

A TOOL FOR
CREATIVE USERS



WEBSiCOTM

The web design new generation
serving your creativity

Create easily unique website, **from scratch**

« WEBSiCO, an innovative tool
for Web designers »

Press kit

websico.com

What is WEBSiCO

WEBSiCO is an acronym for WEB Site COmposer. It's an innovative online website editor (SAAS). Thanks to a WYSIWYG interface, it allows to create directly on the page, from scratch and in real time, original architectures, appearances and contents, flexible and modifiable, without templates or systematic hand coding. The web designer, however, may take code control where needed (HTML/CSS), and when he deems necessary.

WEBSiCO requires no software to install, compatible with all browsers and major operating systems.

WEBSiCO targets creative web designers. It reveals their talents and their creativity while increasing comfort and productivity. They retain control over the tool and the result.

With **WEBSiCO**, rivalries among freedom, quality, productivity and creativity are a thing of the past.

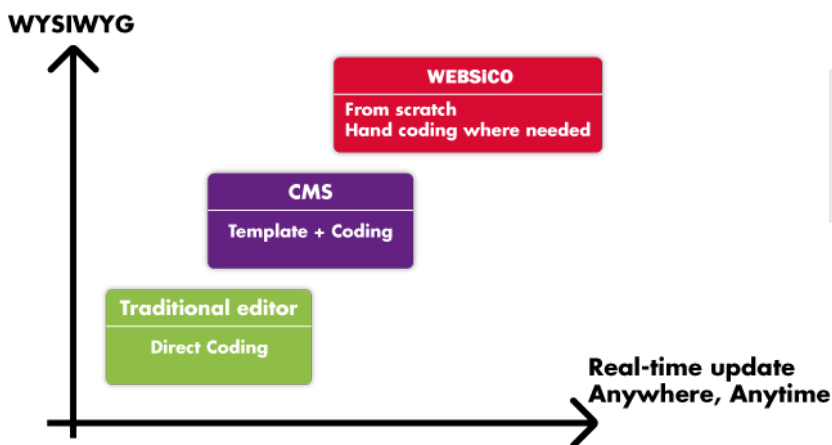
A Software As A Service (SAAS) that facilitates building of unique websites from scratch, without templates and without systematic hand coding

Why WEBSiCO

To produce an original website which is compatible with most browsers, traditional editors require having a good hand coding practice. CMS are easy if you use supplied predesigned templates. However, hand coding is necessary if modifications or unsupported features are required. Then the use of a CMS is reserved to experts.

WEBSiCO is made for those who are used to design corporate websites and:

- are tired of predesigned templates
- code expert or no, are tired of repetitive and technical tasks
- want to take code control where needed



Probably the more WYSIWYG software of web design tools!

How it works

[Click to see video demo](#)



Operating principles



A full WYSIWYG graphic interface and automatic HTML/CSS generation relieves the user from systematic hand coding and templates.

Directly on the page, from scratch and in real time, the web designer integrates the graphic chart or builds directly the website without needing other development tools. Within one single window, architecture, appearances and content can easily be modified at any time.

NO CODING : a comprehensive site can be built through the WYSIWYG interface without writing a single line of code. HTML coding is available in free coding components to add special items or performances to your site such as imported video, social widgets, flash, banner ads, payment buttons, etc. Experts also have the ability to edit the CSS type rules.

MODELS AND STYLES, designed by the user, make it possible to reproduce the content, formatting, and style rules throughout the site. A model is an element saved with a name, it can be recalled and modified anywhere in the site, staying identical in all pages.

A named style is a CSS rule that can be created and modified in real-time at any moment on any page through the graphical interface. It can be reused by any element of same type. With these features, no predefined template is needed to build a site with **WEBSiCO**.

NO SOFTWARE TO INSTALL on client computers or servers. A quick online subscription and a modern browser are all what is needed.

