

Webydo Revolutionizes Professional Website Creation

*Open Beta Launch of Web Design Platform
for Graphic Design Professionals*

New York, Monday, April 29, 2013 - Webydo is globally launching a free SaaS web design platform that revolutionizes professional web creation, providing graphic designers with total creative freedom and independence.

The open beta launch, announced at TechCrunch Disrupt NYC today, allows professional designers to create and manage cross-platform websites without writing code and has already been used to create more than 50,000 websites during its closed beta testing phase.

The First Open Canvas for Pros.

Webydo's professional SaaS platform enables graphic designers to create and manage cross-platform business websites, without engaging a developer. With Webydo, graphic designers have complete control over the entire web design process, using a powerful WYSIWYG (What-You-See-Is-What-You-Get) design interface.

The Problem – Handwritten Code.

More than 38 million graphic designers currently working to create professional websites are enslaved to an old process that depends on handwritten code. This process is slow, expensive and cumbersome, marginalizing the designer's role and preventing direct communication between designers and their clients. On the other hand, the DIY platforms offer only preformatted templates that are not suitable for professional web creation.

The Solution – Webydo.

Webydo solves this problem with a sophisticated DMS (Design Management System) that liberates designers from their dependency on handwritten code or limiting DIY templates. Using the company's sophisticated online software, designers can bring any creative web design to life. With the click of a button, an advanced HTML website is published online including a friendly built-in CMS (Content Management System) for the website owner. No programming or technical knowledge is needed. With Webydo, DMS plus its CMS integrated system, designers can finally focus on the creative side of web design.

Behind the scenes, Webydo's innovative code generator (US patent pending) automatically generates both a cross-platform HTML website updated to the latest industry standards and optimized for SEO, and a friendly built-in WYSIWYG CMS that enables the website owner to update the website content, independently.

Community Driven – By Designers, For Designers.

Webydo is a community driven web design platform. Every feature in the system was developed with designers' needs in mind, and Webydo's community of designers participates in the development of the platform, suggesting and prioritizing the development of new design features.

Passion for Design.

In today's rapidly changing global economy, engaging digital design has become the key driver in creating value and establishing competitive advantage across all industries. Webydo is putting designers in the driver's seat, eliminating all technical barriers, and allowing designers to transform the web into a rich human experience, promoting live dialog between businesses and their audiences all around the world.

"In essence, Webydo is about unchaining millions of graphic designers from the rusty old 'designer-programmer-client' process of designing and managing websites," said Shmulik Grizim, Webydo's Co-Founder and CEO. "With Webydo's powerful cloud platform designers can finally bring any web design to life, without writing code. Now, we want to share this technological innovation with the global design community."

Want a Demo? Find Webydo at TechCrunch Disrupt.

Webydo will be featured in Startup Alley at TechCrunch Disrupt, New York, on Tuesday, April 30. The conference is held at the Manhattan Center, 311 West 34th Street (at 8th Ave.) Manhattan, NY.

About Webydo.

Webydo (Open Beta) enables graphic designers to create and manage cross-platform business websites, without writing code. Using this sophisticated WYSIWYG online software designers can bring any design to life and with a click of a button an advanced HTML website is published online, including a friendly built-in CMS for the website owner. Founded by designers and creative professionals, this community driven SaaS cloud platform is empowering designers around the world, eliminating all technical barriers and helping designers focus on the creative side of web creation.

To learn more visit www.webydo.com, or contact us at – media@webydo.com

About TechCrunch Disrupt.

TechCrunch Disrupt NY 2013 is TechCrunch's fourth annual <http://techcrunch.com/events/disrupt-ny-2013> conference in New York City. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate technology-driven disruptions in many industries, while the afternoons are reserved for the Startup Battlefield, where 30 new companies will launch for the first time on stage, selected to present from more than 1000 applications received from around the world. The winning company will receive a \$50,000 grand prize and the Disrupt Cup at the conclusion of the conference.

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