

**blueworld**

# Thanks!

- **Organizers**
- **Speakers**
- **Sponsors**
- **Attendees**
- **Community**
- **Blue World Team**

# Surprises

- **NDA**
- **Embargo until public announcements**

# New Product Manager

- **Day-to-day product needs**
- **Maintain schedules**
- **Developer contact**
- **Expand alliances**
- **More...**

# Morten Bagai

- **Start Nov. 1**
- **Full-Time Soon**
- **MortenBagai@blue-world.com**

# Lasso History

6

# **Lasso History**

## **Lasso 1.0**

- **October 7, 1996**
- **26 LDML tags**
- **Format files**
- **Email**
- **FM Link**
- **Very fast**

# **Lasso History**

## **Lasso 2.0**

- **July 17, 1997**
- **38 LDML tags**
- **Inline**
- **Java**
- **Web server edition**



## **Lasso History**

# **Lasso WDE 3.0**

- **October 17, 1998**
- **383 LDML tags**
- **Windows**
- **Database-Independent**
- **ODBC**
- **LJAPI**

## **Lasso History**

# **Lasso WDE 3.5**

- **April, 1999**
- **SSJS**
- **XLDML**
- **New tag parser,  
debugging**
- **Free upgrade!**

## **Lasso History**

# **Lasso Studio 1.0**

- **December, 1999**
- **Quickly build data-driven sites in Dreamweaver**
- **Objects and Property Inspectors**
- **Form Builder**

## **Lasso History**

# **Lasso WDE 3.6**

- **January, 2000**
- **FMPPro 5 support**
- **SQL Wizard**
- **Custom global error pages**
- **Free upgrade!**

## **Lasso History**

# **Lasso Studio 1.5**

- **April 3, 2000**
- **Site Builder**
- **Config. Wizard**

## **Lasso History**

# **Lasso Lite 3.6.5**

- **October, 2000**
- **Mac OS X support**
- **Red Hat Linux support**

## **Lasso History**

# **Lasso Studio 1.7**

- **December, 2000**
- **Adobe GoLive support**
- **Inline builder**
- **Enhanced site builder**

## **Lasso History**

# **Lasso Professional 5**

- **October 17, 2001 (Beta)**
- **February 26, 2002 (Final)**
- **482 LDML tags**
- **New Lasso Administration**
- **Built-in MySQL database**
- **Object-oriented programming**
- **Distributed architecture**



## **Lasso History**

# **Lasso Professional 6**

- **September 17, 2002**
- **690 LDML tags**
- **JDBC**
- **XML-RPC**
- **PDF**
- **HTTPS**

# **Financial Health Challenges**

- **2001 Challenges**
  - **.com bust**
  - **Bloated costs**
  - **Delay in LP5 release**
  - **9/11**

# **Financial Health Challenges**

- **Infrastructure investments**
  - **Finance/Ops**
  - **QA**
  - **Docs**
  - **Eng. procedures**
  - **Tools and resources**

# **Financial Health Rebound**

- **12 months profits**
- **Sept 02: 40% > projected**
- **Aug 02 to Sept 02:  
2x revenue**
- **Sept 01 to Sept 02:  
3x revenue**
- **Debt free Q1 03**

# Success with Press

- **FM Advisor 8/2002 LP5**
- **FM Advisor 7/2002 LS 1**
- **Macworld 8/2002 4 stars LP5**
- **Macworld UK this Fall, 5 stars LP5**
- **Independent report: LP5 vs CFMX (this Fall)**

# Lasso 6 Product Line

	Authoring	Serving
Professional	Lasso Studio 6	Lasso Professional 6
Advanced	Lasso Developer 6	(Lasso Enterprise)

**Lasso 6 Product Line**

# **Target Customers**

- **Professional Web designers**
- **Database developers**
- **Web developers**
- **IT professionals**

# LP6 New Features

# JDBC



**Lasso™**  
**Professional6**

The Next-Generation Web Data Engine

- MS SQL Server
- Sybase
- Oracle
- PostgreSQL
- 4D
- FrontBase
- OpenBase
- Hundreds more...



