



For Immediate Release
Iron Speed, Inc.
Brooke Hoffmann
1 650 215 2226
bhoffmann@ironspeed.com
<http://www.ironspeed.com>

Iron Speed Designer Version 3.0 Released
Enhanced, More Powerful Iron Speed Designer Application Generator Released
Accelerates Development of Enterprise Web Applications

Mountain View, CA – August 19, 2005 –Software development tools-maker Iron Speed released an enhanced version of its popular application generator today, Version 3.0, 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 an N-tier architecture that includes complex features ranging from a sophisticated web-based user interface to database transaction management.

“Setting a new bar for application generation, the V3.0 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 V3.0 includes 28 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 V3.0 is available for download and free evaluation from the website:
<http://www.ironspeed.com>

Iron Speed Designer V3.0 Simplifies Code Customization of Generated Applications

“Generating full-featured applications with Iron Speed Designer is simple,” Fisher says. Starting with an existing database, Iron Speed Designer quickly generates sophisticated N-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.

One important issue is the ease with which the code in a generated application can be modified. Version 3.0 makes great strides in this area, generating a very streamlined, logical, and easy-to-understand class hierarchy. “A logical class hierarchy makes it easy for developers to extend and modify,” Fisher says.

Code Telescope Provides Unique Way to Navigate Code

One major new feature introduced in V3.0 is the Code Telescope, a tool that combines class browsing with code documentation. Code Telescope quickly shows you an overview of your application’s organization and lets you drill down through successive levels to the specific classes and methods where you can insert code customizations.

“Zoom out to see your app’s N-tier architecture; zoom in to see classes, overrides, events and code documentation. You just have to see it first-hand to understand its power,” says Razi Mohiuddin, President of Iron Speed, Inc.



Using its knowledge of the generated application, Code Telescope identifies the most important functions, events, and properties and presents them based on the .NET page lifecycle. This makes it easy to figure out where to place your code customizations.

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.”

“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.

Iron Speed Designer Generates These Enterprise-Class Features

- Over 20 professional looking, customizable design themes
- Sophisticated user interfaces, including intelligent data grid controls, large-list selectors, calendar date picking controls, menu navigation, advanced field validation and more
- Interactive reports with advanced filtering and sorting, full-text search, and table pagination
- Master-detail pages
- SQL queries with multi-table joins, virtual primary key relationships and virtual foreign key relationships
- Page-based transaction management functionality, including concurrency handling, cursor management and application security
- Easily extensible class hierarchy built on the .NET Framework base classes
- C# and Visual Basic.NET code in an n-Tier architecture with presentation, application and database layers.
- Extensive application documentation
- Works with Visual Studio .NET and other development tools



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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Contact Brooke Hoffmann at bhoffmann@ironspeed.com.