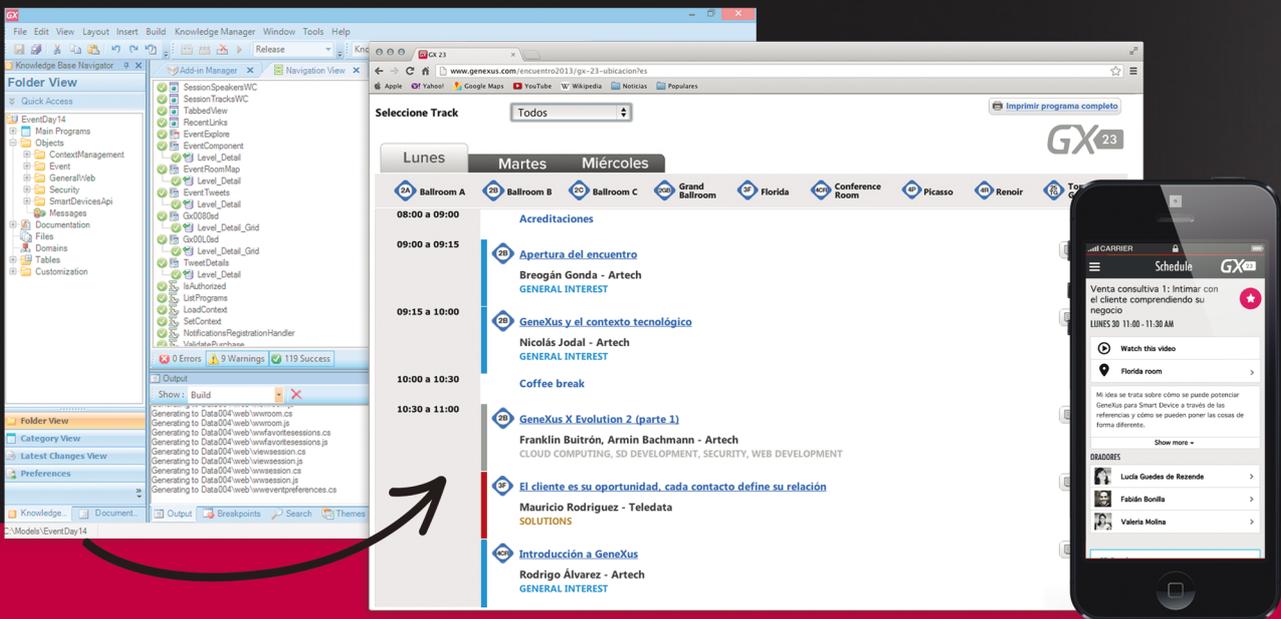


BE SMART CREATE ONCE DEPLOY EVERYWHERE



HTML5 and CSS3
Publish modern web
and browser applications.



Smart Devices Generator
Generate native code for
mobile and tablet apps.



Cross-Platform
Create once,
deploy everywhere.



Access Manager
Built-in security
& authentication module.



Integrate Anything
Connect existing systems,
then migrate or innovate.



Rapid and Agile
Create fully functional
prototypes in a single day.

GeneXus X Evolution 2: Easily create better applications,
for any platform, in less time. **Create once**, deploy everywhere.

| About GeneXus

A product of *GeneXus International*, **GeneXus™** is a comprehensive, enterprise development tool, preferred by more than 100,000 corporate, nonprofit and government users. Users design, test and deploy multiplatform, content-rich applications, in a matter of weeks - no coding required.

Based on the fundamental idea that business drives development, GeneXus provides a code-free, integrated development environment that encourages end-users to contribute directly to the final product. Business experts use process modeling and declarative language to help developers create systems and software perfectly aligned with their needs.

Starting with a powerful, built-in database model, GeneXus automates everything that can be automated. By describing desired functionality and defining parameters, users construct a platform-neutral app prototype, from which GeneXus automatically generates native code for any platform or device.

