

Widget Press introduces ModelBaker 1.0: Rapid Application Development

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Atlanta based Widget Press, Inc. is proud to introduce ModelBaker 1.0, their new rapid application development tool for Mac OS X. ModelBaker features point and click development for web, iPhone, iPod touch and Google Android applications. With zero programming required, anyone can rapidly build corporate intranets, create custom web applications from scratch, offer mobile access from an iPhone, iPod touch, Google Android mobile, and more. And, build it all with a single mouse click.

Atlanta, Georgia - Widget Press, Inc. is proud to introduce ModelBaker 1.0, their new rapid web application development tool for Mac OS X. ModelBaker features point and click development for web, iPhone, iPod touch and Google Android applications. With built in MySQL database support and zero programming experience required, anyone can rapidly build corporate intranets, create custom web applications from scratch, offer mobile access from an iPhone, iPod touch, Google Android mobile, and more.

With a focus on ease-of-use, ModelBaker was specifically developed for novices, students, business analysts, graphic designers and web gurus alike. It offers a clear, simple, unified interface and makes generating production ready, database driven web sites as easy as pressing a button. It is just as easy to create mobile web apps too. Users simply enable the iPhone or iPod Touch checkbox and rebuild their app to offer visitors access with a mobile device.

ModelBaker promises time and cost savings by generating high quality code for fast prototyping and production use. At any time, quickly prototype, experiment and visualize ideas, and output to a full featured web or iPhone app. With a single click, create a new look and feel by adding style sheets, images, or even themes. All generated files can be edited for further customization with a text editor. And ModelBaker can easily add the Ext JS framework into a project, bringing the entire web app to a whole new level.

At its core, ModelBaker leverages CakePHP and best practices such as the Model-View-Controller paradigm. As the foundation for the MVC design pattern, adding entity models, backed by either a SQL table or not, is as easy as a button click. Whether creating a mailing address or an order invoice, adding model attributes and their types can all be generated to web forms for user input. ModelBaker also features model relationships through the addition of simple or complex associations rules. When users add or update a web app, it is very easy to apply very detailed validation rules needed for each attribute.

ModelBaker has many additional features including:

- * Behaviors
- * Associations
- * Components
- * Helpers

One of ModelBaker's most prolific features is its model diagram editor. The diagram editor facilitates experimentation and makes it very easy to visualize models when creating entities, adding attributes, or joining their relationships with other entity models, at-a-glance.

ModelBaker utilizes the CakePHP 1.2 framework and faithfully generates PHP 4.3.2 and 5 non encrypted compliant code (100% open code and editable in any text editor). Web applications are W3C XHTML/HTML/CSS validated markup and compatible with all modern browsers. Generated Code Specifications for Apache, PHP, MySQL, Javascript, AJAX, iPhone,

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and iPod are available online.

ModelBaker is incredibly extensible, supporting custom themes, internationalization, templates as well as third party vendor integration. Plugins are like mini web applications, and can have their own Models, Controllers and Views as well as their own base controller and base model. Plugins share the database connection as well as all the main application configurations. ModelBaker plugins are easy to create and even easier to use. ModelBaker plugins are simple wrappers around CakePHP plugins.

Minimum Requirements:

- * Mac OS X Version 10.5 Leopard or later
- * 1.25GHz or faster Intel Core Duo, Intel Core 2 Duo Processor
- * 500 MB Hard Drive space
- * 1GB of RAM or higher
- * 1024-by-768 Resolution Display or higher
- * Internet connection

iPhone and iPod Touch:

- * Generates modified iUI version
- * Generates W3C HTML/CSS validated markup
- * UTF-8 file output

Pricing and Availability:

Licenses start for a single user license for \$399 (USD) to 100 seat licenses through the Widget Press Store. Widget Press will be exhibiting from booth #1438, at the 2009 Macworld Conference and Expo during the week of January 5-9 in San Francisco. Stop by and see a demo of ModelBaker in action.

Widget Press will be offering attendees a ModelBaker CD-ROM and coupon code for 25% off the retail price. Super special discounts will be offered to Apple employees, Apple Consultants Network members, educational customers and members of the press.

ModelBaker 1.0:

<http://www.widgetpress.com/modelbaker>

ModelBaker Features:

<http://www.widgetpress.com/modelbaker/features>

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Based in Atlanta, Georgia, Widget Press, Inc. is a small, privately funded company founded in 2001 by Jonathan Freeman. Widget Press originally focused on developing its

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pre-packaged web frameworks. With the emergence of new techniques, mobile content delivery and web technologies, Widget Press consolidated all its web products into a unified foundation framework. Jonathan attended the Savannah College of Art & Design, majoring in Graphic Design and Illustration. He also obtained a BS in Graphics Management from Georgia Southern University. Copyright 2001-2009 Widget Press, Inc. All Rights Reserved. ModelBaker and Widget Press, Inc. are not affiliated with the Cake Software Foundation. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries. Google, Android, and the Google logo, are registered trademarks of Google Inc.

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