



Pixpa.com introduces HTML5 Portfolio Websites for Photographers, Artists and Designers.



( [PRLEAP.COM](http://PRLEAP.COM) ) **New Delhi, August 1, 2013:** Pixpa ( [www.pixpa.com](http://www.pixpa.com) ), a leader in online presence solutions for photographers and designers, today augmented its platform with the launch of HTML5 portfolio websites. This upgrade, which has taken several months of extensive development will offer more flexibility and power to the portfolio websites of photographers, designers and other creative professionals using Pixpa.

"The shift towards HTML5 was inevitable", said Gurpreet Singh, Founder, Pixpa, "The entire web is moving towards it as it offers more powerful, responsive and sophisticated features to the designers as well as the end users". "HTML5 based websites were the number one request from Pixpa users, however we have taken our time to develop a feature-rich, and evolved platform in order to ensure easy and smooth transitions for our clients", he added.

The HTML5 version of Pixpa will gradually replace the flash based websites with HTML mirrors and the existing clients are also being offered the options to move to HTML5. The primary benefits of the HTML5 upgrade include:

**Responsive Websites:** The new Pixpa websites use latest HTML5 and CSS3 technologies which makes them inherently more responsive and hence easier to access through various mobile devices such as smart phones and tablets, thus optimizing their usability and reach.

**Enhanced User Experience:**

These websites also renders improved end user experience with fluid navigation, striking full width templates and real time editing that allows the users make quick adjustments in content and design.

**Search Engine Friendly:**

The HTML5 websites are more search engine friendly and helpful for the professionals looking to build their online presence. "Our aim is not merely to migrate to a new technology but to fully utilize the new features and options for the benefits of our clients", reiterated Gurpreet. In order

## Pixpa.com Launches HTML5 Portfolio Websites for Photographers

Written by Australian Business

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to ease the transition process Pixpa is offering the following: Easy one switch transition from Flash to HTML5 for existing clients Four new preset design templates made specifically for HTML5 (

<http://www.pixpa.com/designs>

) New users can have 15 days free trial before opting for any subscription (

<http://www.pixpa.com/signup>

)

### **About Pixpa.com**

Pixpa.com is a leader in online presence solutions for photographers, artists and designers. Pixpa enables creative professionals to showcase, share and sell their work online with style and simplicity. Pixpa's Professional Portfolio Websites come with HTML5 based customizable and responsive designs, ecommerce capabilities, protected galleries as well as social media integration.