In short, GeneXus empowers enterprises to quickly build and deploy custom applications, in-house, whenever new challenges, opportunities and partnerships arise.

| A Future-Proof Solution

Technology is evolving at an unprecedented pace, leaving obsolete code and crippled, mission-critical apps in its wake. "Future-proof" development has never been more important.

GeneXus is the original, future-proof development solution. It's "describe instead of code" approach has successfully preserved enterprise IT investments for more than 25 years - longer than any other product on the market, today.

GeneXus applications are invulnerable to obsolescence because development is agile, code-free and technology-independent. When new programming-languages emerge, developers effortlessly generate existing apps in the newest code.

| The Evolution of GeneXus

Over the last two-and-a-half decades, GeneXus has evolved alongside technology, realizing explosive growth in functionality.

As GeneXus developers pioneered server, desktop, web, and, ultimately, mobile applications, the tool grew increasingly versatile and intelligent. Today, it is one of the world's smartest technologies and best-selling business solutions.

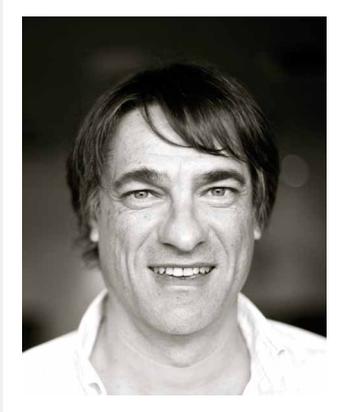
GeneXus is an **agile, rapid, future-proof** development tool, trusted by over **100,000 corporate users** to power mission-critical, enterprise apps for over **8,500 companies**, worldwide.

GeneXus translates business intelligence and big data into server, desktop and mobile applications. Code can be automatically generated in: Cobol, C#, Java, Objective-C, RPG, Ruby and Visual FoxPro.

GeneXus International is headquartered in Uruguay (South America), with branches in Brazil, Mexico, Japan and the United States. Meeting surging demand from developers in more than 45 countries, official GeneXus distributors are located throughout Africa, Asia, Europe, and the Americas.

GeneXus developers master a single, technology-independent development methodology, so they can focus on building systems, not re-learning how to code.

Cut the code. Develop smarter.



“ *Describing instead of coding.*
That’s our paradigm and the reason we created GeneXus. It’s the ultimate, end-to-end development solution- fast, agile, stable, and intuitive. ”

Nicolás Jodal
CEO GeneXus International

| GeneXus Key Benefits



Agile development. GeneXus users construct a platform-neutral application framework by defining **what they need the app to do, not how**. This results in a flexible, responsive prototype which prioritizes “getting the job done,” on any device, under any circumstances.



Evolution guaranteed. GeneXus has kept pace with technology for more than a quarter-century. More than 80% of GeneXus-powered applications, created over the past 25 years, are still in use today.



Integrate IT. Streamline business computing and liberate critical applications from legacy platforms. GeneXus provides a technology-independent space for merging otherwise incompatible systems and outputting anything from fully integrated databases to web and mobile apps.



Intuitive interface. With only 40 hours of hands-on training, anyone can build robust, cross-platform apps, with GeneXus. Learning and maintenance costs hit rock bottom, and productivity skyrockets.



Rapid development. Enterprise development teams, creating for multiple platforms, report an average develop-test-deploy cycle of just 14 days. Switch to GeneXus; triple the pace of development.



Cross-Platform. GeneXus supports 24 different mobile, desktop, web, browser, server and legacy platforms -- more than 9x the industry average.



