



For Immediate Release

Iron Speed, Inc.
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Enhanced, More Powerful Iron Speed Designer Code Generator Released
Accelerates Development of Enterprise Web Applications

Mountain View, CA – August 7, 2003 –Software development tools-maker Iron Speed released an enhanced version of its popular application generator today, Version 1.4, which helps IT departments accelerate the development of web applications. In a few hours, Iron Speed Designer generates up to 80% of .NET web applications in a 3-tier architecture that includes complex features ranging from a sophisticated web-based user interface to advanced data grids to transaction management.

The announcement also includes a promotional pricing discount, with software licenses starting at just \$495.* The promotion reflects a minimum 40% discount. (**Valid for purchases before September 19, 2003, full details available at www.ironspeed.com*)

“Setting a new bar for application generation, the V1.4 release of Iron Speed Designer helps developers easily tackle the complexities of web application development, significantly reducing development time and ensuring higher code quality,” says Alan S. Fisher, Chairman of Iron Speed. “This is code generation for developers. The software approaches web application development the way developers do, giving them enormous flexibility and complete control over the generated code.

“Iron Speed Designer now includes nearly 40 new features requested by our growing user community, all designed to make Iron Speed Designer easier to use and the generated code easier to understand and customize,” Fisher says.

Iron Speed Designer V1.4 is available for download and free evaluation from the website:
<http://www.ironspeed.com>

Code Generation Comes of Age:

Iron Speed Designer Eliminates Hand-Coded Infrastructure Programming

Generating full-featured applications with Iron Speed Designer is simple, Fisher says. Using any HTML page(s) and linking to an existing database, Iron Speed Designer quickly generates sophisticated 3-tier applications, including user-interfaces with advanced data grids and page controls like filtering and search, as well as all the SQL statements and transaction management code. The generated class hierarchy is easy to modify and extend, Fisher says.

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Developers start with any HTML page and insert code generation tags in each location where they want a databound control. In this way, the user interface is customized for page, record and field functionality as well as look-and-feel stylistic elements. Then, a binding wizard in Iron Speed Designer is used to bind the controls to the underlying database tables. Clicking on the “Generate” button generates a complete 3-tier application, including presentation layer ASPX pages and ASCX controls; application layer code-behinds, data validation and data access logic; and database layer SQL and stored procedures.

Developers Demand Top Performance from Code Generators:

Code Generation Must Meet High Quality Metrics; Ease Schedule Demands

“Generating applications improves IT productivity and removes much of the drudgery associated with web application development,” says Razi Mohiuddin, President of Iron Speed. “Listening to our user community, we have enhanced Iron Speed Designer to generate applications coded in the manner preferred by developers.”

Mohiuddin explains that Iron Speed Designer now generates:

- Native .NET program code in a 3-tier architecture
- Sophisticated user interfaces with professional look-and-feel from the first iterative generation (and each subsequent regeneration)
- Advanced page controls and functionality including any combination of filtering, sorting, search, navigation, pagination and page sizing
- All the SQL statements in stored procedures
- Straightforward generated class hierarchy that is easy to extend and modify
- Complete control over the visual style elements (i.e.: masthead, menu bars, colors, font, etc)

“Instead of worrying about every single SQL query or the user interface architecture, all that functionality is automatically generated for you,” Mohiuddin says.

“Modifications can be made to the code at any time – even after ‘code freeze’ – and changes will be automatically reflected in the next regeneration. Each regeneration preserves any custom code,” Mohiuddin says.

What Iron Speed Designer Generates

- **Presentation Layer - a complete web-based user interface:**
Sophisticated web-based user interface pages, including database-connected forms, tables and reports. Advanced features include reports with filtering and sorting, full-text search, navigation, data validation, and table pagination.
- **Application Layer - native .NET program code:**
Easily extensible class hierarchy built on the .NET Framework base classes, as well as enterprise-class features such as role-based security.
- **Database Layer - all your SQL and transaction management:**
All the SQL queries for data display and reporting as well as record insertion, modification and deletion. Advanced features include multi-table joins and a page-based transaction model.

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Background on Iron Speed, Inc.

Iron Speed has revolutionized web application development with powerful application generation tools that accelerate the development of enterprise-class web applications. Iron Speed Designer generates about 80% of an application's program code, allowing developers to focus on the remaining 20% of the application that is unique. Iron Speed recognizes that developing web applications is more complicated than traditional application development, and so provides application generation software for IT departments looking to take advantage of the flexibility and extensibility of web-based applications. Iron Speed executives are pioneers in web application development, having built enterprise and e-commerce systems for companies like Onsale (now Amazon) and Charles Schwab. The company is based in Mountain View, California and located online at <http://www.ironspeed.com>.

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Reporter Note: Evaluation Copies for Qualified Journalists Are Available.
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