Blu Age and No Magic Launch M2Java Workbench
for Agile & Model Driven Java Application Generation

Plano, TX/Paris, France, September 28, 2009. No Magic, Inc., and Blu Age Corporation Today announced M2Java, a highly innovative, next-generation software development tool that automatically generates Java programming code from UML business models. M2Java, which is designed to increase Java development productivity and reduce development costs, is the next offering in the Blu Age suite of products, which also includes the recently launched M2Spring, and the upcoming M2Flex and M2Prism offerings, which are scheduled for release in October, 2009.

M2Java combines best-of-breed Model Driven technologies – MagicDraw's UML Modeler and the Blu Age automatic application Generator. It is built on Eclipse 3.5 (Galileo), and bundled with MagicDraw's UML modeling tool, to offer an integrated environment for UML models' elaboration, execution and automated transformation into Java SOA applications. With M2Java, software developers and business analysts can dramatically improve their productivity and agility.

The BLU AGE suite of products provides an agile, model-driven workbench for legacy modernization and application generation. MDA compliant and built-on the Eclipse IDE, BLU AGE automates Java EE and .Net software developments, and enables the use of Agile Development Methods. BLU AGE integrates with MagicDraw UML, and transforms business requirements with UML2 diagrams and XHTML mock-ups, into SOA applications.

MagicDraw is the leading UML modeling tool in the industry and is part of No Magic's Cameo Suite of Products. Designed for business and software analysts, chief scientists, programmers, QA engineers, and documentation writers, this dynamic and versatile development platform facilitates analysis and design of Object-Oriented systems and databases. With No Magic's active participation in OMG, the company's product lines are the most standards-compliant in the industry. This ensures that corporate enterprises have tool interoperability and data portability across disparate tools and platforms.

About No Magic
No Magic Inc., the leading solutions provider of business process and architecture modeling software with its MagicDraw® product lines supports the full application lifecycle of the enterprise from business requirements and planning process through final testing via the company's multi-award winning, standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. MagicDraw® supports multiple domain-specific models based on UML® including: BPMN, SysML™, DoDAF/UPDM, MDA®, MDD, SOA, ontology, unit testing, data modeling and more. The company's offerings include training, consulting, custom applications and product customization for any part of the MagicDraw® suite of tools such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

Founded in 1995, No Magic Inc. is headquartered in Plano, Texas with operations worldwide. Further information is available by visiting http://www.nomagic.com.

About BLU AGE Corporation:
BLU AGE Corp. - a Netfective Technology company - is a software vendor focusing on Agile Model-Driven Development and Legacy Modernization. BLU AGE Corp. is the vendor of BLU AGE®, an MDA® compliant software workbench that automatically generates UML 2.0 models from legacy applications' source code and instantly transforms them into Java EE and .Net Enterprise Applications. Using BLU AGE® and its MDD® methodology, business analysts and software programmers generate SOA business applications and reduce project elapse time from 30% to up to 50%. BLU AGE® adds value to Business Process Modeling and allows you to be free from technical constraints and platform dependant implementation. Founded in 2000, Netfective Technology is headquarted in Paris, France with affiliates worldwide, including Blu Age Corporation in USA and Blu Age Software in France. Further information is available by visiting http://www.bluage.com.

About M2Java and forthcoming M2Flex:
M2Java is a combination of best of breed Model Driven technologies. The combination includes MagicDraw® UML Modeler and Blu Age automatic application Generator, offering an integrated environment for UML models' elaboration, execution and automated transformation into Java SOA applications. With M2Java, software developers and business analysts can dramatically improve their productivity and agility.
Further information visit http://www.model2code.com

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