

News from SoftPress Systems

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Freeway 1.0 Web site design software now shipping

SoftPress Systems launches powerful new tool for graphic designers at Seybold San Francisco, October 1st-3rd

Long Hanborough, Oxford, UK [September 30th 1997]. Today SoftPress® Systems announced that they have released Freeway™ 1.0 for first customer shipments. Freeway is the new Web design software for Mac OS developed by SoftPress for graphic designers and announced in July this year. The company is now selling Freeway directly with telephone sales operating out of both their US and UK facilities. Freeway is also available for sale from the SoftPress Web site and customers can choose to download the software for immediate use.

Freeway 1.0 has its first public showing at the Seybold San Francisco Expo which opens on October 1st. SoftPress is participating in Apple's Developer Pavilion located in the North Hall of the Moscone Center.

Freeway sets new standards for ease of use, creative control and productivity in Web design. SoftPress has achieved this by incorporating three key elements into the product's design to provide a combination of functionality unique in this product category:

- An intuitive WYSIWYG user interface familiar to designers with experience of DTP
- Rich features for typographic control and layout design comparable to the best of DTP page layout applications
- An extensive and innovative set of tools for fast and professional Web site production which designers can use even if they have no experience in coding HTML

“A revelation for designers”

Many graphic designers who are familiar with mainstream DTP programs such as QuarkXPress have been delighted by the Freeway beta which has been freely available since July. They discovered that Freeway can translate their design concepts to the Web medium without constraints found in other Web authoring products.

Marc Rocca is a graphic designer at The Million Company (<http://www.million.co.uk>). Million offers their clients both Web and print design services and recognizes the need to deliver fine design in both media. Marc sent SoftPress this email about his experience with the public beta:

“Congratulations on a superb application! I downloaded Freeway beta yesterday afternoon and within three hours I was navigating my test document like I had been working with it for weeks. This is a revelation for designers with no HTML skills. At last I can design web sites for our clients without the rigid, grid-like structure of other lesser applications. I look forward to the full version of this well designed, intuitive application.”

Freeway provides tremendous advantages for design service providers whether they are new to Web design or an experienced shop such as The Million Company.

Freeway is also being adopted by many other businesses in the publishing and graphics industry – particularly those who want to produce and maintain their own Web site using in-house DTP design skills. Businesses as diverse as photographers, pre-press service shops, printers and magazine publishers have used Freeway during the public beta program to produce their Web sites and have sent SoftPress messages expressing their enthusiasm for the product – here's just two of them:

“It's hot, and I love working with it! I've done a lot of print pre-press the past six years, and Freeway is just as easy (maybe even easier!) than QuarkXPress. You folks have done a terrific job. I hope you sell a million copies.”

Mike Kreffel, Cartoonist/Designer, Indianapolis
<http://www.kref-toonz.com>

“Well. What can I say? The more I have used Freeway, the more I have come to appreciate it! I really think this is a winner. Having finished the company web site and uploaded it, I think my 'bug testing' is done for the time being. I'm itching to have a go at more.”

Heather Kavanagh, Designer - Scarbutts Printers, UK
<http://www.scarbutts.co.uk>

Designers who want to experience for themselves the powerful and innovative new features of Freeway can download a fully-working 30-day trial version from the SoftPress Web site. This trial version can be used on Macintosh, Power Macintosh and any other Mac OS compatible computers.

The price for a Freeway single user license is \$299 and discounts are available for purchases of multiple copies. Educational discounts are also available for qualifying customers. Details of these discounts and other offers can be found on the SoftPress Web site.

SoftPress Systems is a privately owned software company with its headquarters in Long Hanborough near Oxford in England. The company was founded in December 1993 to address the emerging needs of professional publishers and designers for cross-media

authoring tools. Prior to Freeway, SoftPress developed UniQorn®, the award-winning program for professional page-layout and Java-powered Web authoring.

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Trademarks

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Further product information

For more detailed information about Freeway please refer to the two Product Information releases:
“Freeway 1.0 - Product Overview”
“Freeway 1.0 - Feature List”

For other information, screen shots or review copies of Freeway please contact Mike Fellows:

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