



# Marketing Bulletin

AMB2005-12

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## ***TrueGUI™ Officially Introduced***

***The Era Of Windows® Appearance and Functionality for AMOS® Has Arrived***

Dear Alpha Micro Dealer:

It's here – it's real – you can now give your AMOS application a Windows look quickly and easily, with Alpha Micro's innovative new *TrueGUI* software. There is no faster path to GUI than with *TrueGUI*.

### **Easy To Learn, Quick To Implement, Convenient To Maintain**

You don't have to be familiar with Windows programming environments. All you need to learn is the Visual C# Express 2005® Forms Editor. In one day, you will learn most of what you need to know. The proof is in your peers' experience: In just a few days at the Alpha Micro Dealer Meeting in May, most developers were able to get their first GUI screens running with their own application software.

You retain your existing AMOS application code. The GUI is controlled by familiar AlphaBASIC commands. You don't have to rewrite your software to attain a pretty look! Your investment of 20+ years in AMOS code is preserved. If you code carefully, the same program can even support both terminal emulation and GUI screens.

Don't worry about having to update EXEs on client PCs whenever you change a screen. *TrueGUI* is **host-centric**: Just ftp or modem over your latest screens to your AMOS host, and the *TrueGUI* Client software automatically downloads the latest screens to the PC. What could be simpler?

### **Achieve A Real Windows XP®-Style GUI, Not Some Half-Baked Semi-GUI**

Have you seen other vendors' approaches to attaining a GUI look? They require more effort on your part, with complicated, terminal emulator-based Escape sequence-style programming. Far more labor-intensive and time-consuming than the WYSIWYG screen development environment that you get with *TrueGUI*. And in the end, most of those other products wouldn't pass the "Grandmother Test": Even your grandma would recognize that they only provide a DOS GUI or Windows 3.1-style appearance. Don't lose precious time with those outdated approaches. Make the GUI conversion faster, and achieve a better looking result, with *TrueGUI*. You'll get an honest-to-goodness XP appearance.

## TrueGUI Now Available For All Network-Capable Alpha Micro Systems

By popular demand, Alpha Micro has modified the architecture of *TrueGUI* so that it will run with AMOS 2.3A systems. It is no longer restricted to AMOS 8.x models. There is no longer an AMOS server-side component. The *TrueGUI* Client program connects to a regular telnet server.

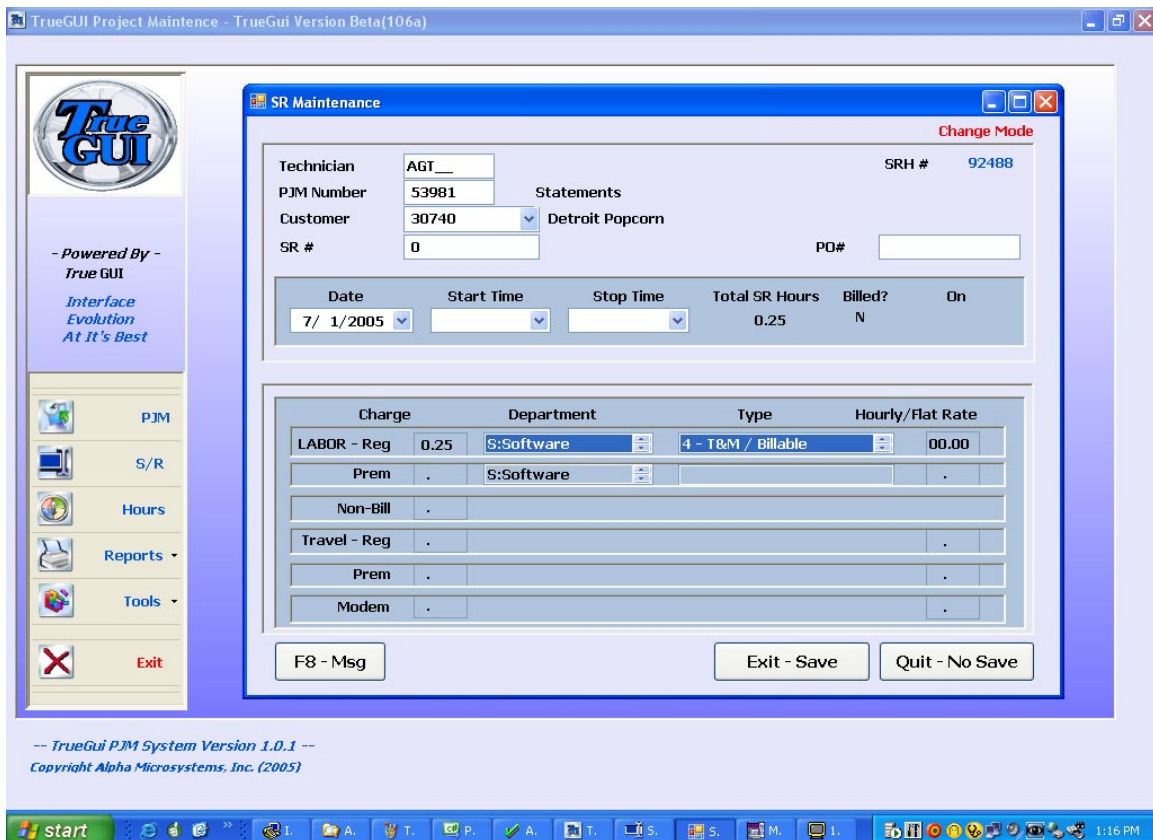
TrueGUI will now run with any AMOS system that supports TCP/IP networking. You can now supply a Windows appearance to your Falcon, SuperFalcon, AM-1500, 1600, 2000, 2000M, 3000, 3000M, 4000, 6000, 7000, Eagle 100, 200, 250, 300, 400, 450, 500, 550, and 750 customers.

