

# Web Designer 'Hot 100' promises big predictions for 2010

**Industry-leading web design magazine talks to the digital design community to find what is set to be hot over the next 12 months**

*Web Designer's* 'Hot 100' returns for a third successive year to provide an inspiring countdown of great sites, immense design talent, industry trends, breaking technology and must-have products for 2010.

Leading industry movers and shakers predict what they think will be massive this year with augmented reality, tablet computing, multi-touch, mobile and Flash Player 10.1 being the buzz topics set to make a big impact. This year's panel included industry luminaries and icons of web design such as Serge Jespers, platform evangelist at Adobe, Mark Quirk, UK product manager for Microsoft Silverlight, and Expression and Dr Simone Stumpf, lecturer in Human-Computer Interaction Design at City University, London.



More than ever, as web design matures it has become important to stay ahead and keep abreast of new web trends, techniques and technologies. The Hot 100 is the indispensable guide for staying on the creative cutting-edge in the near future and beyond.

"If ever there was a year when keeping up with new trends is sure to be vital, you can bet that 2010 will be it," says *Web Designer* Editor Mark Billen. "We're set for a seminal time in the web world as technologies such as AR, mobile design and more experimental modes of online interaction look to penetrate the market. The Hot 100 gives you the chance to discover now what is around the corner from the people behind the creative wheel."

*Web Designer* magazine ([Webdesignermag.co.uk](http://Webdesignermag.co.uk)) is the only monthly newsstand publication devoted to providing cutting-edge expert tutorials in Flash, Dreamweaver, Photoshop and WordPress. Check out regular features on leading digital agencies, breaking trade news, eCommerce articles and a free monthly CD packed with resources; it aims to inspire those inside and outside the web design profession.

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