A SINGLE-SOURCE APPLICATION guarantees that all the functional modules will work in harmony. No foreign plugins are necessary, thus avoiding uncertain updates and compatibility issues. Updates take only a few seconds and are launched at the click of a button. Free coding areas do, however, make it possible to use external client-side modules.

MULTILINGUAL SITES : UTF8 encoding supports both alphabetic text and ideograms, specific tools help users build their site in several languages.

NO LIMIT to the number of pages, hierarchical levels, elements, models, styles, languages, etc.

HTML CODE GENERATION : With the exception of rich and raw text which might contain some code, no HTML data is stored. All structural and content data are stored in a database in an internal format. They are interpreted on the fly at page request to produce the HTML that is read by the visitor browser. So when a **WEBSiCO** user updates to get the last version of program, the site automatically benefits from all enhancements of the HTML generator, whatever the previous version.

WEBSiCO: a simple and full tool, opened to the use of external code

WEBSiCO's other features

WEBSiCO is online (SAAS):

- ▶ No software investment
- ▶ No software to install
- ▶ No software maintenance
- ▶ No hosting to manage
- ▶ Anytime, anywhere
- ▶ Easy and secure backups : automatic and on demand, etc.

WEBSiCO is a new generation web design tool that combines simplicity, comfort, efficiency and freedom to give the first place to creativity.

WEBSiCO takes care of users' freedom:

- ▶ Compatible with all browsers and major operating systems
- ▶ No other software required
- ▶ From scratch
- ▶ No predesigned templates
- ▶ No site architecture limitation
- ▶ Take code control where needed
- ▶ Page width fixed or variables
- ▶ A montly subscription with 30 days free trial
- ▶ No time commitment, etc.

WEBSiCO is easy to use:

- ▶ Full WYSIWYG
- ▶ Movement of items by drag and drop anywhere in the page
- ▶ JPEG file optimization
- ▶ Automatic menus
- ▶ Integration of all widgets by simply import of code
- ▶ Easy domain name attachment
- ▶ Multilingual with all types of alphabets
- ▶ No site architecture limitation
- ▶ Program and contents easy updates
- ▶ Online documentation & tutorials
- ▶ Exploration mode, etc.

Technical data

Client side

- ▶ HTML, CSS, javascript

Server side

- ▶ PHP, MySQL on LAMP server
- ▶ Online third-party payment service

Software

- ▶ Proprietary + open sources

At the crossroad of current web design solutions



WEBSiCO is a web design tool that combines the traditional solutions' main advantages:

- the classic web editing tools flexibility and direct coding capabilities (HTML/CSS),
- the CMS online update feature,
- the « build-a-site-in-3-clicks » ease-of-use thus eliminating technological concerns and the need for software updates.

The WEBSiCO's logo



Because of its agility, freedom and beauty, the hummingbird is the perfect logo for **WEBSiCO**.

WEBSiCO has a unique position in the world of web design!

A real need

The websites have a bright future ahead of them:

Alongside the development of social networks, blogs, micro blogging and all future innovations, website remain one of the major links in digital communication; in fact, it is the only place where you control your image and product line presentation with specific and authentic content. People will continue visiting your website to learn about you and what you do ([read James Gardner](#)).

FREEDOM
CONVENIENCY
CREATIVITY
PRODUCTIVITY
& QUALITY

A new and exclusive service

WEBSiCO is a unique tool that allows to easily build a website with its own design without depending on templates predesigned by others and without being an expert in hand coding.

A relevant service for creative users

WEBSiCO is for a wide range of users.

However , it better reveals its full potential with internet professionals.