# LP6 New Features

## XML-RPC



**Lasso™  
Professional6**

The Next-Generation Web Data Engine

- **Robust XML server**
- **Parse remote XML files**
- **Standardized data exchange**
- **Web services**

# LP6 New Features

## PDF



**Lasso™  
Professional6**

The Next-Generation Web Data Engine

- **Generate PDFs**
- **Forms, Images**
- **Barcodes**
- **Over 100 tags**

# LP6 New Features

# CURL



**Lasso™  
Professional6**

The Next-Generation Web Data Engine

- **FTP PUT and GET**
- **HTTPS, SSL servers**

# LP6 New Features

# Date Data Type



**Lasso™**  
**Professional6**

The Next-Generation Web Data Engine

- **U.S. and International**
- **Duration calcs**
- **Milliseconds**

# LP6 New Features

# Advanced Prog.



**Lasso™**  
**Professional6**

The Next-Generation Web Data Engine

- **References**
- **Enhanced arrays**
- **Custom tags (containers)**
- **Custom types**
- **LCAPI**
- **LJAPI**
- **Threading**
- **Enhanced Error controls**
- **Case statements**

# LP6 New Features

# Compatibility



**Lasso™**  
**Professional 6**

The Next-Generation Web Data Engine

- **Support for LDML 5**
- **Strict syntax**
- **Smooth upgrade install**

# LP6 New Features

# Performance Boost



**Lasso™  
Professional6**

The Next-Generation Web Data Engine

- **Custom tags**
- **Data source reloading**
- **Lasso Admin.**
- **Beats LP5**

# LP6 New Features

# Lasso Admin.



**Lasso™  
Professional6**

The Next-Generation Web Data Engine

- **Import/Export**
- **MySQL database maintenance**
- **Customized Browse**
- **Enhanced Build**
- **Enhanced GUI**

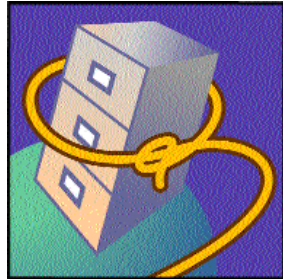




**Lasso<sup>™</sup>  
Professional 6**

The Next-Generation Web Data Engine

# LP6 Demo



# Lasso<sup>TM</sup> Professional 6

The Next-Generation Web Data Engine

# Lasso Studio 6

- **Target Web designers**
- **DWMX and AGL6 on Mac 10.2 and Win 2000/XP**
- **Live Data Preview**
- **Better inline support**
- **LDML 3 to LDML 6 updater**

# Lasso Studio 6

- **Enhanced snapshots**
- **Easier configuration**
- **Enhanced performance**
- **Single-user LP6**
- **Beta next month**
- **Ship end of 2002**

# LS6 Demo

# Lasso Developer 6

- **Target advanced Web developers**
- **Runtime debugger**
- **Single-user LP6**
- **Beta for LPA this Fall**
- **Ship within the next few months**

# LD6 Screens

# LPA



# Goals

- **Knowledge is power**
  - **Advance information**
  - **Inside information**
- **Priority status**
- **Tight relations with developers**

# **Benefits**



- **LPA Talk**
- **Member Web site**
- **Blue Bugs**
- **Pre-Release software**
- **Product planning**
- **Future product specs.**
- **Progress reports**
- **Member directory**
- **Marketing opptys**

**Lasso Partner Alliance**

# **Preview**



- **Sample spec**
- **Sample progress report**

**Lasso Partner Alliance**

# **Member Types**



- **Associate - \$399**
- **Corporate - \$1199**
- **Lasso Summit 2002 Deal**

# ListSearch.com

- Robust email archives searching
- Search Term Highlighting
- Message Threading
- Relevance Sorting
- Multi-Field Searching
- Re-Sort Columns
- Statistical Reports
- Search Term Logging & Reporting
- Online Help

**ListSearch.com**

# **MySQL List Archives**

- **Complete archives since March, 1999**
- **Over 123k posts**
- **20,416 Authors**
- **45,947 Threads**
- **[www.listsearch.com/mysql.lasso](http://www.listsearch.com/mysql.lasso)**

# Ice

# Ice Project

- Recent development
- It's cool
- Why ice?
- Think S.P.
- Think P...
- Think...



# Linux!

# **LP6 for Red Hat Linux**

- **Announce 10/15**
- **Public beta 10/15**
- **Ship within 1 month**

# **Last 12 Months Accomplishments**

- **Released LP5 and LP6**
- **ListSearch.com**
- **LPA**
- **Large infrastructure investments**
- **Return to profitability**

# **Last 12 Months Accomplishments**

- **Ready with Linux**
- **Close with LS6**
- **Close with LD6**
- **More goodies in pipeline**

**blueworld**