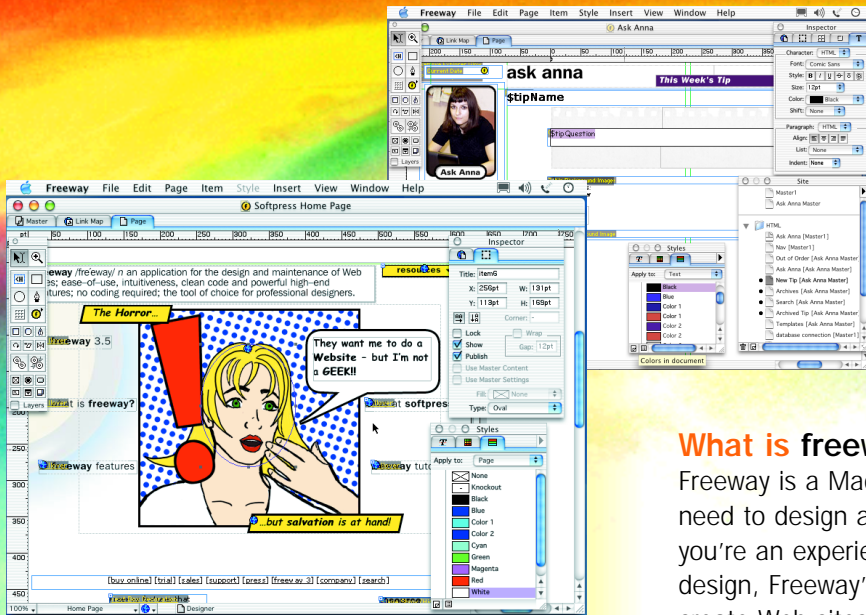




freeway 3.5



*Create professional Web sites
– WITHOUT CODING!*

*Maintain precise control over layout,
graphics and typography*

*Ease-of-use and time-saving features
let you creating quality sites in minutes*

What is freeway?

Freeway is a Mac-only Web-authoring tool that offers everything you need to design and produce dynamic and effective Web sites. Whether you're an experienced developer or it's your first experience in Web design, Freeway's powerful features and familiar user interface let you create Web sites quickly and intuitively . . . without compromise.

Who uses freeway?

Graphic designers, students, educators and experienced Web producers have chosen Freeway for its ease-of-use and comprehensive control of layout, graphics and typography. But Freeway is more than just easy to use. Freeway Actions technology simplifies the complexities of controlling dynamic content and rich media allowing you to focus on the important issues of design, usability and functionality - not coding.

Freeway's not just the best design tool for the Web, it's also a powerful production tool. With the ability to import and automatically convert a wide range of graphic formats to Web-ready graphics - Freeway is a huge time-saver.

freeway 3.5 is available now!

Freeway 3.5 runs natively on Mac OS X , as well as OS9/8.6. If you're looking for a complete solution that allows you to focus on design issues while increasing your productivity - Freeway is the answer.

Contact sales@softpress.com for substantial education and competitive upgrade discounts.

Try freeway today!

Download a free, fully functional 30-day trial version of Freeway today from www.softpress.com.

freeway features at a glance...

- Runs natively in Mac OS X & OS 9/8.6
- Complete control of layout and typography
- Create templates with multiple master pages
- Generates super clean and efficient HTML code
- Drag & drop from other applications
- Automatically creates graphics from editable text
- Import major graphic formats (including Illustrator 10 and layered Photoshop files)
- Scan images straight into Freeway
- Auto-conversion of graphics into Web formats
- Optimization controls for Web graphics
- Freeway Actions – easy-to-apply JavaScripts
- Integrated rollover editor
- Support for HTML 3.2, 3.2 with CSS, and 4.0
- Quick and intuitive tools for tables and framesets
- Built-in FTP upload
- Multilingual support including English, Spanish, French, German, Italian and Japanese
- Site-wide spell check with international dictionaries
- Comprehensive user guide and tutorials
- Free and responsive email technical support

the word on freeway...

"Designing Web sites needn't mean swallowing a code dictionary and learning to speak geek. Freeway 3.5 does something no other Web package has managed: it makes Web site design as accessible and as flexible as regular DTP, but without making life difficult for serious code users."

Keith Martin – Technical Editor, MacUser

"(Freeway's) simplicity belies a heavy-hitting feature set . . ."

Sean Ashcroft – MacWorld UK; rating 8.6 of 10

"Freeway is the first package to truly combine a familiar interface with sophisticated Web page generation, and produce clean code. In fact, the code is so perfect, it should be used as a benchmark in efficiency."

Computer Arts; rating 4.5 of 5

"Freeway is the only tool out there to date that enables graphic designers and desktop publishers a simple transition into the often frightening and standards-free world of Web site development."

Paul Noone – Review in internet.au; rating 4 of 5

"Freeway 3.5 is a beautiful application that adds so much to OS X. I am one giant step closer to never having to start classic again."

Stephen Johnson – Southland Industries

"Freeway is the easiest and most intuitive way of building a Web site."

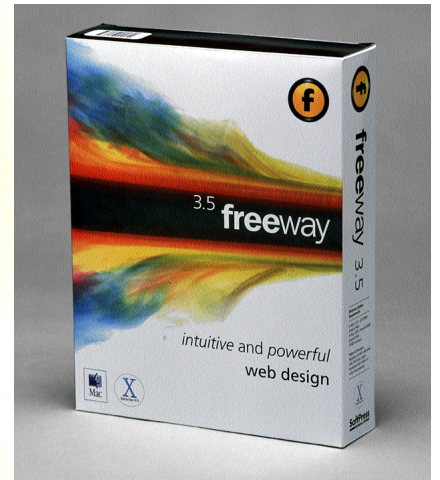
Mark Sparrow – MacFormat

"Not only has Softpress done an impressive job of bundling several advanced Java-Scripts in Freeway, but the ease with which these scripts are inserted into projects is a testament to Freeway's ability to outperform other development tools in terms of usability, reliability and intuitiveness."

Michel Mersereau – Review in MacNet2

"Freeway 3.5 is one of those products where on the one hand you want to shout out to the world how good it is, and yet keep it a secret because of the competitive advantage it gives. I can think of no other products that inspire that feeling."

Ian Halstead – Communique Advertising



Softpress

Telephone USA 1-800-853-6454

Telephone UK 0800-731-3425

Email info@softpress.com

Web www.softpress.com

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