

Platformic Unveils New Version of Online Web Development and Content Management System

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Platformic, an end-to-end online web development environment and content management platform that allows businesses to quickly and easily build/update websites in real-time, today unveiled version 3.0 of its enterprise web development software.

San Diego, CA -- Platformic, an end-to-end online web development environment and content management platform that allows businesses to quickly and easily build/update websites in real-time without sacrificing creativity or writing code, today unveiled version 3.0 of its enterprise web development software. The only content management system (CMS) on the market with a built-in point-and-click mechanism for building layouts visually, Platformic removes the need to hard-code websites or use Adobe Dreamweaver or any other third-party web authoring tools. The new version capitalizes on Platformic's ability to greatly simplify web development and management with its browser-based building capability and cascading style sheet (CSS) template generation tool that automatically and visually writes fully validated, nested CSS Div structures through a point-and-click architecture.

Platformic's point-and-click mechanism for building layouts visually removes the need to hard-code websites or use Adobe Dreamweaver.

"Platformic 3.0 revolutionizes web development by leveraging powerful visual design tools to enable people with little or no technical expertise to create highly professional, fully-customized websites in very little time. As businesses struggle to do more with less and the need to interact with customers and prospects via the web only continues to grow, we realize the importance of putting the power of highly customizable, expert grade web creation and content management in the hands of organizations. We continue to look for ways to make the process easier, while maintaining professionalism and corporate standards for web design, as this new version demonstrates," said Claudio Canive, CEO of Platformic.

Platformic's version 3.0 offers even more intuitive processes for building and maintaining enterprise websites. Users can now import a flattened Photoshop file of their website using the Image Guide, which can then be used to guide the building process. The Layout and Style Console are used to build the structure of the site based on the Image Guide. The Platformic system then automatically builds a nested, compliant and validated CSS structure as the user visually creates each page. Previous releases of Platformic had browser based CSS generation functionality, but with the new release, the method of navigating through a nested div structure has been made even easier. A Platformic user can now navigate through "parent" and "child" user levels and highlight the complete contents of specific layers, enabling him/her to see everything within that container.

Complex nested structures can be easily navigated as the page structure is organized. Tool Tips show users exactly where they are within the CSS structure and reveal the properties of each container. This process eliminates the need for Adobe DreamWeaver or hand coding, while adhering to professional standards, and providing maximum flexibility in design as well as site structure. Once a layout is complete, graphic elements can be quickly and easily uploaded to the site using a drag and drop Java uploader.

"This powerful functionality, coupled with the point and click method for adding programmatic functions to a site, allows us to roll out entire websites in as little as a few hours," said Eric Broadwater, director of professional services for Platformic.

Other new features include the improved Video Feed Tool, which allows a video to be dropped into any area of the screen. When editing content a user can simply drag a video from their desktop into the browser window on the page they are editing. Platformic automatically ingests and transcodes *.avi, *.mov and *.wmv files into Adobe Flash, eliminating any user intervention. Within the new version, a user can now select to play the video in the top of the div, another div on the same page or in a pop up window that can be built within Platformic, and display it in any number of places throughout the site and in any size. This "copy once, display many" methodology saves users time and effort while increasing website visit time and depth of visits. Videos can also be added to multiple feeds for advanced categorization and archiving. Embedded links can be optionally displayed for sharing on popular social networks such as Facebook, MySpace and Twitter. Standard and widescreen aspect ratios are available, and the user is given granular control over quality with the Platformic Administrative Console.

An online video on Platformic 3.0 can be seen at: http://platformic.com/pages/ent_video_landing

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About Platformic

Platformic is a complete end-to-end online web development environment (OWDE) and content management platform that allows businesses to quickly and easily build/update websites in real-time without sacrificing professional or creative standards or writing a single line of code. Used by leading companies such as Peak Broadcasting, Comcast SportsNet, and others, Platformic enables even users that are not technical in nature to visually create feature-rich websites from their browser that incorporate podcasts, video blogs, user-generated content, and other interactive tools and further the organization's online goals. Platformic makes updating content and its various formatting easy to manage, throughout the website, from a central place. Its versatility allows departments throughout an organization to expand online offerings and to do more with less. For more information, visit <http://www.platformic.com/pages/enterprise>.

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