IRON SPEED

Iron Speed Designer Code Generator Now Supports Internationalization & Localization
Accelerates Development of Enterprise Web Applications

Mountain View, CA – October 14, 2003 –Software development tools-maker Iron Speed released an enhanced version of its popular application generator today that is now capable of generating localized web-based applications. Application developers around the globe can easily adapt generated applications using just a few button clicks to support local display preferences, multiple currency and date formats, local language character sets and message strings in any language.

Iron Speed Designer Version 1.5 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 grid displays to transaction management. Once generated, applications can be modified and regenerated as often as needed, as well as extended to include custom business logic and internationalization features.

"Many enterprise applications are accessed by users located all over the world, and so to be able to quickly adapt the application to support local preferences significantly reduces the development cycle," says Alan S. Fisher, Chairman of Iron Speed. "In addition, the new internationalization and localization features allow developers to generate multiple localized versions of the same application by changing just a few settings, as well as quickly customize data validation and error messages to meet the local preferences.

"Iron Speed Designer gives developers in local markets as well as in corporate headquarters enormous flexibility and complete control over the generated code," Fisher says.

Iron Speed Designer V1.5 is available for download and a free 15-day evaluation from the website: http://www.ironspeed.com

Common Custom Internationalization & Localization Settings
Iron Speed Designer V1.5 Supports A Variety of Factors, Settings, and Parameters

Although there is no "magic button" that developers push to turn an application from one language or local preference to another, Iron Speed Designer supports most customizations common to localized applications, Fisher says.

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New Internationalization & Localization Features in Iron Speed Designer V1.5:

➢ **Culture encoding**. Generated applications have a culture coding that indicates to the .NET Framework how to handle basic properties, like date and time formatting, currency formatting, language display (i.e. right to left reading or complex character sets), and other settings. Iron Speed Designer supports virtually every language type in the world.

➢ **Date and time formatting**. A variety of date and time formats are used worldwide. Applications generated by Iron Speed Designer are built on the .NET Framework, so the date and time field displays and input fields take their cue from the application's culture setting. Multiple formats can be selected for different pages within the same application, reflecting data pulled from internationally formatted databases.

➢ **Number and currency formatting**. Some number formats use a decimal point to separate dollars and cents; other formats use commas. Iron Speed Designer supports either, or both within the same application.

➢ **Message text string translation**. The data validation, informational and error message text in the generated application can be easily translated and/or modified to the appropriate language for the application.

Other New Features in Iron Speed Designer V1.5

➢ **Enhanced Automatic Layout Page Creation**. Iron Speed Designer automatically generates a set of database access pages for each database table selected by the developer. A variety of new configuration options are included in the new release, including automatic filtering, search, and sorting control placement in the generated web pages.

➢ **Code Generation Speed**. Generating large applications is now much faster – up to 10 times faster on applications with more than 200 database tables and 800 layout pages.

➢ **Improved Usability**. More than two dozen improvements make Iron Speed Designer easier to use and the generated code easier to understand. These include improved wizards, streamlined installation, advanced page layout customization features and online instructional videos linked from throughout the product.

➢ **New Coding Examples**. Eight new coding examples illustrate code extensions ranging from implementing Windows Authentication single sign-on, to integrating Crystal Reports with your generated application, to calling your own database stored procedures.

➢ **Web-Based Product Support**. Customers can now access online product support directly from Iron Speed Designer.

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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.

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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