



Jimdo Sets New Standards in DIY Website Building

San Francisco, August 26, 2014 - Jimdo, one of the world's leading website builders, today announced a major product upgrade including a new style editor, new user interface, and new templates. The product is available to all new Jimdo users, as well as the existing 12 million websites built on the Jimdo platform.

"Our UI and templates have been the core of our product since our launch in 2007," says Christian Springub, Jimdo co-founder and head of operations. "While we've been upgrading them ever since, we decided to reinvent ourselves to continue to be the product innovation leader in our industry."

The biggest innovation is the new style editor, which provides hundreds of ways to customize our new templates. From changing the background and navigation system to styling specific text and link areas, users simply click on any element to immediately style it to their taste.

The redesigned user interface speeds up the website building process and highlights the most frequently-used features. It allows you to add and edit text directly via inline editing, upload images in the background, and add and rearrange elements anywhere on your website. To help users tackle the initial design process, Jimdo has also replaced its existing 200 layouts with 30 new templates, with the ability to "try on" different styles.

"Jimdo is based upon two pillars: being the product innovation leader in our industry, and having a passion to help our customers do great things," says Fridtjof Detzner, Jimdo's co-founder and head designer. "With this product release, we believe we've accomplished both."

As with all Jimdo products, this version was developed at Jimdo's headquarters in Hamburg, Germany. It follows on the heels of Jimdo's award-winning iOS app, which has 400,000 downloads and a 4.5 global App Store rating since its release last year. The new Jimdo offers a 360° cross-platform experience, seamlessly integrating the design between desktop and mobile.

Jimdo is a unique company in the website platform industry, with its culture, development process, self-funded growth, and customer-first focus. Matthias Henze, Jimdo co-founder and head of international operations says, “This product release makes sure that building a website is so quick and easy that it’s fun. It’s as our slogan says - Pages to the People!”

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About Jimdo

Jimdo is the easiest way to create a website on a computer, smartphone, or tablet. With a simple intuitive interface, Jimdo enables anyone to create a customized online presence with a blog and online store. Founded in Germany in 2007 by Christian Springub, Fridtjof Detzner, and Matthias Henze, the company set a new standard in website creation. Profitable since 2009 without venture capital, Jimdo has a passionate team of 170 people in Hamburg, San Francisco, and Tokyo. Jimdo is available in 11 languages and has helped people build over 12 million websites. For more on Jimdo visit: <http://www.jimdo.com>

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