

## **New, Free and Accessible Web Platform Launched**

WEDNESDAY 22ND JULY 2009

*New revMedia 4.0 Public Alpha Test Version Available Today  
World's easiest programming language launches on the Web*

EDINBURGH (July 22) – The world's easiest programming language today launched on the Web with the debut of a free "alpha test" version of revMedia 4.0. This new version of the company's popular cross-platform development tool can now deploy to all major browsers on Windows, Mac OS X and Linux. Users can use revMedia's English-like programming language, *revTalk*, to write applications in less time and with less effort than traditional, more costly Web development tools.

The revWeb authoring environment and revTalk are modern descendents of natural-language programming technologies such as SmallTalk, Apple's HyperCard, AppleScript, and Adobe Director Lingo.

"HyperCard was one of the original inspirations for the Web." said Robert Cailliau, who co-developed the World Wide Web along with Sir Tim Berners-Lee at CERN. Robert continued, "Today the Web can finally reach its full potential with a modern, powerful development language that honors the best ideas from that original concept."

Cailliau adds, "You can be a total beginner and still produce impressive software quickly. I use revTalk for all my coding needs, and know it goes far beyond programming 'for the rest of us.' Professionals will appreciate the speed with which they can build sophisticated solutions. It is a complete platform that gives you access to the entire Web, plus desktop and even server."

The technology is ground-breaking because the same, accessible language can be used wherever users wish to present their work. Previously, an alphabet soup of different languages and conflicting syntax had to be employed to create full solutions.

revMedia is a fully featured authoring tool that includes an integrated development environment (IDE) for Windows, Mac OS X and Linux. The product supports popular multimedia formats, vector graphics, powerful visual effects, drop shadows, OS-native look-and-feel, or interfaces with a completely custom skin. revTalk's unique chunk expressions make it easy to

process text or crunch data. And for professional programmers, revTalk includes advanced features like object-oriented behaviors and multi-dimensional arrays.

Registration for the revMedia alpha is free and open to everyone. The final shipping version of revMedia will also be free. Users can upgrade to revStudio or revEnterprise if they need access to an advanced tool set, or to on-Rev to host server applications. The company will shortly be introducing a freely available, user-installable server language as part of its strategy to provide a complete English-like development platform for desktop, Web and servers.

The alpha test is available from <http://revmedia.runrev.com>

#### About Revolution:

Revolution enables users to create applications using the platform of their choice and deploy to virtually every desktop computer in use today. Unlike other programming languages which rely on obscure symbols and complicated structures, Revolution uses plainly understood words and phrases for most of its operations. Casual users can ramp up quickly while advanced users save time by writing up to 90% less code than they would in a traditional language.

#### About RunRev:

Founded in 1997, RunRev focuses on bringing user-centric software development to all major platforms: Windows, Macintosh, Linux, and Unix. The company is based in Edinburgh, Scotland. For more information on Runtime Revolution, please visit the company on the Web at

<http://www.runrev.com>

#### Contact details

For more information or to arrange a review, contact:

Kevin Miller  
phone +44 (0) 870 747 1165  
email [support@runrev.com](mailto:support@runrev.com)

You may write to us at

RunRev

25A Thistle Street Lane South West  
Edinburgh, Scotland EH2 1EW.

RunRev is a trading name of Runtime Revolution Ltd. All trademarks are the property of their respective owners.