Empower talent. GeneXus liberates developers from redundant programming tasks, so they are free to experience business processes, explore innovative ideas and pioneer tomorrow’s software solutions.

| Strategic partners



| Featured clients

Antel, Barnes & Noble, Conaprole, DHL, Doutor Coffee, Faber Castell, Ferrovalle, Grupo Salinas, ITAU, Mitsubishi Heavy Industries, NEC, Parsons Brinckerhoff, Pemex, Sancor, Sony Computer Entertainment Inc., Warner Music.

| Latest version

GeneXus X Evolution 2 features HTML5 and CSS3 web application generators, automatic “click to cloud” integration, sophisticated built-in security system, and native applications generator for mobile and tablet devices running the most popular platforms: Android, Blackberry, iOS and Windows 8.

Effortlessly develop, test and deploy multi-platform applications, faster than ever, with *GeneXus X Evolution 2*.



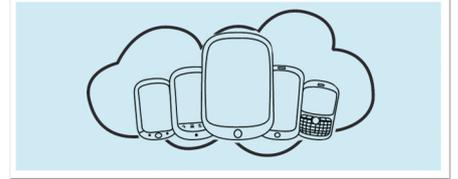
HTML5 & CSS3

Create web applications following the W3C standards.



Smart Devices Generator

Create native apps for Android, BlackBerry, iOS and Windows 8.



Click to Cloud

With one click, publish apps to the Cloud to share and test native code.



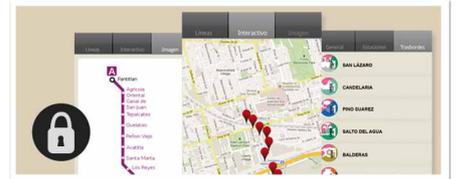
Improved User Experience

Generate beautiful, easy to use apps, automatically optimized for each device.



Internationalization

GeneXus Runtime Translation delivers your apps to a multinational audience.



Built-in security

Enhanced security features protect users' data and ensure privacy.

| Why evolve to GeneXus X Evolution 2?

- Meet insatiable demand for custom mobile applications.
- Resolve quirks quickly with Click to Cloud testing.
- Build modern web tools in HTML5 & CSS3.
- Enjoy increased performance and stability.
- Protect users by ramping up app security.
- Simplify app design with templates.
- Supercharge development pace with faster domain semantics.
- Model complete business processes in BPMN.
- Import and export modeled diagrams with XPDL support.
- Access performance statistics for GXflow.
- Publish and publicize apps in the GeneXus Marketplace.
- Build flawless apps with our most sophisticated IDE, yet.

“ *GeneXus X Evolution 2 provides users with a comprehensive array of development tools that far exceed market standards for security, interoperability and the sheer number of platforms supported. Truly anyone can create native applications, for an international audience, faster than ever before.* ”

Gastón Milano, CTO GeneXus International

| GeneXus for mobile and smart devices

New in GeneXus X Evolution 2, the mobile and smart device native code generator extends the functionality of GeneXus to meet unprecedented demand for enterprise mobility solutions. Now, your development team can master the B2B, B2E and B2C app markets, in-house, with GeneXus.

Liberate business intelligence from the wall. Mobilize your company, now, with GeneXus.

| Key features for mobile developers

Conserve time and resources

- Design one app framework, and publish in native code for Android, BlackBerry, iOS.
- Generate Objective-C for iOS apps, Java for Android apps, and Java for Blackberry apps.
- Generate WinJS, HTML5 and CSS3 for Windows 8 apps.

Preserve IT investments

- Seamlessly integrate with IBM, Microsoft, Oracle, and MySQL databases.
- Connect legacy applications, and output as web and mobile apps.
- Network and interact with built-in or external systems.

Enhance user experience

- Offer apps in native code for optimal performance on each platform.
- Provide a tailored-by-device experience, without added development costs.
- Keep users engaged and informed via push notifications.

Capitalize on device capabilities

- Harness hardware capabilities for in-app functions (i.e. Camera, Phone, Bluetooth).
- Map your app content by leveraging GPS localization services.
- Identify bugs and hardware limitations early, with Click-to-Cloud testing.

