

## PRESS RELEASE

# Innovative User Interface Focus of Poseidon for UML Version 5.0 Release

Enhanced usability features speed up UML modeling,  
bolster the bottom line.

Hamburg, Germany - November 13, 2006 – Gentleware AG, an authority in modeling tools and services, today announced the release of version 5.0 of its popular UML modeling tool Poseidon for UML. Poseidon for UML 5.0 presents a wealth of enhancements to the user interface and updates the Deployment diagram to the UML 2.1 standard. With this major release, Poseidon for UML achieves its goal to reach the apex of the user experience, which translates into increased productivity.

“Version 5.0 is the fulfillment of our vision to create an unparalleled user experience in a feature-rich modeling tool,” says founder and CEO Dr. Marko Boger. “We strive for the ultimate in usability. Intensive exchange with our customers and on-sight usage observations were used to create a tool that satisfies the most advanced users while achieving an ease of use that sets Poseidon for UML apart from the competition.”

Among the changes, Poseidon for UML version 5.0 has added a new level of innovation to the ever-popular rapid buttons that accelerate diagram creation. Poseidon for UML was the first product to use these “in-diagram tools” and now brings this technology to perfection, making them very non-obtrusive and customizable. The properties panel, which contains the details of model elements, has been reworked to include a navigation tree to provide faster access to more information in less visual space. In the main model navigation tree, elements can be reordered directly in the tree with simple

Gentleware AG

Ludwigstr. 12  
20357 Hamburg  
Germany

Tel. +49 (0)40-2442 5330  
Fax. +49 (0)40-2442 5331

info@gentleware.com  
www.gentleware.com

Executive Board  
Dr. Marko Boger, CEO

Chairman of Supervisory Board  
Marc-Michael Braun

Commerzbank Hamburg  
Swift Code: COBA DE-HH  
BLZ 200 400 00  
Konto-Nr. 15 555 80

HRB 79792  
Municipal Court Hamburg  
Tax No.: 25/883/00903  
VAT-ID: DE 214731075



drag-and-drop. The novel approach taken by Gentleware keeps key features organized and available without burying them in layers of complexity or presenting an overwhelming number of options. These enhancements and many more have been included in every edition of Poseidon for UML.

Additionally, the Deployment diagram type has been updated to the UML 2.1 standard, which refines the representation of software elements. UML 1.x used components to describe both the requirements and the physical implementation of software elements; UML 2.x introduces artifacts to represent the physical entities. The changes greatly clarify diagrams of the interrelation of software, hardware, and middleware.

Poseidon for UML can be evaluated free of charge for 30 days or purchased at the Gentleware web site ([www.gentleware.com](http://www.gentleware.com)). Monthly, quarterly, and yearly license rentals for the Community Edition are now available to commercial and non-commercial users alike and begin at under 5 USD per month. The Standard Edition is available to purchase for USD 249, the Eclipse-integrated Professional Edition for USD 875. Gentleware also offers convenient and economical concurrent user license packages for multi-user environments and university discounts.

###

|



## About Gentleware

Gentleware AG is an established authority in modeling and provides its expertise to **create business value from models**. Gentleware's products have reached millions of users worldwide and its services have advanced thousands of IT companies. The product line **Poseidon for UML** is specifically built for analysis and design in software development. The product line **Apollo for Eclipse** addresses the modeling needs of programmers and developers.

Gentleware's services enable its clients to transpose concepts from **model to business**. Services include custom tools, training and coaching in modeling, model transformation, and code and documentation generation. At its core, Gentleware synthesizes leading edge open source with custom-built code to create value.

Started in 2000, the company is led by founder and CEO Dr. Marko Boger, who previously was the long-term driving strength behind the open source project ArgoUML. Gentleware is a contributor to the UML 2 and SysML standards of the OMG and is a member of the Eclipse Foundation.

## About Poseidon for UML™

Poseidon for UML™ is a powerful UML modeling tool for analysis, design and documentation in the software development process. Its uniquely intuitive interface enables users to achieve higher productivity in a shorter timeframe. Many years of experience within Gentleware AG, an established authority in modeling, has lead to a tool that empowers the user to correctly use UML 2 to its fullest capacity. Features such as code import, roundtrip engineering, code and documentation generation, and export to graphic and standard XMI formats bring value to professional users. It is available online from [www.gentleware.com](http://www.gentleware.com).

## Contact

Gentleware AG  
Dr. Marko Boger  
Ludwigstr. 12  
20357 Hamburg  
Germany  
Direct: +49 - 40 - 39 99 12 52  
Tel: +49 - 40 - 24 42 53 30  
Fax: +49 - 40 - 24 42 53 31  
[marko.boger@gentleware.com](mailto:marko.boger@gentleware.com)  
<http://www.gentleware.com/>