to all

Serif (Europe) Ltd, the UK's leading independent desktop publishing, design and graphics software developer, is delighted to announce the release of WebPlus 10.



WebPlus 10 (List Price £59.99; upgrade prices available*) is the landmark release of Serif's Web design program, providing the ability to create fully interactive, E-Commerce enabled websites, without requiring any knowledge of HTML. Offering the perfect introduction to Web design for new users and the flexibility more experienced designers need, WebPlus 10 is the affordable solution for everyone looking to publish their work, photos and thoughts online.

Top new WebPlus 10 features:

- **E-Commerce** – Shopping carts and card payment via PayPal, RomanCart or Mal's.
- **Serif Hosted Smart Objects** – Free hosting for blogs, forms and more.
- **PhotoGallery** – Publish image collections online easily.
- **Stylish HTML Email** – Send attractive HTML emails in just a few mouse clicks.
- **Add Source Code** – Dynamic effects, JavaScript, HTML pages from scratch and more.

WebPlus 10's new wizard-driven E-Commerce facilities make it invaluable for individuals, business users and organisations without advanced web design expertise, wishing to promote and sell their products and services online. Offering built-in support for three trusted payment services, PayPal, RomanCart and Mal's, the E-Commerce Wizard guides users seamlessly through adding the necessary components to create their online store. A choice of payment mechanisms, including pre-designed standalone buttons, forms and direct links to the shopping cart are available, for

complete flexibility. As well as providing for one-off payments, subscriptions and donation options can be easily set up within WebPlus 10 too.

New Serif hosted Smart Objects enable users to add popular Web functions, including blogs, polls, RSS feeds, counters, mailing lists and much more to their sites. Users can select their chosen Smart Objects, simply drop them into their design and WebPlus 10 will do the rest. Forms can be easily created using the Form Wizard to add controls and response fields – such as check boxes and combo boxes – and the data gathered can be forwarded by Serif or processed by the user's own script. WebPlus 10 now makes it simple to create interactive websites, without having to learn complicated programming languages.

Photographers will welcome the ability to create stunning online image collections with WebPlus 10's new PhotoGallery feature. The PhotoGallery window enables users to select a group of images, add effects, frames, captions and links to the images, choose a layout and simply place the completed gallery in the chosen location on the Web page. Online image galleries in WebPlus 10 are really striking, yet so easy to create.

Stylish HTML emails can now be created within WebPlus 10; users design their email just as they would a normal Web page and then simply select the new 'send page by email' option. It's never been easier to send attention-grabbing emails about new products or special offers to customers and business associates, or to send great-looking wedding and party invites to friends and family.

For anyone familiar with HTML editing, the new Source Pane enables users to add dynamic effects, JavaScript, Meta Tags and other search engine friendly information or create pages from scratch. Advanced users will also welcome WebPlus 10's enhanced File Management capabilities, which allow complete control over directory structure, file naming and provide improved export options for images, media files and more. Site navigation is now more flexible than ever; WebPlus 10 still automatically creates Navigation Bars according to the site structure for speed and ease, however users can now customise the navigation by selecting which menus appear and in what order, within each Navigation Bar.

WebPlus 10 makes it easy to link to or show content from other sites. Users can create RSS feeds for other websites to feature, widening the scope of their communications, and RSS feeds from other sites can be incorporated into WebPlus 10 pages, keeping visitors informed with up to the minute news on related topics. Support for frames and popups is useful for featuring advertising

and users can also choose to display linked images from third party hosting sites or save them on their own server.

New HTML Text Frames and Tables ensure that only HTML supported characters are used so that text and tables will appear correctly in browsers. WebPlus 10's new Font Management capabilities also assist inexperienced designers. When selecting fonts for their websites users can look for the green tick alongside their chosen font, indicating that it's 'Web safe'. The enhanced Layout Checker can also flag up any unsafe fonts, enabling users to substitute or convert them into graphics. It's easy to ensure that visitors to a site created in WebPlus 10 will be able to view it exactly as intended.

Improving workflow efficiency, users can now update single pages incrementally, saving on time and monthly upload allowance. WebPlus 10's new FTP Upload functionality also makes it easier to maintain sites and a backup WebPlus file is automatically created and saved on the server when a site is uploaded, providing added peace of mind.