Test in the Cloud

- Effortlessly publish to your preferred Cloud services provider.
- Test Cloud-hosted apps on target devices (No emulator required).
- Share and test apps with remote team members.
- Enjoy even faster prototyping and iteration.

Integrate and extend

- Download hundreds of add-on modules and extensions in the GeneXus Marketplace.
- Monetize your app with your favorite mobile advertising provider
- Integrate social API's to generate new user activity in your apps.

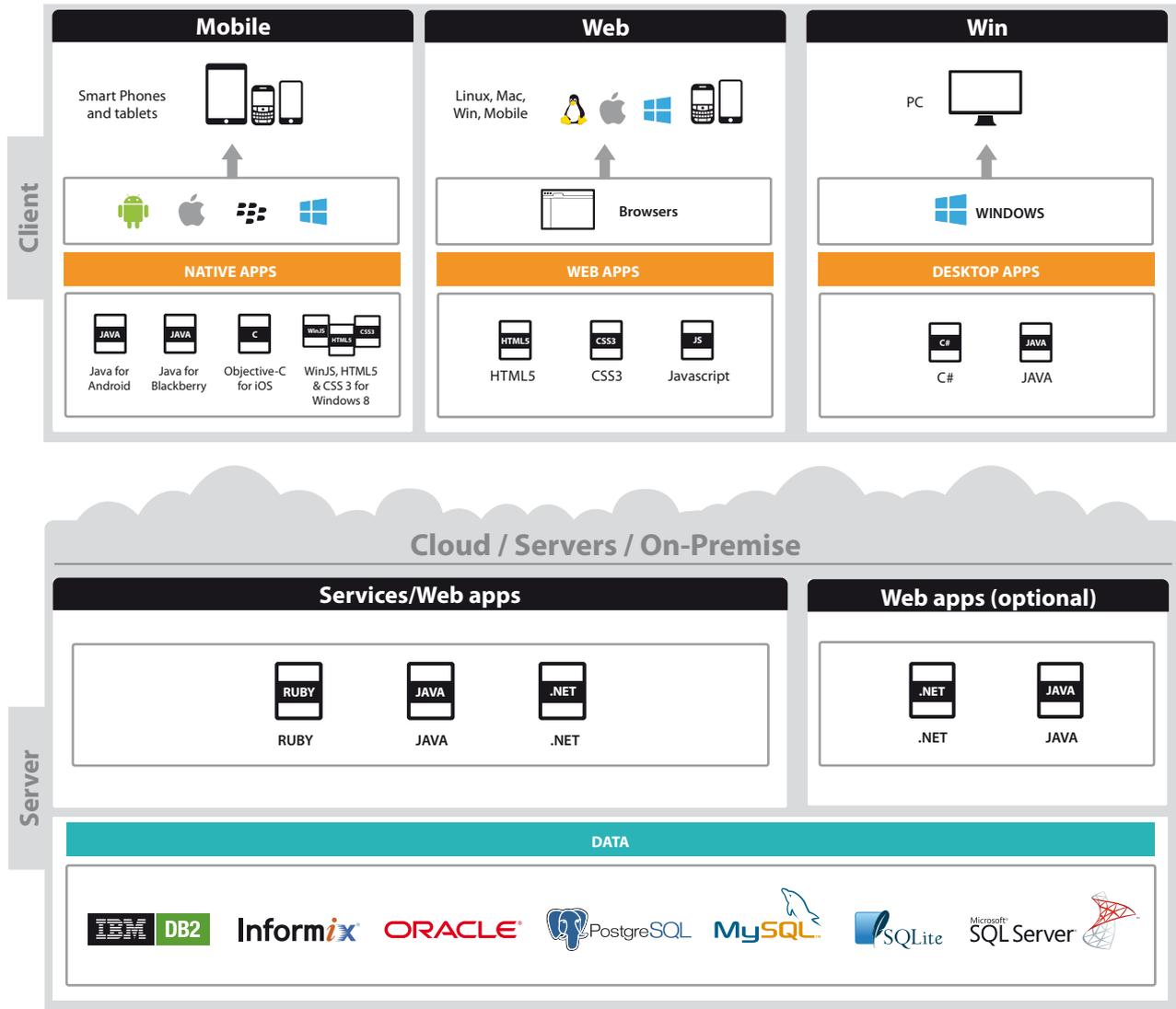
Guarentee security

- Leverage built-in security features for secure app access, server-side and data-transfer.
- Provide a single login scheme across all of your apps, with GeneXus Access Manager.
- Allow users to login via Facebook, Twitter or any third-party authentication service.



| Supported technologies

GeneXus is one of the most universally interoperable tools ever created, enabling enterprise app creation for smartphone, tablet, desktop, web, browser, server, database and legacy platforms. It connects services and databases, generates required app functionalities, and automates development processes from client-side to server-side, in the appropriate language, with impeccable data structure.



GeneXus apps run on:

- Android, BlackBerry, iOS, Windows 8
- IBM, Linux, UNIX, Windows
- Windows NT, 2000, XP, 7, 8
- Amazon Web Services, Windows Azure
- Any Browser, every platform

GeneXus generates code in:

- Java (Android), Java (BlackBerry),
- Objective-C (iOS)
- WinJS, HTML5 & CSS3 (Windows 8)
- Java, .Net, Ruby
- HTML5, CSS3 & Javascript

Databases we create and work with:

- IBM DB2
- Microsoft SQL Server
- PostgreSQL
