

FirstClass Web Publishing

In addition to its effectiveness as a complete communications and collaboration solution, FirstClass is also a fully functional web server that provides users with the ability to publish professional-looking web pages without any knowledge of HTML coding. FirstClass web publishing puts the powerful communication potential of the Web into the hands of all users while removing all the complexity normally associated with web publishing. Creating web pages in FirstClass is as easy as authoring a document using a word processor.

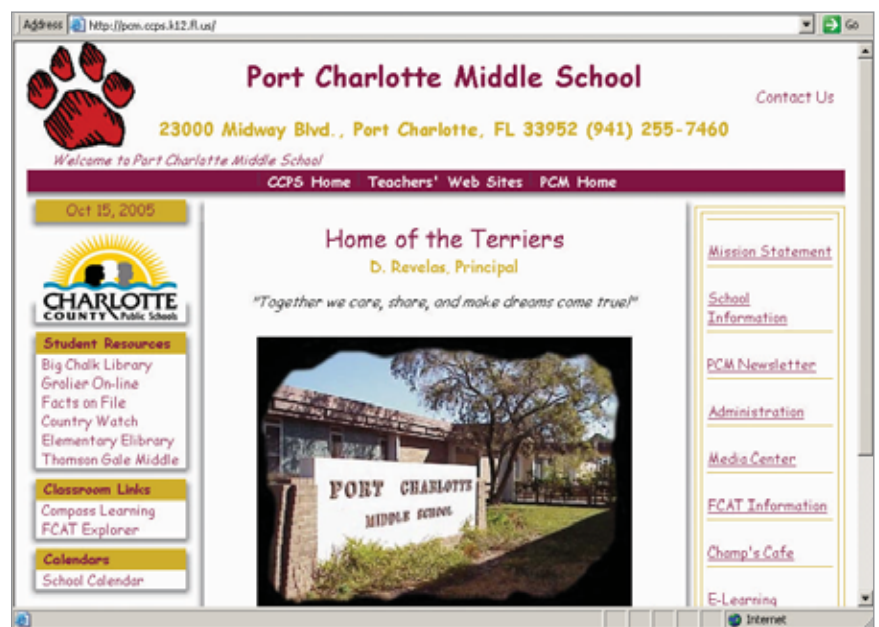
- Rich web publishing without the complex training
- Maintain brand consistency across distributed web pages
- Remove bottlenecks associated with webmaster controlled content updates
- Easily create and maintain up-to-date websites with fresh content

RICH WEB PUBLISHING WITHOUT THE COMPLEXITY

Users can quickly and easily use the FirstClass document editor to create web pages that include:

- colored and styled text
- background graphics
- tables
- embedded graphics and photos
- hyperlinks

Users can also directly author HTML code or embed HTML code from standard web page generation tools within a FirstClass web page. Flash content is also supported.



WEB CONTENT MANAGEMENT

Besides personal web publishing, FirstClass can also be used to build powerful organization-wide websites in a secure and controlled manner. The powerful permissions capability within FirstClass can be applied to specific subsets of the website, enabling individuals or groups of people to have responsibility for publishing content relative to their role or expertise. With permissions, each person or group can easily update their assigned area of the website without the need for a webmaster to post their updates. This streamlined and efficient approach to web publishing ensures websites are up-to-date and continually refreshed with timely content.

ADVANCED WEB SITE CREATION WITH RAPID WEB DESIGNER (RWD)

Advanced web publishing can be easily achieved in FirstClass using Rapid Web Designer (RWD). Bringing a whole new level of powerful management and deployment options for web publishing, RWD provides simple forms-based options for creating web page constructs such as headers, footers, navigation bars, announcement bars, information sidebars, and others.

In addition, RWD enables an organization to design a standardized visual template for each web page, ensuring users can focus on publishing the content they're responsible for without jeopardizing brand consistency. This is very useful for enabling large numbers of teachers within a school or school district to individually publish a classroom home page while still adhering to a standard brand template established at the district level. Alternatively, it could enable a franchise organization to create and maintain a standard web page layout for all the franchises, while offering franchise managers the freedom to directly publish the information pertinent to their particular operation.

ABOUT FIRSTCLASS

FirstClass is a feature-rich, platform-independent, and cost-effective communications and collaboration software solution that enables businesses and learning organizations to create collaborative online communities that securely connect people and resources via any Internet-accessible device. FirstClass delivers a broad range of capabilities including e-mail, instant messaging, calendars, contact management, collaboration, document sharing, file storage, web publishing and voice and fax messaging. Thousands of organizations and millions of users around the world are currently connecting via online communities powered by FirstClass. For more information on FirstClass, please visit www.firstclass.com.



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