

Incomedia partners with Advance - Digital PR for the Spanish-speaking countries

Thanks to this agreement the Italian company Incomedia aims to boost its business in all the Spanish-speaking countries and consolidate its position as a leading company in the development of web editors and multimedia solutions.

Ivrea (Italy), June 18th 2013 - Incomedia, developer of web editors and multimedia solutions for PCs, has signed up the services offered by Advance - Digital PR, an independent public relations agency specialized in digital products in the Spanish and Portuguese-speaking markets.

With this agreement, signed between Federico Ranfagni, founder and CEO of Incomedia, and Ralf Germer, CEO of Advance - Digital PR, Incomedia aims to promote its products in the Spanish-speaking markets, to strengthen its image and reputation, as well as to increase the WebSite X5[®] sales. "The Spanish-speaking market is the third most important on the Internet, just behind the English and Chinese ones", explains the CEO of Incomedia Federico Ranfagni, who adds: "This market has more than 180 million users and is still growing. The creativity and innovation offered by WebSite X5[®] make it a software with great potential in such a market".

The newest version of the software, WebSite X5 Evolution 10[®], has been launched entirely in Spanish, it includes many improvements to existing features and introduces new features which are the result of accurate R&D activities.

For more information about Incomedia and WebSite X5[®], please visit the website <http://www.websitex5.com/en/>, where you will also find the Demo version and the video tutorials that explain in detail how to create a website with WebSite X5 Evolution 10[®].

About Incomedia:

Incomedia, founded in 1998, is a leading independent developer and publisher of multimedia software for the PC.

Incomedia's flagship product **WebSite X5[®]**, currently sold in over 40 countries through a well-established network of International distributors, resellers and retailers, was developed with the aim of bringing high-end website creation software at affordable prices to home, business and education users. The software is designed specifically for users who want to publish high-quality websites and online shops, with a professional look and feel in just 5 simple steps.

About Advance - Digital PR

Advance - Digital PR is an independent public relations agency with particular expertise in digital products in the Spanish and Portuguese markets. Established in 2003, Advance – Digital PR approaches public relations in a refreshing and different way thanks to highly-specialized professionals who really understand the products they deal with.

"We love what we do, we care deeply about our clients and our relationships with the media. Contact us to find out why our customers stay with us."

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