

Product Information from SoftPress Systems

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Freeway 1.0 Product Overview

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Freeway™ 1.0 from SoftPress® Systems is a powerful tool for the design and production of elegant, interactive and multimedia-rich web sites. SoftPress has developed Freeway to provide graphic designers with a unique combination of functionality which sets it apart from other web authoring products:

- Professional tools for free-form design and layout in a DTP-style user interface which is instantly familiar to many designers
- Designers can produce great-looking, interactive Web sites with complex layouts and fine typography even if they have no knowledge of HTML
- Web sites can be reliably produced and updated in amazingly short times
- Expert features for implementing Meta tags and adding code such as JavaScript and custom HTML

Here are just a few of the features which make Freeway so remarkable.

Design with unrivaled flexibility and control to create Web site pages with complex layouts, fine typography, composite graphics and integrated multimedia content. Freeway is the first product to deliver the creative freedom which graphic designers tell us has been missing from other Web design tools. Use a familiar "Page and Pasteboard" environment to design and position type, graphics and multimedia with pixel accuracy – if you use DTP applications like QuarkXPress you will feel comfortable from the first time you start a Web site. What's more, you can position content in overlapping frames – text on graphic, text on text, graphic on graphic, even text on animated GIFs! Then Freeway does the rest by automatically generating the HTML tables to reproduce your exact layout on the Web page.

Optimize the quality and size of your images directly from Freeway. Dynamically reduce and index colors in GIF images and control JPEG compression levels - all with a real-time WYSIWYG view of image quality and numerical feedback of the image size in bytes. Freeway delivers professional quality and enormous time savings for this process which is normally very time-consuming. Using other Web authoring systems, this task must be performed in a separate image processing application.

Fine typographic design for your Web sites. You can create typographic elements in any font for your headlines, banners and captions - any box of text in your layout can be marked for conversion to anti aliased GIF bitmaps and remain editable at all times! Fine typography is assured with Freeway's extensive set of typographic controls which would be at home in any professional DTP package. And you can overlap these styled type

elements with each other or with graphics to produce stunning layouts which have not been practical or possible with other Web authoring systems.

Import a wide variety of graphic file formats – TIFF, EPS, PICT, BMP, JPEG, GIF – which are automatically down sampled, converted to the correct export format (GIF or JPEG), and indexed to the Net-safe 6x6x6 color palette if appropriate. This reduces the preparation and specialist knowledge needed to reprocess your images for use on the Web.

Use Freeway's multiple Master pages for flexible and efficient styling and maintenance of your Web site. Design your site using Master pages with repeating features such as layout, navigation bars, page backgrounds and graphic elements. This is the key to the amazing level of productivity that can be achieved with Freeway – whether creating a new site or updating an existing site by adding new content or modifying the design. Master pages can be designed with the complete set of Freeway's free-form design tools to position elements common to sets of Web pages or the whole site – including the definition of grids and guides to ensure consistent positioning of objects on individual pages.

Create Hyperlinks and precision image maps in moments. Freeway's simple and effective system for applying hypertext links to text and images is complemented by an intuitive way of creating image maps. Using standard DTP tools you can apply links to transparent rectangular, oval, polygon or Bezier boxes and position these over the selected areas of an image.

Comprehensive site management – use Freeway to produce hierarchical or flat Web sites and keep track of your project by using the Site palette's flexible features for navigation, displaying links and site structure. And if you are already a Web design expert you can enhance the functionality of any Web page by adding scripts or extending the HTML that Freeway produces.

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For Sales contact details – please refer to the main release “Freeway 1.0 Shipping”.

For further product information please refer to the Product Information Release – “Freeway 1.0 Feature List”. You can also contact SoftPress Systems by email (info@softpress.com), through the company Web site (<http://www.softpress.com>) or by telephone.

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