WebPlus 10 has a fantastic new range of Templates to get new users started and a large set of preset customisable Flash Banners to add dynamism to every website. The new Tabbed User Interface offers intuitive access to all these new features and many more, making it unbelievably easy and enjoyable to create stunning interactive websites in Serif WebPlus 10.

"WebPlus 10 is a landmark release that makes it possible for our customers to create truly interactive websites and enter the exciting world of E-Commerce, without the steep learning curve usually associated with Web design," said Gary Bates, Serif's Managing Director. "For anyone looking to publish online quickly and easily regardless of their experience, WebPlus 10 is an affordable way to create professional sites for every purpose imaginable."

* Existing users of Serif software should contact Serif on 0800 376 7070 for upgrade prices.

End

The **Serif WebPlus 10** package contains: **WebPlus 10 Program CD**, **Resource CD** (containing 5 Projects, 11 Tutorials, WebArt Photo Collection and 50 Flash Banners) and **WebPlus 10 User Guide**.

For further information contact: Meg Sharp. Tel: 0115 9149104 or email: msharp@serif.com

For print quality images visit: www.serif.com/press_sr_webplus10.asp

Notes to Editors

Additional WebPlus 10 Information

International versions available soon

WebPlus 10 will soon be available in French and German.

Please contact us for further details.

Sales Information

Serif Sales Hotline:
0800 376 7070

Serif Online:
www.serif.com

Email:
sales@serif.com

Serif Multi-User Site Licences:
0800 376 6868

Address:
Serif (Europe) Ltd
12 Wilford Ind. Est.
Nottingham
NG11 7EP

Reseller & Distributor Information

For information on distributing or reselling Serif software in the UK please contact:

Tel: 0115 914 9158 • Fax: 0115 914 9105 • Email: channelsales@serif.com.

About Serif

Serif is the publisher of the award-winning software range that includes **PagePlus**, **PhotoPlus**, **DrawPlus**, **WebPlus**, **ImpactPlus**, **AlbumPlus**, **MoviePlus** and more. Founded in 1987 with the aim to develop low-cost alternatives to high-end publishing and graphics packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which has put professional effects and demanding publishing tasks within the reach of ordinary PC users around the world. Now with over 2 million customers worldwide, Serif has 250 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.

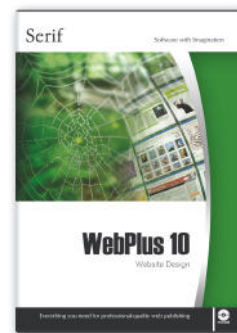
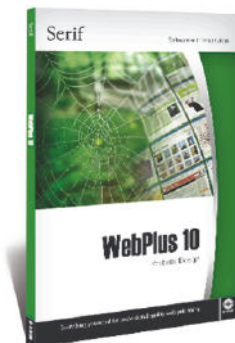
WebPlus 10 Resources

Click on the images below to download them in print quality
or visit the MoviePlus 5 Press Materials page on Serif's website:
www.serif.com/company/press_sr_webplus10.asp

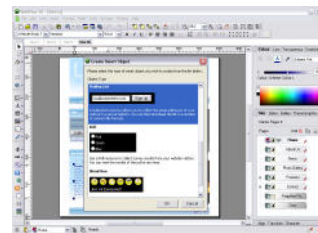
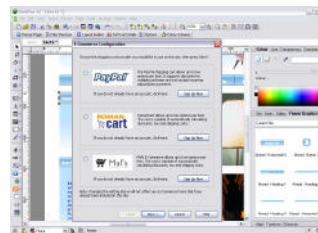
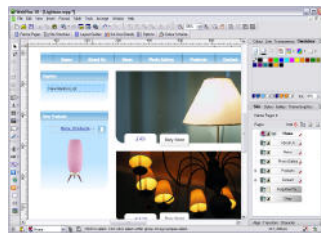
Boxshots and Logos

WebPlus 10

Website Design



Screenshots



Feature Illustrations



Serif's website is also a valuable resource for information on all of our software packages

[WebPlus 10 Main Page](#)

[WebPlus 10 Highlights](#)

[Other Features](#)

[Screenshots](#)

[Sample Sites](#)

[System Requirements](#)