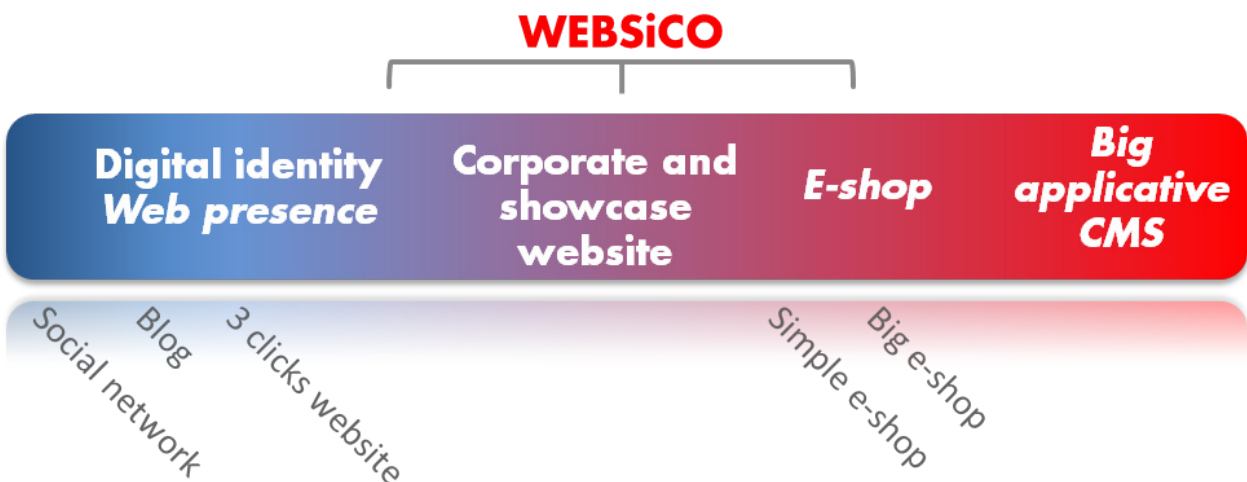
Based on the official rate, they may create their own terms for their clients.

WEBSiCO promotes collaborative work and takes advantage of the versatility of the work team.



WEBSiCO is a tool particularly suited to the most corporate and showcase websites:

WEBSiCO is the great tool for custom corporate websites, with dynamic content requiring regular updates that may be generally provided by the client.



WHAT MAKES WEBSICO DIFFERENT

The web designer has great tools for each need, particularly:

Direct coding editors:

Dreamweaver, Aptana, Notepad++, etc.

CMS with templates :

To build a blog:

Wordpress, Typepad, Tumblr, etc.

To create a digital identity:

About me, Flavors me, etc.

To build a website:

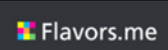
Squarespace, Wordpress, Drupal, Webs.com, Yola ... and hundred others

To build a large E-commerce website:

Magento, Prestashop, etc.

To build a social network:

Kickapps, etc.



SQUARESPACE



But all these tools require to be an hand coding expert or use of templates:

With WEBSICO, the web designer has a tool that facilitates the building of custom websites from scratch.

He is released of templates and systematic hand coding thanks to an automatic code generator.

However he may take code control where needed, to his appreciation.

He gains comfort and efficiency and retains control over the tool and the result.

**30 DAYS
FREE
TRIAL**



WEBSiCO

**€ 15 per month
no time
commitment**

*Based on this rate,
professionals may
create their own terms
for their clients*

FOUNDERS

WEBSiCO was born out of the association of Olivier Seston, a computer engineer wanting to make complicated things more simple and Henri Minart, a creative entrepreneur.

Olivier Seston



Formerly project manager for operating systems and database management, then internet free-lance. Designer and developer of **WEBSiCO**, he watches over the technical operation, new features and new services that usually come from customer requests, to make them available to everyone.

Henri Minart



Entrepreneur and man of marketing, his role is to ensure the promotion of **WEBSiCO** without borders, with web and communication professionals and all those who need a website, to listen, understand and meet their requests, when possible. He is also the President of the company.

Business development :

Its founders are attentive to the alliances that should help to reveal better and faster its full potential.

Do you want to speak about that? Contact them.

We appreciate your interest in **WEBSiCO**
and look forward to hearing from you:

Henri Minart & Olivier Seston

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