



## Press Kit – Introduction

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Dear media contact,

Domain-Specific Modeling (DSM) raises the level of abstraction beyond programming by specifying the solution directly using domain concepts. Unlike UML, both the modeling language and code generators are individually tailored to the requirements of each company and domain. This allows DSM to offer full code generation from design models, producing the same code that the company's best developers are writing today.

DSM offers the largest improvement in software development productivity since the move from assembler to 3GL. Industrial experiences of DSM consistently show it to be 5-10 times faster than current practices. However, building a tool that offers support for a domain-specific language is a large undertaking, often preventing a company from adopting DSM.

MetaEdit+ from MetaCase changes this, reducing the time needed from years to days. MetaEdit+ is the first visual modeling environment to offer full support for DSM. MetaEdit+ is currently used in many different areas, from developing mobile applications to medical devices, and the results are no less than remarkable: companies like Airbus/EADS, Panasonic, Polar and Elektrobit report **5-10 fold productivity increase!**

In this information package you will find information about MetaCase, our product MetaEdit+ and Domain-Specific Modeling as well as case studies from companies using MetaEdit+.

If you have a need for more information or wish to arrange an interview, please feel free to contact me directly.

Yours Sincerely,

Juha-Pekka Tolvanen  
MetaCase