KEY MESSAGES LIST

VisualAge for Smalltalk

- VisualAge gives you the competitive edge: the application-development power tool you need, in your language of choice and platform of choice, with the cross-system interoperability and customer/service partnerships that ensure success.
- You can achieve higher productivity from the genuine reuse VisualAge provides. You can leverage the objects, components, and applications you develop as assets.
- As a scalable programming tool, VisualAge for Smalltalk can help you keep up with your company′s growth and changes. Distributed applications are easy, with application logic partitioned in the client/server configuration of your choice.
- VisualAge is all about connections: by making connections between VisualAge components, you connect your applications to all the data and legacy resources you need, anywhere in your enterprise.
- VisualAge offers a truly open environment; it supports major databases, user interfaces, and communications protocols, and enables you to develop applications across single or multiple multiple platforms in the language of your choice. With VisualAge, you can leverage all your existing system resources.

Slogans

- ″A powerful new vision of programming″™
- ″Can your software do this?″

IBM Smalltalk

- You can build highly portable applications that get the most out of the targeted operating system platforms.
- IBM Smalltalk uses and follows industry standards and is built on the proposed ANSI Smalltalk standard.
- IBM Smalltalk Professional allows development of large-scale corporate projects by providing shared access and control of development data in a heterogeneous environment.
- Applications written in IBM Smalltalk are fully interoperable with applications written with VisualAge and vice-versa.

Slogans

- ″The language of objects″™