



Magic[®] xpa[™] Application Platform

The Smarter Way to Develop and Deploy
Business Applications

Multichannel user experience of enterprise processes,
business logic, and data through a unified development
and deployment environment



OUTPERFORM THE FUTURE[™]

Platform-Independent Multi-Deployment

Magic xpa is a powerful and versatile application platform that simplifies and accelerates the process of building and deploying business applications.

Magic xpa's highly productive metadata-driven approach supports a wide range of deployment modes from a single development effort, from client/server applications to rich Internet (RIA) and cloud-enabled applications offered in a software-as-a-service (SaaS) model. It also provides native mobile clients to fully support the development and deployment of mobile applications.

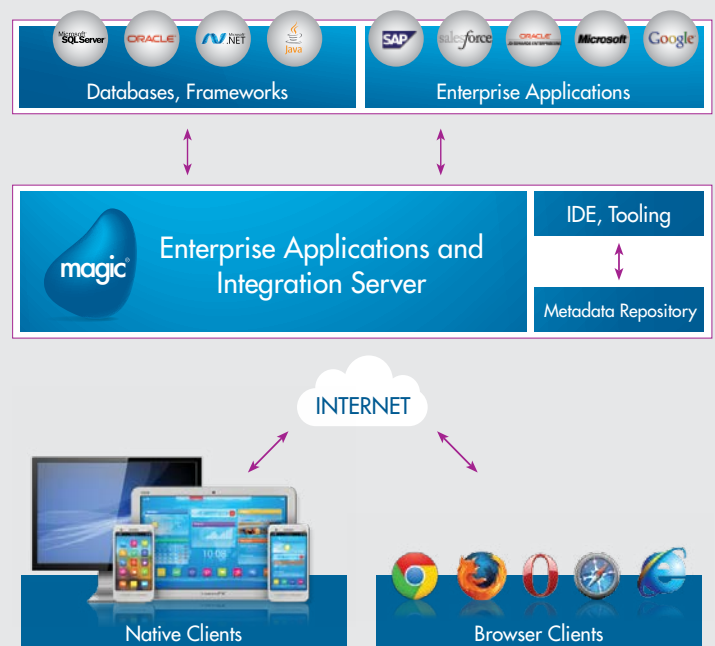
Magic xpa supports native deployment on various commonly-used server and client operating systems, while its .NET framework-based deployment engine enables simple and comprehensive .NET integration and development of engaging, standardized, and modern user interfaces.

Magic xpa Application Platform is part of our unified technology stack, which also includes Magic xpi Integration Platform, providing enterprise-grade integration, business process management, and data synchronization solutions with certified access to multiple back-end systems.

Smart, Future-Proof Technology

Magic xpa Application Platform implements secure business-centric technology to deliver high-performance capabilities. It provides you with a single development paradigm and a ready-made business application engine to simplify the application deployment process. This ensures resource optimization and fast and reliable delivery.

The smart, future-proof technology of Magic xpa provides built-in scalability to accommodate business growth and respond effectively to changing business needs.



One Platform...One Paradigm

Magic xpa Application Platform implements a single unified development paradigm that incorporates all aspects of your development and deployment process by abstracting server, client, and database-specific development.

Applications powered by Magic xpa are independent of the operating system, database, and hardware platform, enabling deployment across changing and heterogeneous environments. No re-engineering of core architecture or heavy replication of logic, data, and processes is required.



Faster Deployment, Higher Profitability, Lower Cost

Magic xpa enables you to focus on the value of your business applications rather than on their underlying technological requirements. When the time comes to deploy, Magic xpa takes your business logic and automatically instructs the various technical components without requiring your intervention.

With Magic xpa Application Platform, you can deliver the most profitable applications quicker than ever before, and at an unprecedented low total cost of ownership.

Browser-Independent Rich Internet Business Applications

Where other solutions try to bend the limitations of the browser environment, Magic xpa uses browser-free technology. This means no more worrying about browser fragility, security, preferences, and user settings, or which applications can and can't run on specific browsers.

Magic xpa's browser-free, native and .Net-based client is a 'fit client' that combines the computation

power of a fat client with the affordability and portability of a thin client to be perfectly suited to your desktop and cloud-based application requirements.

The Magic xpa evolutionary approach provides an easy migration path to RIA, resulting in reduced cost of deployment and faster time to market, to take advantage of new business opportunities.

The Path to Total Enterprise Mobility

Magic's solution for enterprise mobility is an extension of our unified technology stack, harnessing all the capabilities of Magic xpa Application Platform and Magic xpi Integration Platform to provide a Total Mobility Experience.

Magic xpa Application Platform provides the tools to build core business applications that are suited to the mobile environment—simple and lightweight, yet with the functionality required for performing mission-critical business tasks on mobile devices. Our scalable and flexible mobile offering is future-ready for the evolving smartphone market and the proliferation of mobile operating systems, providing device-independent enterprise mobility in a single unified interface.

Magic xpa applications can run natively on any smartphone by using a native client module

to implement a single unified business logic repository that supports all mobile operating systems, including Apple iOS, Google Android, RIM BlackBerry, Windows Mobile, and any future mobile platform. In addition to native deployment on mobile devices, Magic's future-proof technology also supports deployment in hybrid or Web-based mobile architectures.

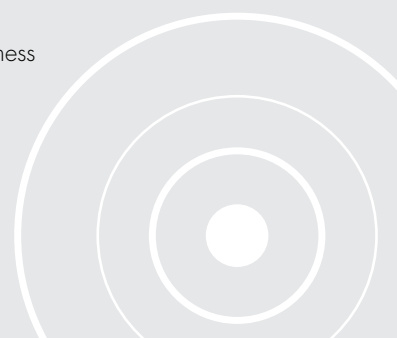
Magic xpa is specifically designed for enterprise applications, empowering enterprise mobile users to perform any business task in real-time. It also offers enterprise-grade security for mobile enterprise applications, supporting encryption of transmitted and cached data, robust user authentication and roles assignment, and work over secure layers to ensure no reduction in security as compared with desktop applications.

Magic xpa Features

- High productivity platform for multiple applications types
- Integrated studio with visual form editor and integrated team features
- Multi-Platform server support (Windows, Solaris, AIX, Linux, IBM i)
- Development of native mobile applications for multiple mobile platforms (iOS, Android, BlackBerry, Windows Mobile)
- Realtime, comprehensive integration with back-end systems
- Support for Service Oriented Architecture (SOA) architectures
- Comprehensive enterprise-grade security

Magic xpa Business Benefits

- Superior application productivity
- Low total cost of ownership
- Significantly faster time-to-market
- Greater flexibility and responsiveness
- Future-proof investment



ABOUT MAGIC SOFTWARE ENTERPRISES

Magic Software Enterprises (NASDAQ: MGIC) empowers customers and partners around the globe with smarter technology that provides a multichannel user experience of enterprise logic and data.

We draw on 30 years of experience, millions of installations worldwide, and strategic alliances with global IT leaders, including IBM, Microsoft, Oracle, Salesforce.com, and SAP, to enable our customers to seamlessly adopt new technologies and maximize business opportunities.

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