It can hardly be a surprise that no poet, living or dead, has ever composed a sonnet to HTML code. Not even a limerick. And why would they? Code isn't pretty.

Most designers would agree with the poets. If you're good at presenting information visually, it's pretty rare that you are also good at (or even interested in) the minutia of the underlying technology.

Most ordinary HTML editors, even so-called WYSIWYG Web editing programs, require you to decend into the depths of HTML Hell in order to make your design ideas look their best in every browser, on every platform.

I think that I shall never see A poem as lovely as HTML.

Not so with Freeway Pro and Freeway Express. Since 1997, professionals and home users alike have thrilled to the freedom of a pure Web design program that truly lets you express yourself on the canvas of the Web. Using the intuitive desktop publishing interface, you literally draw the site the way you want it to look, and let Freeway do the rest.

Any active font on your Mac can be used to create graphic text, right in the layout, and that text remains editable at all times within Freeway. You can even spell-check your graphic text in Freeway Pro.

No other Web design application gives you this much direct control over images. Import huge publishing-quality CMYK photos or tiny animated GIFs, and more. Scale, crop, rotate, even overlap those images, and Freeway will either composite them together or automatically slice them into tiled pieces to work with your layout.

When you publish your site from Freeway, technically correct browser-safe HTML, optimized graphics, JavaScript, and any rich media are generated and organized for you.

Preview your work in any browser on your Mac, and even if you don't have a PC handy to review your design in the Windows environment, you can be confident that your design will thrive there as well.

And when you're ready for the world, Freeway's integrated FTP upload will send the new files to your Web server and remove any out-of-date pages or linked files, saving you time and server space.

To anyone who has suffered through the frustrations of taking their creative vision to the Web in the usual way, Freeway—and the claims of those who have discovered it—can seem quite impossible. That's why we offer time-limited demo versions of Freeway Pro and Freeway Express. See, it's not actually magic, just great technology. And we know that once you try it, you'll be a believer.

You might even find yourself looking around for your rhyming dictionary.

freeway

www.softpress.com/mf