Powereffects Designer - Just

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A New Way To Solve An Old Problem Many of these effects in the past had to be creating using time-consuming and expensive tools, like Flash or Photoshop animation. With PowerEffects, I can churn these out in minutes, and start testing them in seconds. Yes, Flash and Photoshop do work, but there were 3 limitations to using them: Problem #1: They took a lot of time to make. Even if you outsource them, they can be expensive to produce, and it still takes time for your designer to put it all together for you. And if you wanted to test different variations, you're looking at a whole lotta waiting! And even then there are no guarantees they'll convert. What then? Back to the drawing board... PowerEffects overcomes that hurdle by allowing you to create multiple effects in minutes and immediately throw them up on your website without hassle. Got an idea you want to test? Fire up PowerEffects and let it do its magic for you! Problem #2: Heavy Flash and animated graphics can put a much bigger load on your web server. You've heard about server crashes during launches? Yes, I know some folks just say that to bolster their social proof. But the sad fact is, these bandwidth-hoggers are largely responsible, because there's only so much bandwidth to go around. And you can only optimize them so much. Plus often the amount of bandwidth, or connections, is artificially restricted by web hosting companies. Why? To prevent massive Denial of Service (DOS) attacks and the like. PowerEffects takes up no more bandwidth than the HTML code (which is just text) and the supporting Javascript code (which is also just text and is automatically generated for you by PowerEffects!) Problem #3: Heavy Flash and animated graphics increase the page load time for your visitors. This is a biggie! For one thing, more people than you realize still have dial-up and slower broadband connections, like satellite. Broadband may not be available in their area, or it simply may be too expensive for them. The fact is, there are still tens of MILLIONS in the U.S. alone still lumbering along via dial-up. A survey conducted by Ipsos of over 6,000 families all over the world (including the US), showed that 20 of them were still on dial-up! Do you think those folks are going to wait around while your page slowly loads? No way! A few seconds of waiting, and they're gone! That means you've lost a potential sale. After all, it doesn't matter how good your sales copy is if they never get a chance to read it! And There's A Bigger Problem On The Horizon... Google has recently announced that

they are beginning to take into consideration the web page load time in determining their "quality score". That means if your pages load more slowly and you use Google Adwords PPC, you're gonna get slapped yet again! With PowerEffects, load time is not a factor. Sure, you can include images in your effects and animations, but the images themselves can be static. PowerEffects handles the animation for you!

Requirements: PHP 4.1.0+ installed on your web server

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