

**\*Embargo until Midnight PST on Nov 5th 2007 - website will not be live until then\***

## **Synthasite launches Beta**

Synthasite, a next generation web publishing startup, has just announced the launch of it's Beta version, which is available online at [www.synthasite.com](http://www.synthasite.com).

The Synthasite platform integrates API's (Application Programming Interfaces) from third parties to be integrated into a single environment that allows users to drag and drop content into their webpages from multiple sources, without requiring any prior programming experience.

The latest features include free hosting and sub-domains, widgets from multiple platforms and services, templates with dynamic menus, image hosting, layouts and many others.

The intention of this version is to demonstrate the ability of Synthasite to integrate with 3rd party API's, but still allow the average user the benefit of simple drag and drop.

The Synthasite Beta platform currently supports drag and drop functionality from the following content & widget providers, with many more to come:

YourMinis  
YouTube  
SmugMug  
FlickR  
Revver  
MetaCafe  
Google Video

Synthasite has opted for a familiar desktop software look and feel for it's application utilizing AJAX to deliver a fully browser based solution.

For more information, please contact:

Vinny Lingham  
Chief Executive Officer  
[Vinny@Synthasite.com](mailto:Vinny@Synthasite.com)