

Actinic Expands into Europe With Opening of Paris Office - Actinic ecommerce software to be translated into four languages

Submitted by: Dexterity

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8 March 2001 (A0103) - Actinic plc, the SME ecommerce software specialist, has announced its expansion into the European market with the opening of its European headquarters in Paris. Located in the centre of Paris, near the Opera district, the office has six staff covering sales, marketing, partner training and technical support of Actinic's B2C and B2B products: Actinic Catalog and Actinic Business. As part of the entry into the European market, Actinic is translating its software and documentation into French, German, Spanish and Italian. The French version will ship in March with the other editions coming on stream progressively from April onwards. Visit www.actinic.fr

"There's a lot of doom and gloom in the press about ecommerce at the moment, but at Actinic we have thousands of success stories to point to and are confident that e-trading is here to stay. In fact, within eighteen months selling online will be as common as taking orders by phone, mail or fax," says Phil Rothwell, European development manager, Actinic. "We researched the market and saw that France had nothing equivalent to Actinic's desktop offerings. Furthermore the population's experience with Minitel means they are well positioned to catch up with the UK very quickly."

He adds, "Our software already sells in over thirty countries round the world, but to be really successful we believe you can't penetrate a market without offering a fully translated product plus a local operation. We are sure this will make Actinic a major contender for the two million strong army of small and medium sized enterprises in France who could use ecommerce."

Following the UK model, Actinic Europe will build channel partnerships with web designers, ISPs, hosting companies and ecommerce consultants who will be the company's route to market. Actinic already has a small number of French partners and is currently negotiating with several prospective strategic partners.

About Actinic plc:

Founded in 1996 and now listed on the London Stock Exchange, Actinic develops ecommerce software for small and medium size enterprises. The majority of sales are via Actinic's network of partners (web hosts, web designers and Internet Service Providers). The software is used on thousands of live sites in 33 countries. Some of Actinic's better known UK users include the London Symphony Orchestra, the Royal Opera House, Sony Europe, Ericsson, J & J Crombie, Michel Roux's Waterside Inn, Essex and Worcestershire County Cricket Clubs, Fulham FC, easyJet gifts, Letts

Diaries, Royal National Institute for Deaf People, Anything Left-handed, West Sussex County Council and Hasbro. Actinic has its headquarters in Weybridge, Surrey, with a technical centre in Birmingham. The European office is based in Paris while the North American office is in New Jersey. Visit www.actinic.co.uk

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Hi-res photo of PHIL ROTHWELL available at www.actinic.co.uk/press/people.htm or contact Dexterity for a print