



The next generation business application platform

embarcadero®

In today's connected and "on the go" world, customers expect to access applications and information on multiple platforms and devices at anytime and anywhere.

Customers also have a higher expectation for "rich" user experiences, interactivity, and visualization – and have little patience for anything less. No longer exclusive to entertainment, media, and advertising applications, FireMonkey brings "rich" visuals, effects, animation, and interactivity to high performance business applications. FireMonkey is the first native CPU and GPU based application platform designed for packaged, enterprise, and technical industry software, enabling you to easily develop visually stunning and highly connected applications for multiple platforms and devices.



MORE VISUALLY STUNNING AND INTERACTIVE

With FireMonkey you can easily create rich scalable vector-based HD and 3D applications that communicate information with deeper user interactivity and understanding. GPU powered graphics and CPU powered business logic and animation enable you to create high performance and visually stunning applications business consumers have come to expect on today's devices.

MORE POWER AND PERFORMANCE

Amazing visuals are useless if the user experience is slow and sluggish. FireMonkey applications are driven by the full power of today's and tomorrow's hardware to drive business applications with native CPU performance and GPU powered visuals. Your applications will have the performance and responsiveness that you simply can't get from RIA platforms, virtual machine runtimes and dynamic languages.



MORE CONNECTED

FireMonkey applications easily connect to the most popular databases, Web and cloud services, internet protocols and mobile devices, giving you incredible business flexibility. FireMonkey's LiveBindings allow you to connect any type of data to any user interface or graphics element giving you tremendous power to creatively visualize your data.

MORE AGILE

FireMonkey includes a full suite of reusable components for HD and 3D user interfaces, data access, effects, animation, and more. You can extend and customize components, create your own or download community and partner created custom components. FireMonkey's RAD development approach allows for fast visual prototyping using customizable "application building block" components, giving you the freedom to take an idea and quickly *show* your customer exactly what you are thinking. But unlike prototyping tools, FireMonkey prototypes are working applications that you can take from prototype all the way to production.



Key Features



- Visually stunning data-rich HD and 3D applications
- 100% GPU and CPU native gives you blazing performance
- Hassle-free "executable" distribution on Windows, Mac OS X and iOS devices
- Built-in connectivity to databases, Web, Cloud services, internet protocols and more
- Use popular tools such as Delphi® XE2 and C++Builder® XE2 to build your applications
- Work with cloud solutions including Amazon EC2 and Windows Azure
- Connect any client device, language, or framework to your app and data services with RAD Cloud
- Ideal for ISVs, Healthcare, Telecommunications, Transportation, Bio-sciences, Manufacturing, Financial Services, and more

Connects with:

ORACLE®

IBM DB2

amazon web services™

Informix®



Windows® Phone

Microsoft® SQL Server®

php

Microsoft .net

MySQL®

SYBASE®

BlackBerry®

FireMonkey – The next generation business application platform

Stunning HD and 3D business applications

- Rich GPU-based HD scalable vector UIs
- Maximum resolution on any device
- GPU powered 3D graphics and effects



Native power and performance

- 100% CPU and GPU native
- Incredibly fast performance
- Native apps on PC, Mac, and iOS
- No bulky runtimes, hassle free deployment



Connect with any data and services

- High performance database connectivity
- Works with RAD Cloud DataSnap™
- Built in support for SQL Server, Oracle, DB2, MySQL, InterBase, Firebird, Sybase, & more



Full suite of UI controls

- Includes buttons, menus, HUDs, text, combo boxes, tables, tabs, panels, and more
- Controls are customizable and sharable
- Download add'l custom components



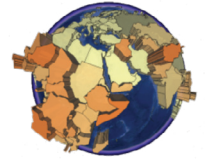
Use popular native programming languages

- Use RAD visual programming tools
- Delphi, C++Builder and RAD Studio XE2



Visualize live data

- LiveBindings connect any type of data to any UI or graphical element
- Visualize data in new and interactive ways
- LiveBinding expressions provide even more control and flexibility



Easily control UI styling

- Stylized vector UIs without coding
- Customize included styles or create your own



Communicate with animations

- HD and 3D objects can be animated using timeline based animation to create motion, transitions, & effects



Put your data and logic in the cloud

- Run your business logic and data access in your own private cloud or Amazon EC2 and Windows Azure cloud data



No-code hardware effects

- Over 50 built-in GPU powered effects
- Apply multiple simultaneous effects
- Non-destructive – always undo



FireMonkey System Requirements

- FireMonkey development requires Delphi XE2, C++Builder XE2, or RAD Studio XE2 running on Windows
- iOS development requires Delphi XE2 or RAD Studio XE2

FireMonkey applications run on multiple platforms with these requirements:

Windows	OS X	iOS	Supported virtualization products for running in a Virtual Machine (host requires GPU)
<ul style="list-style-type: none"> • Intel® x86-compatible, Pentium® 4 or later • Basic GPU – Any vendor DirectX 9.0 class or better (Pixel Shader Level 2) • 32-bit or 64-bit Windows <ul style="list-style-type: none"> – Microsoft® Windows 7 – Microsoft® Windows Vista™ SP2 – Microsoft® Windows XP Home or Professional, SP2 or SP3 – Microsoft® Windows Server® 2003 SP1, 2008, or 2008 R2 	<ul style="list-style-type: none"> • Mac OS X 10.6 Snow Leopard or OS X 10.7 Lion • 2 GB RAM or more • All Intel Macs have a qualified GPU 	<ul style="list-style-type: none"> • iOS 4.2 or higher • All iOS devices have a qualified GPU 	<ul style="list-style-type: none"> • VMware Fusion 3 • VMware Workstation 7 • VMware Player 3