

Press release embargoed until Thursday, January 24, 2008:

VISUAL WEBGUI LAUNCHES AJAX ENTERPRISE APPLICATION DEVELOPMENT AND DEPLOYMENT PLATFORM AND ANNOUNCES SILVERLIGHT COMPLIANT SOLUTION SUPPORTED BY MICROSOFT

Company solves enterprise level development complexities and security challenges of AJAX by providing an open source solution that works like WinForms with the interactivity of AJAX, with proven reductions in development time of over 80%

Tel Aviv, Israel, January 24, 2008 – Visual WebGui, developer of the AJAX enterprise application development and deployment platform, today announces the availability of their enhanced browser-based solution.

The company, whose solution has reduced enterprise application development times at companies like SAP, Network D, and others by more than 80%, also announces that Visual WebGui, which is seamlessly integrated into Microsoft's Visual Studio and .NET framework, will soon launch a Microsoft Silverlight compliant solution supported by Microsoft.

Since the company's soft launch in mid 2007, there have been 150,000 downloads of Visual WebGui's browser-based solution with more than 20,000 applications developed using the company's technology.

AJAX (Asynchronous JavaScript and XML) is a combination of Javascript and XML technologies that allow the content of a web page to be updated without reloading the entire page. This enables browser-based applications to behave like software applications. Though AJAX provides a rich and full application experience for users, AJAX's penetration into the enterprise market has been hampered due to time-consuming development complexities and security concerns. Specifically, developers have had difficulty developing complex enterprise applications that offer standard browser accessibility, uniform performance, offline operability and a quick migration of legacy applications to web, and are challenged by a potential client-side lack of "industrial strength" and security breaches.

Visual WebGui solves the development setbacks associated with AJAX by providing developers with a Rapid Application Development solution with full Win Forms support. Visual WebGui's provides their Software Developer's Kit (SDK) free as open-sourced software. The company also provides complete support and utilization of all .NET capabilities.

Visual WebGui solves the security issues known in AJAX-developed enterprise applications by eliminating client side service consumption and business logic processing using the empty client concept.

To obtain a better understanding of the value Visual WebGui brings to enterprise application development with AJAX, we invite you to view this presentation: [Visual WebGui Paradigm Shift](#).

Microsoft Silverlight product manager Barak Cohen wrote the following about Visual WebGui on his blog "[Visual WebGui has] developed an application UI framework that bridges veteran practices of building enterprise applications (using WinForms) with web 2.0 style application delivery (AJAX style). The idea behind their solution is that the WinForm application style can be sub-classed to have a class that separates the UI implementation (and optimizes the communication between the UI and the application logic) from the UI logic. The result is a modern Web 2.0 style application that was developed with the Windows Forms UI paradigm."

"The next generation of this technology will be using Silverlight to achieve a more powerful UI for this new type of rich interactive applications," added Cohen.

To read Barak Cohen's complete blog posting about Visual WebGui, please click here: <http://blogs.msdn.com/bardak/archive/2007/12/26/gizmoz-and-bridging-the-gap-between-windows-forms-development-and-silverlight-ajax-style-applications.aspx>

For SAP, Visual WebGui enabled their Netweaver UI Cross Development team to deliver a complex, data intensive web application in 22.5 man months instead of the estimated 216 man months, a savings of nearly 90%. "Developers across SAP Labs teams have since considered using Visual WebGui for their projects after seeing the outcome of our project," said Asaf Saar, Team Leader of SAP Labs Netweaver UI Cross Development team.

Visual WebGui was founded in 2007 and has secured \$1.75 million in funding to date from Maayan Ventures, a leading early stage investment group and technology incubator, and private investors.

"With an unprecedented 150,000 downloads and more than 20,000 applications developed with our browser-based AJAX enterprise application development platform and support from industry leaders like Microsoft, SAP, NetworkD and more, Visual WebGui is becoming the de facto enterprise development application platform for enterprise 2.0," said Prof. Arie Scope, active chairman of Visual WebGui and former Microsoft Israel General Manager & Chairman.

"Though Visual WebGui browser-based solution is and will remain a free, open-source platform, the company will generate revenue from development partnerships, premium enterprise dedicated controls and components, Silverlight extensions, enhanced scalability, plug-in support, customized development and a market place that will be a third party's (Visual WebGui's community developers) channel for their propriety development and other future added-value products and services," said Mr. Navot Peled, CEO, Visual WebGui. "We will announce the commercial version of Visual WebGui in April 2008."

About Visual WebGui

Visual WebGui is the leading developer of AJAX enterprise application development and deployment platforms. The company's solutions solve the challenges associated with AJAX development because they are as easy to use as WinForms and eliminate client-side security concerns. Visual WebGui's solutions reduce enterprise application development times at companies like SAP, Network D, Pyramid Group and others by more than 80%. The company's standard browser-based platform is available as a free, open-source solution and as an enterprise-grade commercial solution (available April 2008). Visual WebGui, which is seamlessly integrated into Microsoft's Visual Studio and .NET framework, also provides a Silverlight solution supported by Microsoft. For more information about the company or to download Visual WebGui, please visit www.visualwebgui.com

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