



ExclamationTM

Desktop Web Publisher • Designer Edition

Create hundreds of pages at the push of a button

Exclamation merges site content (text, images, multi-media) with your page templates to create a complete Web site.

It's as easy as pushing "Make All Pages" and "Upload to Web" buttons.

Eliminate tedious site testing

When a Web site is built one page at a time, you need to check each page to ensure that all content is correct, that all links lead to the right page, etc.

When an item like an article headline appears on several pages, it's especially tedious to verify that all uses are consistent.

With Exclamation, all you need to check is a few representative pages to ensure the whole site is correct because you can trust Exclamation to accurately insert page content and create page-to-page links.

Empower your clients

You can give your clients control of their sites.

You focus on site design—your specialty. Your clients focus on their business content—their specialty.

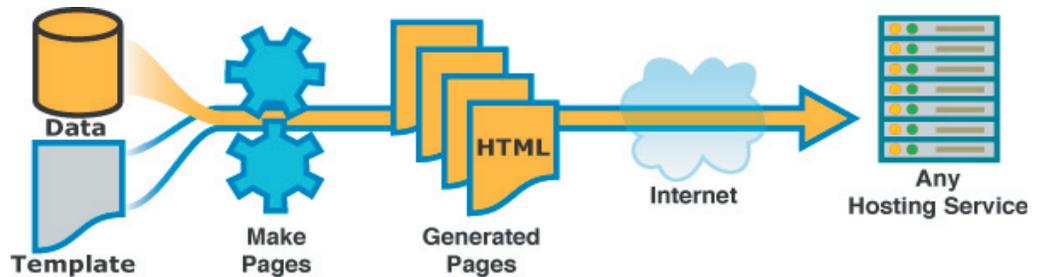
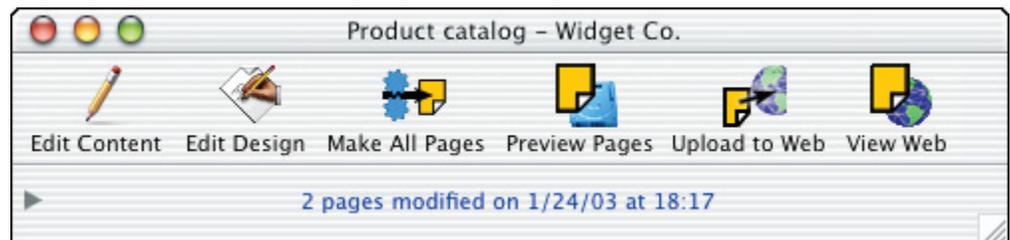
That's the power of Ten League BootsTM.

Easily refine and redesign

Offer continuing design services to your clients at a price they can afford.

Separating site content from your site design enables you to easily adjust your design—even make major changes—simply by editing a few page templates.

Since it's easy to build and update sites, you can handle more clients, more quickly.



Learn in one day

Exclamation has condensed the essence of enterprise-scale Web publishing software into simple, obvious HTML extensions. Any designer can learn it in a day.

Use any hosting service

Since Exclamation needs no special Web server software, your clients can stay with their current hosting service. Likewise, they can easily move to a hosting service that is more affordable or one with value-added services.

Take big strides with Ten League Boots



Exclamation Desktop Web Publisher

Example: an art gallery on the Web

Imagine that your client has an art gallery with a large collection of pictures, only some of which should be displayed on the Web.

Images must be selected and organized by artist, genre, and theme of the month. Each work has its own page, which must link to the next and previous pages. All works have to be indexed and pages of thumbnail images must be created and arranged. Finally, key works must be selected for prominent display on the site's home page.

Even making a small change can be complex. Adding just one new painting to your gallery? Don't forget to add it to the site map, the search database, and the artist index, as well as update page-to-page links.

Without Exclamation, revising the Web site monthly is much work as creating a whole new site each time.

With Exclamation the entire job takes just a few minutes. The site curator clicks check boxes in the image database to select the works to be displayed; other check boxes indicate genre and identify the key works. The curator then pushes two buttons to create the new pages and upload them to the Web site hosting service.

With Exclamation, one person updates the Web site in a matter of minutes.

What's involved for a Designer?

Using Exclamation's sample "Site Designs" as models or starting points, you create the look and navigation for your client's site. Your custom Site Design, which you create just like a conventional site, contains both regular pages and templates (for the pages Exclamation generates from your client's content database).

You then design a database to hold the client's content. Often you'll be able to use or adapt existing office databases.

After initial testing with sample content, you're ready to put the site into production, either on your development system or on your client's desktop system.

In most cases, you'll want to put your clients in the driver's seat, selling them a Exclamation Publisher license to enable them to make their own content changes. Because they understand their business best, they're more able to ensure the accuracy and timeliness of the content.

By separating site design and site content, Exclamation enables you to offer continuing design services to your client. When it's time for a site enhancement, Exclamation can show both the current and new sites side-by-side, each built from the latest content.

Exclamation requirements

- Desktop computer: Mac OS® X 10.2, Windows NT®, Windows® 2000, or Windows® XP
- Template editor: your favorite HTML 4-compliant editor, such as Dreamweaver®, GoLive®, BBEdit™, or HomeSite™.
- Content editor: any application that can generate a tab-delimited file, such as FileMaker® Pro, Excel, or Access.
- Web site hosting: only FTP is required. Exclamation is compatible with many value-added services such as password protection and e-commerce shopping carts.

Exclamation projects are cross-platform: you can develop a site on Mac OS X and deploy it on Windows (or vice versa).

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