

Artisteer – Web and Blog Design Automation Software Unveiled at BlogWorld Expo

Ground-breaking Software Instantly Creates Professional Website Designs, WordPress Themes and CMS Templates

LAS VEGAS, Nev., Sept. 19 (SEND2PRESS NEWSWIRE) – Extensoft announced today the release of Artisteer, its Web design automation software to create professional blog themes and Website templates, at this week's BlogWorld Expo show at the Las Vegas Convention Center – South Hall S-3 (booth number 508). The product eliminates the need to learn Photoshop, Dreamweaver, HTML, CSS or other Web technologies to produce original Website designs. The finished designs can be output as a WordPress Blog Theme, XHTML+CSS driven Web designs and CMS Templates, Web Application Templates, with planned support for Joomla, Drupal, Blogger, and other CMS and blog systems.

The design automation, variety of design elements, and precision control features wrapped in an intuitive interface enable technology professionals to the average blogger with little or no technical experience to quickly build professional presence based on validated HTML and the smart use of CSS.

“Web designers spend anywhere from a few hours to a few days to create and convert a Photoshop design into a proper Website template in XHTML and CSS format, or even longer to create WordPress themes,” said Leonid Evstafiev, Artisteer product manager. “Artisteer eliminates all these steps and cuts the time to 15 minutes. Start by pressing the ‘Suggest Design’ button until Artisteer creates a design you like, then adjust a few properties and export your design – it's really that easy.”

Artisteer was built using a thorough standards-based approach with support for tableless layouts in XHTML and CSS output, W3C color contrasting and Section 508 standards. The groundbreaking engineering also minimizes page load times by utilizing CSS image fusion that decreases the number of images used for displaying buttons, rounded corners and various effects. Artisteer also solves many Web browser compatibility and technical problems facing professional Web designers, making it an essential Web design tool for professionals and amateurs alike, no matter how simple or complex the project.

Artisteer runs on Windows 2000/XP/Vista, is priced at \$49.95 to \$149.95 per user, and is available now at www.artisteer.com.

BlogWorld & New Media Expo is the first and only industry-wide tradeshow, conference and media event dedicated to promoting the dynamic industry of blogging and new media. BlogWorld features dozens of seminars, panel discussions and keynotes from iconic personalities on the leading-edge of online technology and Internet-savvy business. Designed to give participants

the strategies, tools and technologies they need to stake their claim in the blogosphere.

About Extensoft

Extensoft is a unique consumer software company with the goal of bringing creativity and productivity to computer users worldwide. Extensoft is located in Seattle, Washington and Las Vegas, Nevada.

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