

Beta Over – Creately Launches with a Name Your Price Plan

A powerful yet easy to use online diagramming application launches with a unique pricing strategy.

Melbourne, Australia – Embargoed until 8th September 2009

After almost a year in Beta, during which Creately was showcased at TechCrunch50 & Demo 2008, Cinergix Pty Ltd announces the public availability of Creately – Online Diagramming & Design. Creately is a powerful, yet easy to use online diagramming software based on patent-pending technology specifically built for collaboration. Chandika Jayasundara, CEO of Cinergix describes the problem, “Traditional design and graphics software are complex and difficult to use, so we wanted to build an application that's centered on collaboration and ease of use. Now our users tell us we have the best and easiest-to-use tool on the Internet to create and collaborate on workflows, wireframes, mind-maps, UML designs or just about anything that's best described visually”.

With this announcement, Cinergix now offers 2 plans for their subscription-based Creately software service. The limited Creately Public plan will be offered free to everyone, while Creately Plus! subscribers will get unlimited diagrams & collaborators and 24hr Priority Support for a “Pay What You Want” price. Beta users can now select to upgrade to a Plus! Plan at their own price until 17th September 2009. “We've had fantastic feedback from our early Beta users, this is our way of saying Thank You to the 6000 people who've helped us get here,” added Chandika.

Creately has garnered a strong and loyal following on the Internet amongst a cross-section of early-adopters from academia, enterprise and small business across a range of industries. “This is a unique opportunity to thank our supporters as well as try to find out from them how much value Creately is creating for our users in the various industries.” CEO Chandika adds, “We have worked to build a useful application and want to make sure we price and position it correctly for the market. Creately is in a unique position because it is used in just about any field. What better way is there to understand the value we bring customers than by getting our Beta customers to commit to it with their wallets. There is no survey in the world that can achieve that.”

Creately will continue to offer a free Public plan to everyone, but will require users to publicly share their work on the Internet. “We believe there has to be a fair exchange of value between us and our users. New users must give back to the community in order to enjoy the application for 'free'.”

To try this innovative visual collaboration tool, you can sign-up at <http://creately.com> for immediate access.

Read our Blog for more details– <http://creately.com/blog/creately/beta-over-creately-launches-new-plans>

About Cinergix

Cinergix is the Australian start-up developing the Creately platform and its patent-pending KObject technology, which is changing the way we collaborate on the Internet. Creately is a rich Internet application with a smart user interface and automated validation checks that will make the process of visual collaboration easier and more accessible. Started in 2007 by a team from Sri Lanka, the UK, and Singapore, the company also runs a research and development centre in Colombo, Sri Lanka and will set up operations across Asia in 2009. For more information, visit www.cinergix.com.

Press Resources – <http://creately.com/PressResources>

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