Because of this change, we are no longer encrypting the transmission. *TrueGUI* is therefore no longer HIPAA compliant on its own. If your application requires an encrypted data stream, we recommend using one of the new, inexpensive VPN routers on the host end. On the client side, you can route *TrueGUI*'s data through the built-in Windows VPN client.

## Coming Soon: A Sample *TrueGUI* Application

Remember Alpha Accounting? The introduction of this accounting package in the late 1970s jump-started the business of many an Alpha Micro dealer. Admittedly, it was incomplete and bug-ridden, but that was par for the course in that era. What it did do was provide sample code that demonstrated how AlphaBASIC<sup>®</sup> and AMOS could be used to construct a business application. That example helped countless individuals derive other software applications off of this base code.

We're doing it again with "**PJM**", a Project Management and Time Billing software package. In use for ten years at our sister company, Birmingham Data Systems, PJM is the first AMOS application that has been fully converted to *TrueGUI*. BDS uses it in-house to schedule software and hardware service projects, and to perform time billing on those projects. Beyond its role as an example *TrueGUI* application, you may find it of use in your own business.



PJM is currently written in Metropolis™. It will be converted to use ISAM Plus so that the broadest spectrum of Alpha Micro VARs can make use of the code. The entire source code of the application, both AMOS and *TrueGUI* screens, will be made available after this conversion is complete. Look for PJM to come your way later in 2005.

Best of all, the source code to PJM will be given out **free** to all dealers in conjunction with the purchase of their first *TrueGUI* license and to all dealers who attended the *TrueGUI* Dealer Meeting. You may use PJM in house, sell the object code to customers, use it as the basis for another application, and essentially do anything with it that you please, except redistribute the source to another party. The source is only available to developers who purchase at least one *TrueGUI* license of their own.

Both the original, text-based PJM and the new *TrueGUI* version were written by Jeanine Kilgore, the co-creator of *TrueGUI* along with Dick Wilcox. Jeanine is part of the Technical Support team for *TrueGUI*, and is available to assist you with getting your software upgraded.

### ***TrueGUI* Free With New AMOS 8.x Licenses For New SSDs**

A fresh Windows appearance will invigorate your efforts to acquire additional end users for your application. We want you to enjoy success in acquiring new end user accounts; it's time to tell the world about the 20+ years of experience that you have with your applications. We also want you to be able to take the marketing position that AMOS is now a GUI-inclusive operating system. Therefore, to help kick off the *TrueGUI* era, Alpha Micro will provide a *TrueGUI* license at no charge with all new Eagle 800, 800LC, and AM-8000 system sales that do not include an SSD trade-in.

Sales that do qualify for a free *TrueGUI* license are system orders that include a full new AMOS 8.x license purchase. An old SSD may not be used; a new AMOS license for a new SSD must be sold. Only AMOS licenses ordered at the same time as the initial system order qualify for free *TrueGUI* licenses.

