

Netbiscuits Launches the World's Most Advanced Mobile Website Creation Tool

Sitebuilder 2.0 enables touch UI design and multi-column layouts for smartphones and media tablets with no programming skills required

Kaiserslautern, Sept. 9, 2010 – Netbiscuits, the world's leading cloud software service for cross-platform development and publication of mobile websites and apps, today announces the launch of Sitebuilder 2.0, its new industry leading web-based mobile website creation tool. The new Sitebuilder comes with a catalogue of exciting new features that will help Netbiscuits' customers to work more effectively and create even richer mobile web experiences.

To enable rich user interface design for smartphone-style devices, Sitebuilder 2.0 comes with a comprehensive set of new and extended Biscuits – Netbiscuits' unique mobile website building blocks – that enable a device-specific and optimized website display on more than 6.000 web-enabled devices worldwide. Implementing features like sliding picture galleries and interactive cover flows is now easier than ever before.

To support multi-platform publishing across all smart and feature phones, media tablets, game consoles and more, Netbiscuits' Sitebuilder 2.0 enables multi-column layouts to adapt website designs dynamically to devices like iPad, iPhone and alike, which provide wider screens and landscape modes.

Customers don't need any programming skills to set up, edit, and manage ambitious mobile web projects. Sitebuilder 2.0 provides a drag & drop user interface that seamlessly integrates with Netbiscuits' cloud software service for cross-platform publishing and allows the instant publication of mobile web applications.

“The Sitebuilder is one of the most extensively used tools of Netbiscuits' cloud software platform. So we are very happy and excited to present the 2.0 version of this tool to the world”, says Michael Neidhoefer, CEO of Netbiscuits. “The requirements of several major Netbiscuits customers, including MTV Networks and Universal Music Group, set the agenda for the re-design of our Sitebuilder. Improved ergonomics and the seamless enabling of richer user interfaces for touch and non-touch devices have been our goals for the new tool. Feedback from customers that were invited to pre-test the tool already shows that Netbiscuits' Sitebuilder 2.0 will set a new standard for mobile web creation tools in our industry.”

Netbiscuits' Sitebuilder 2.0 is currently available as a BETA version. To test it free of charge, a 30 days free trial access to Netbiscuits' cloud software service is provided at www.netbiscuits.com.

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About Netbiscuits

Netbiscuits is the world's leading cloud software service for cross-platform development, publication and monetization of mobile websites and apps. The company serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV Networks and Axel Springer, as well as leading agencies such as Sapient, Publicis, Razorfish and Ogilvy. Globally Netbiscuits processes more than 3.5 billion mobile page deliveries for its customers each month. Founded in 2000, the company has 85 employees in the USA, Germany, UK and Singapore.

The award winning Netbiscuits platform is available as a cloud-based software service (SaaS). At www.netbiscuits.com all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web applications. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally recognized ME Award for the „Best Mobile Publishing Platform“.

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