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Dear Mr. Smith,

Would you like to know what an industry leader is telling its own developers about cross-platform GUI software development? Information like this can be extremely valuable, and could really boost your company's success — and your own. It can be yours, for *free*, just by returning the enclosed reply card.

Novell — the industry leader in networking solutions — recently studied cross-platform GUI development issues and published its findings in an internal white paper called *An Introduction to Developing Cross-Platform Client/Server GUI Applications*. Normally, only Novell developers would receive and benefit from this great information, but now Novell Research has granted XVT Software permission to reprint a limited number of these white papers.

To get your NO-COST, NO-OBLIGATION copy of this Novell white paper, just return the enclosed reply card, or call XVT Software at 1-800-678-7988. We'll even be glad to send one to a colleague, with your compliments. But *hurry* — when these white papers are gone, they're gone for good.

What can Novell tell you about Cross-Platform Development?

Plenty. After all, Novell is the market leader in networking solutions. Novell's successful NetWare product integrates many different hardware platforms and operating systems into a single unified network environment.

In this white paper, the Novell Research group alerts its developers to the issues and obstacles involved in developing portable GUI client/server applications. And they also offer practical and proven methods for evaluating GUI portability development tools.

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Novell doesn't recommend specific products or solutions in this paper, but gives you something much more valuable instead: a solid framework for making an informed decision.

What's in the Novell white paper?

The Novell white paper is a comprehensive overview of cross-platform development issues, the result of years of experience in delivering the industry's leading networking solution. Highlights include:

- Client/server architecture — definitions, benefits, and development issues
- The role of ANSI and POSIX standards
- The strategic value of GUI portability
- The pros and cons of the Emulation and Abstraction approaches
- How to evaluate and select cross-platform development tools
- An example of a portable client/server GUI application
- And much, much more

To illustrate how to develop a portable client/server GUI application, Novell had to decide which GUI portability tool to use...

Which GUI Portability Toolkit did Novell choose? XVT.

Why XVT? Because they found that XVT gave them these significant benefits:

- **XVT supports all popular GUIs**, including the four platforms critical to Novell: Microsoft Windows, Macintosh, OS/2, and Motif. (XVT also supports Windows NT, OPEN LOOK, and character displays on UNIX, DOS, and VMS!)
- **XVT is affordable**, and there are no runtime "strings" attached.
- **XVT's "Uniform API" is easy to use and speeds development.** (This is also one of the reasons IEEE chose XVT as the "base document" for its emerging GUI portability standard.)
- **XVT delivers true native look-and-feel** and avoids the pitfalls of emulation approaches. You can always access the native toolkit, so interoperability and flexibility are guaranteed.

Simply put, *XVT is the easiest, most productive path to cross-platform GUI development.* For in-depth information on XVT Development Solutions for C and C++, call 1-800-678-7988 today. Or, when you return the reply card for the Novell white paper, simply check the box requesting an XVT information packet or demo disk.

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What makes XVT the leader in GUI Portability?

XVT abstracts the low-level functionality of native toolkits into easier-to-use, more powerful, portable functions, much the same way C abstracts low-level calls. And XVT is extensible, allowing you to write directly to the native toolkit, to take advantage of platform-specific attributes.

The result is a GUI application that's portable to every major desktop computer system, with look-and-feel that's indistinguishable from an application written natively. And with no performance penalties or runtime fees.

To give you a feel for XVT's power and productivity, look at the enclosed screenshots of the same database source code, ported to seven different GUIs, using XVT. Your users will never know the application was coded portably, but your development budget sure will! And each time you port to a new platform, your savings will grow.

XVT Development Solutions for C or C++ include an Interactive Design Tool (IDT) and the award-winning XVT Portability Toolkit. The IDT allows you to rapidly build your application interface, using your mouse, and then fully test it, all without compiling. Spend more time perfecting your application, and less time dealing with GUIs — that's the XVT definition of productivity!

XVT is the leading choice of thousands of world-class commercial and internal software developers like AT&T, Avis, Ford, IQ Software, Martin Marietta, Tandem, Uniplex, and WordPerfect. Request our customer list and see who's discovered the XVT path to productivity.

Now, a BONUS for those on a fast track!

Do you want to bring the benefits of GUI portability to your organization now, rather than later? In that case, we've got a great bonus for you...

Purchase an XVT Development Solution for C before December 31, 1993 and we'll give you a FREE set of XVT-PowerObjects Pak 1, worth \$395-\$495!

XVT-PowerObjects are reusable user interface components that include:

- **A Table Object** that gives you a row-and-column structure for text, along with several useful display and formatting capabilities.
- **A Spreadsheet Object** that provides you with more advanced table manipulation capabilities, including insert, delete, drag-and-drop for cells, and many more.
- **A Toggle/Picture Button Object** that allows you to combine text or a bitmap with an iconic button that has a sculpted, 3-D appearance.

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- **A Toolbar Object** that gives you a window containing rows or columns of toggle buttons, standard controls, or user-developed custom controls.
- **A Status Bar Object** that provides you with a text window that can be updated by other GUI objects, to confirm a user action, for example.

XVT-PowerObjects are sophisticated, portable user interface components that make XVT developers even more productive. These XVT-PowerObjects retail for \$395 (PCs) or \$495 (Workstations), but can be yours free if you order our XVT Development Solution for C before December 31, 1993.

Decision Time!

We've made two great offers in this letter: *The FREE Novell white paper, chock-full of valuable cross-platform development information that normally only a Novell insider would ever see.* And, *FREE XVT-PowerObjects that will save you time as well as money in your XVT cross-platform development efforts.* Which is it going to be — one or the other? Or both?

The choice is yours. But, please, act now — request the Novell white paper before our supplies run out. After all, information like this won't come your way often... and can you really afford to pass up inside tips from Novell Research?

Sincerely,



Bill Perry
President

P.S. - Do you have a colleague who could benefit from knowing more about cross-platform development? If so, include their name and address on the reply card and we'll send them their own free copy of the Novell white paper, with a card stating that it was sent at your request, with your compliments. Being a hero has never been easier!