

WiseNav

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WiseNav releases significant upgrade

- **Your website, your way – and now even easier**

WiseNav is building its business based on user feedback. As a result it has released today a significant upgrade to its product WiseNav 3.0 that deliver very important new features and facilities.

WiseNav is a mass market product designed specifically to satisfy people who would like a website but don't have the technical capability or the understanding of how to build a website using traditional tools. **Even** the novice computer user can create and more importantly maintain their website without the need for outside technical assistance. Some of the new features are listed below:

- **WiseNav 3.0 takes the hassle out of loading rich media content.** Website content such as images, video, music/audio and animations can now be automatically uploaded, resized and then placed anywhere on the web page

- **WiseNav makes it easy for search engines to find your website.** Search engines like Google have their search algorithms based on text. Ordinarily this would mean that a Flash website would not deliver a good website ranking. But WiseNav 3.0 removes this problem through a really smart new feature that actually ensures that WiseNav sites and pages are automatically and effectively indexed. It also means you won't have to pay anyone to optimise your site so that the search engines can find it.

- **WiseNav makes it really easy for you to get started.** Our users really like the freedom that WiseNav gives them to express themselves on the web. However, some have told us they are a bit daunted by starting with a blank screen and asked us to give them some ideas on how they might layout their web pages. So in WiseNav 3.0 we have provided a series of 'templates' to show people what is possible and to help them to create their websites very quickly.

To view sample Flash-based WiseNav templates go to www.wisenav.com. Just press the GALLERY tab and then click on any website image to access and view the full template. To make any of these template websites unique to you anything can be changed – layout, colours, text, button and images etc. just by a click of the mouse. There is absolutely zero programming knowledge required. WiseNav templates are also available from the 'More Content' tab in WiseNav 3.0 where they can be viewed and downloaded.

Mike Hensman, CEO at WiseNav, says: "WiseNav was built to satisfy Web 2.0. So it's appropriate that we are improving the product on a daily basis courtesy of user feedback. We are grateful to all our customers who are helping us to improve it so quickly."

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Specific product enhancements

1. The WiseNav file converter is available. This allows non supported file types to be converted, resized and uploaded seamlessly by WiseNav.
2. WiseNav tooltips and introductory videos are available together with fully updated help files so users are guided every step of the way
3. WiseNav 3.0 displays the X&Y and height & width co-ordinates of each selected element on your web page. This assists the consistency of layout of the web pages and overall website design.
4. WiseNav 3.0 has a unique 'hot spot' capability where any area on the web page can be highlighted to enable your website users to link seamlessly to other web pages on your website or to other websites/URLs or even to create an email.
5. All images and text elements can now be linked to other web pages within the WiseNav website; other websites/URL's or email accounts. So in effect any image or piece of text can have the same linking attributes as a WiseNav button.
6. The WiseNav 3.0 Gadgets now include an events calendar, photo gallery and a number of email form layouts – so special functions can be added to the website
7. Designer buttons have a drop shadow option with a selected colour for the drop shadow.
8. Drop shadows are now also available on all images, again with a selected colour for the drop shadow
9. A New 'ellipse' shape is available this can obviously also be a circle or a disc. Both the ellipse and the current rectangle now have a drop shadow option with a selected colour for the drop shadow and you can also graduate the colour from top to bottom of the shape. There is a zero border option on the shape to ensure the correct display impact of the graduated colour.

About WiseNav

WiseNav Inc is a privately held Canadian software company based in Edmonton, Alberta. Founded in 2002, WiseNav's goal is to bring the power of Web 2.0 to all not for profit organisations, small businesses and individuals by developing the world's simplest to use media-rich website development tool.

WiseNav 3.0 frees consumers, small businesses and not for profit organisations from all the constraints and complexities of HTML template-based tools. WiseNav products are supplied exclusively through Internet Service Providers and Hosting Service Providers.

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