Sales that do not qualify include any product provided with an SSD number that has already been used, such as an AM-8000 order involving a trade-in of an older AMOS system, or an Eagle 800LC order that recycles an old SSD number. Adding more users to an existing AMOS license also does not qualify for free *TrueGUI*. Prices for independent *TrueGUI* licenses are shown in the Price List attached to the VAR Supplement.

The *TrueGUI* license will match the number of ports on the AMOS 8.x license. For example, if you purchase a 14 port AMOS license, you will receive a 14 concurrent user *TrueGUI* license.

Alpha Micro reserves the right to end this promotion upon 90 days notice.

### **30 Day Demo**

Like many other Windows software packages, the *TrueGUI* Client will run for 30 days after installation in a Demonstration mode, before a Product Activation Code is required. Give your clients a "Test Drive" of *TrueGUI*, much as you would loan them a Test Drive Eagle 800 system. Let them experience your new GUI software first hand!

## Licensing Options

We understand that the fair and proper way to price *TrueGUI* is to create a descending price structure, wherein the price-per-user declines as the user count increases. This model works well for AMOS itself and for AlphaLAN<sup>®</sup>, for example. It ensures that large users are charged affordable license fees.

*TrueGUI* may be licensed on a Standalone, single-user basis; or for a number of Concurrent simultaneous users. Under the Standalone scenario, *TrueGUI* is locked to the hardware signature of a specific PC. Under the Concurrent User environment, a License Server program is installed on one PC on the LAN. *TrueGUI* Clients query the License Server to obtain permission to start up. Please see the Reseller FAQ section of this document for the current status of the License Server product.

Users with portable laptops will need Standalone licenses if *TrueGUI* is to be used while off the main LAN.

## One Year Free Updates Included

*TrueGUI* will be evolving rapidly over the coming months, gaining features as our developers see a need for them. To ensure that you have the latest feature set, you will receive one year worth of updates via the Internet with every *TrueGUI* license. In Concurrent User environments, presuming some technical hurdles can be overcome, we intend to permit every PC on the LAN to install updates.

After the first year, sites may subscribe to an update service in order to continue to receive the latest version of the software.

## Making *TrueGUI* Coexist With Terminal Emulation

For most developers, the conversion to *TrueGUI* will be a gradual process. You need a way to phase in *TrueGUI* screens alongside existing character-based screens. Because a *TrueGUI* telnet session consumes an AMOS port license just as a conventional terminal emulation session does, it will be beneficial to have a method for *TrueGUI* to share the AMOS license/telnet session with a terminal emulator. There needs to be a way to switch back and forth between the two modes of operation, on the same telnet session. We do not want to force you to purchase additional AMOS licenses.

This feature is our top priority development project. We anticipate having it functional by November 1.

## A Thin Client With *TrueGUI* Built-In

Imagine having the convenience and reliability of a dumb terminal, but having it support your GUI application. The AM-82 "**TrueClient**" does this and more. A faster, XPE-based replacement for our current AM-80 Thin Client, the AM-82 can even be customized with additional special-purpose programs built in to the firmware. More details will be forthcoming in a subsequent Marketing Bulletin.

## Exploring Other Markets

*TrueGUI* is the first Alpha Micro product in quite some time that can benefit developers outside the AMOS world. Alpha Micro will be exhibiting at the HP World convention in San

Francisco in August, to assess interest from the HP 3000 (MPE<sup>®</sup> operating system) and 9000 (HP-UX<sup>®</sup>) communities. Depending on the success of that effort, Alpha Micro may target other traditionally terminal-based environments for *TrueGUI* as well.

## **Release 1.0 Available August 1**

The Beta Test period is ending. Many thanks to all of the developers who signed up as test sites and provided the valuable feedback we needed to round out the product. We are pleased to announce that the first production release of *TrueGUI* will be available on August 1.

## **Hop on Board!**

If you haven't already done so, now is the time to take a look at *TrueGUI*. As of August 1, you will be able to download the 30 day demo from our web site, [www.alphamicro.com](http://www.alphamicro.com). Read the help files. Try your hand at developing a GUI screen. Read the postings on the Alpha Micro BBS to see what your peers are discussing. Don't keep running away from the GUI challenge – embrace it! We're here to help you succeed.