

Embarcadero Unveils Upgrade Program to Help VCL Developers

Product News

Posted by:

Posted on : 2014/10/23 10:04:05

Embarcadero Technologies, a leading provider of software solutions for application and database development, has launched a time limited Upgrade Program, which runs until November 21, 2014. The new program is designed to enable any licence holder of XE or previous versions of RAD Studio, Delphi and C++ Builder to cost-effectively upgrade to the current XE7 version, enabling them to refresh older Windows based solutions with the new technologies such as Parallelization, Mobile and Wearable Extensions, Custom and Modern Windows 10 UI Styling, and the ability to offer iOS, Android, and Mac editions, and more.

"There is no better time than now for Windows VCL application developers to upgrade and modernize older Windows based solutions to drive new sales, upgrade older customers, and expand their businesses with new product options and extensions. XE7 makes it almost point and click simple to update and extend older VCL apps with new capabilities, looks, and performance. We are committed to delivering the technologies and tools our customers need to succeed and take advantage of new opportunities in the market. This Upgrade Program discount makes all the latest technologies accessible to more of our Windows developers," says Michael Swindell, Senior Vice President of Products at Embarcadero.

Embarcadero's VCL Upgrade Program allows any previous licence holder to enjoy upgrade pricing without having to purchase a new licence -- a savings of up to 45%. Additional bonus pack items have been added, including:

- * Marco Cantu's new "Object Pascal Handbook";
- * Castalia for Delphi, a highly praised IDE productivity plug-in;
- * FastCube VCL 2, a tool for highly effective data analysis; and,
- * Automatic enrollment in Embarcadero's Recharge Program which enables program participants to receive each consecutive version at a significant discount (more than 50% off the typical upgrade price).