- DB2 for iSeries - System i
- MySQL
- SQL Lite
- Informix
- Oracle

GeneXus also generates and supports apps in:

- Legacy Languages:**
 - COBOL & RPG for iSeries
 - Visual FoxPro
- Legacy Databases:**
 - DFB for Visual FoxPro

| Suite GeneXus: compliments

Unlock the endless possibilities of in-house development with the complete GeneXus Suite of tools. The easily implemented solutions, below, exponentially increase the value of your GeneXus investment.

Business Process Management

**GeneXus™
GXflow™**

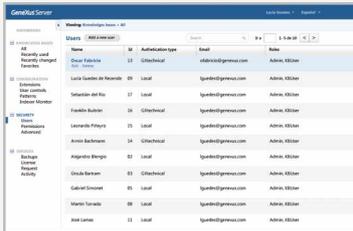
Model, automate, manage and optimize your business processes.



Collaboration and versioning

**GeneXus™
Server**

Coordinate your team's activity in developing GeneXus applications.

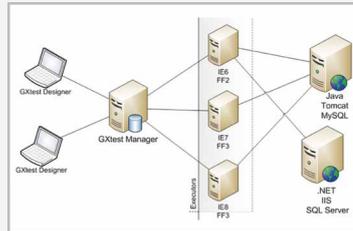


| ID | Name | Authenticación | Correo | Perfil |
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| 2 | Osvaldo | Local | osvaldo@genexus.com | Admin. WebSite |
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Testing and quality assurance

GXtest™

Automatize functional tests in GeneXus applications.



Reporting and analysis

**GeneXus™
GXquery™**

Create reports from operational databases.



Corporate websites

**GeneXus™
GXportal™**

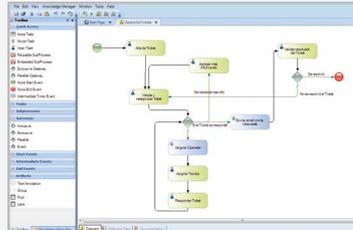
Build and host dynamic websites nimbly, at a lower cost.



Process Modeler

**GeneXus™
GXbpm™**

Quickly optimize your business processes by using graphic models.



| Generators

Mobile devices



Mobile & Smart Devices Generator.
.Net Mobile Generator.

Desktop & Web



Java, Ruby, and .NET Generator.

Legacy



RPG

Visual FoxPro Generator.
RPG – Cobol Generator.

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