

# Borland C++ Builder™

*for Windows 95 and Windows NT*

*Real visual development. Real C++*

## **The only true visual tool for C++**

- *The speed of visual development*
- *The productivity of reusable components*
- *The power of industry-standard C++*

## **Target customers**

- *Corporate developers, consultants, ISV, VARs, and C++ developers creating client/server solutions*
- *Professional programmers creating Windows applications in C++ for business use*
- *Anyone who wants to try Borland C++ Builder, including developers using Visual C++, Optima++, UNIX C, and Borland C++*
- *Beginning programmers who want to learn C++ and Windows programming*

## **Visual productivity with the unlimited power of C++**

Now, for the first time, developers can get the unlimited power and control of C++—and fast, flexible visual tools to really utilize that power. Even better, no matter what tools they're now using, they can easily move to Borland C++Builder and bring their knowledge, skills, and code along.

For instance, Borland C++Builder shares complementary project file support and a common compiler and incremental linker with Borland® C++ 5.0. C++Builder can also reuse Delphi™ forms, components, and data modules. And C++Builder forms can be easily hosted in OWL and MFC.

## **Why customers will buy Borland C++Builder**

### **The speed of visual development**

- **Lightning-fast drag-and-drop development.** C++Builder lets developers create all the basic components of their application in minutes by dragging elements from the Visual Component Palette, dropping them onto the Form Designer, and setting properties with the Object Inspector.®
- **Two-Way Tools™ deliver freedom of movement.** Developers can move freely between the C++Builder Visual Designer and Code Editor—and know that their code and tools are always synchronized. That means developers can build their applications quickly and visually while maintaining complete control over their code.
- **“Live” data design.** C++Builder eliminates time-consuming iterations by letting developers prototype and test database applications using live data—they see what their users will see.

## **The productivity of reusable components**

- **Deliver applications faster.** Borland's proven Visual Component Library includes more than 100 time-saving reusable Windows components, such as user interface elements and multimedia components, that developers can use “as is” or customize to suit their needs.
- **Complete suite of Windows 95 common controls.** These controls let developers create applications that are Windows 95 logo-compliant.

## **The power of industry-standard C++**

- **Develop powerful, high-performance C++ applications.** Borland's proven C++ compiler technology includes new incremental linking for lightning-fast turnaround.
- **Compiles all ANSI C++ code.** Includes the latest language features: Templates, RTTI, Exceptions, namespaces, bool, explicit, and mutable.
- **Full support for industry standards, including Microsoft standards.** Includes complete access to the Windows 95 and Windows NT APIs.

## Which Borland C++Builder is right for which customer?

Product	Contents	Target Audience	Price*
<b>Learn to Program with Borland C++Builder™</b>	<ul style="list-style-type: none"> <li>• <i>Teach Yourself C++Builder in 14 Days</i> book</li> </ul>	For students, hobbyists, beginning programmers, and anyone who wants to learn C++ and Windows programming	<b>\$49.95</b>
<b>Borland C++Builder Standard</b>	<ul style="list-style-type: none"> <li>• <i>Teach Yourself C++Builder in 14 Days</i> book</li> <li>• <i>User's Guide</i></li> </ul>	Programmers who want to step up to a truly visual development tool for C++	<b>\$99.95</b>
<b>Borland C++Builder Professional</b>	<ul style="list-style-type: none"> <li>• <i>User's Guide</i></li> <li>• <i>Component Writer's Guide</i></li> <li>• <i>Database Application Developer's Guide</i></li> <li>• <i>Programmer's Guide</i></li> <li>• <i>Visual Class Libraries Reference, Vol. 1 &amp; 2</i></li> <li>• <i>InterBase® Server Getting Started</i> (includes coupon to purchase <i>Runtime Library Reference</i> and <i>C++ Standard Library Reference</i> for \$49.95, plus shipping and handling)</li> </ul>	Created especially for professional programmers, corporate developers, ISVs, VARs, and consultants who create Windows applications in C++ for business use	<b>New User \$799</b> <b>Competitive Upgrade \$299.95</b> Who qualifies: Owners of Borland C++, Delphi, Microsoft Visual C++, Optima++, Microsoft Visual Basic, PowerBuilder, and Symantec C++
<b>Borland C++Builder Client/Server Suite</b>	<ul style="list-style-type: none"> <li>• <i>User's Guide</i></li> <li>• <i>Component Writer's Guide</i></li> <li>• <i>Database Application Developer's Guide</i></li> <li>• <i>Programmer's Guide</i></li> <li>• <i>Visual Class Libraries Reference, Vol. 1 &amp; 2</i></li> <li>• <i>C++ Standard Library Reference</i></li> <li>• <i>Runtime Library Reference</i></li> <li>• <i>InterBase Server Getting Started</i></li> <li>• <i>InterBase Language Reference</i></li> <li>• <i>InterBase Data Definition Guide</i></li> </ul>	For corporate developers, consultants, VARs, and C++ developers who need to create Client/Server solutions using a visual programming tool for C++	<b>New User \$1999</b> <b>Competitive Upgrade \$1699</b> Who qualifies: Anyone who owns Professional, Development Suite, Developer, or Client/Server version of Borland C++ or Delphi products.

## How the different versions of Borland C++Builder compare

	Create Win 95/NT apps	Deploy Win 95/NT apps	Connect to all major databases	Comprehensive C/S tool set
<b>Borland C++Builder Client/Server Suite</b>	✓	✓	✓	✓
<b>Borland C++Builder Professional</b>	✓	✓	✓	
<b>Borland C++Builder Standard</b>	✓	✓		
<b>Learn to Program with Borland C++Builder</b>	✓			

## How C++Builder stacks up to the competition

	Borland C++Builder	Microsoft Visual C++	Microsoft Visual Basic	Optima++
<b>Speed of visual development</b>	Yes	No	Yes	Yes
<b>Industry-standard C++</b>	Yes	Yes	No	Yes
<b>Easily create reusable components</b>	Yes	No	Yes	No
<b>Complete control over your C++ code</b>	Yes	Yes	No	No

### Borland C++Builder selling tips

- Remind your customers, no matter their level of experience—from beginner to enterprise—there's a C++Builder for them.
- Remember, this product works with Delphi, Borland C++, MS Visual C++, and other C++ compilers.

### Satisfaction guaranteed

Customers can buy any version of C++Builder with complete confidence. If, for any reason, they're not fully satisfied with their purchase, they can return it to Borland within 90 days for a full refund. No questions asked.

### Borland C++Builder System Requirements

- Intel 486-based PC or higher, with math co-processor
- Microsoft Windows 95 or Windows NT 3.51 or 4.0
- 16Mb of memory (24Mb recommended)
- 75–130Mb hard disk space (varies with product)
- CD-ROM drive
- Mouse or other Windows pointing device

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