HammerKit Releases Private Beta Version of Its Groundbreaking Web Design and Deployment Tool - Designers to Focus on Creativity Instead of Code

HammerKit, a developer of cloud-based web design services, is offering a limited batch of beta user accounts for the latest version of its all- in-one system for building web sites and applications.

Helsinki, Finland 12 May 2010 - HammerKit's private beta release utilizes groundbreaking component-based technology, enabling fast and easy creation of interactive and functional websites and applications. A limited batch of beta accounts is now available upon sign-up on the HammerKit website www.hammerkit.com. Following the beta launch, a public launch will take place later in June.

"We believe our timing is just right with the launch of the new HammerKit. The tool is highly anticipated by designers, who battle with increasing demands for more comprehensive web services and faster delivery", says Mark Sorsa-Leslie, CEO of HammerKit, who adds, "It has been a two-year journey to create this version, and we look forward to perfecting it."

"In times of economic pressure, building the same basic components over and over again is simply not a viable model, and in a few years, the idea of initiating a months-long web project will sound silly. We are entering a new era of dynamism where web designers no longer need to wait for coders to implement ideas. Instead, ideas can be turned into reality right away", Sorsa-Leslie declares.

HammerKit is a web-based system offering everything needed to design and deploy simple or even complex applications. The tool's magic is letting designers copy and paste functionalities just like text and images.

HammerKit is targeted at web designers, who want to stay in control of their design and significantly reduce delivery times and costs. Using HammerKit requires no hard coding skills, the tool is easy to learn and get started with, thanks to a highly intuitive user interface. HammerKit's open API lets the user import fully customized functionality components for varying projects.

"HammerKit empowers digital era web punks by giving designers tools that let them execute their creativity. Just like in the 70s, when you didn't need to master an instrument to make great punk rock music", Sorsa-Leslie says.

During the month of May, HammerKit will be showcased at the following key European trade fairs:

May 14th, Future of Web Apps in Dublin - http://futureofwebapps.com/dublin-2010/
May 17th-18th, Future of Web Design in London - http://futureofwebdesign.com/
May 31st - June 2nd, Webinale in Berlin - www.webinale.de

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About HammerKit

HammerKit reinvents web design by making it possible to build amazing web experiences with ease. The complete platform for web service design and deployment utilizes unique component technology, allowing users to build data-centric, feature rich services without coding. We want web designers to go beyond mock-ups and wireframes to building fully functional web sites quicker and more easily than ever before. HammerKit is the tool for the web punk generation. For further information, please visit www.hammerkit.com.