



ChoiceWay MEDIA[®], Inc.

Satellite Forms[®] Software Provides Easy Development for Multimedia Travel Guides

Satellite Forms[™]
Enterprise Edition



“Satellite Forms is a fantastic tool for quickly developing powerful, complex, ‘full-bodied’ Palm applications. If you think Satellite Forms is just for simple applications or prototyping, you should see the ChoiceWay Guide[®] to London. The guide was developed entirely in Satellite Forms and it has the amazing functionality and information content.”

– Larry Choice, president,
ChoiceWay MEDIA[®], Inc.

The Company: ChoiceWay MEDIA

ChoiceWay MEDIA was founded in 1997 to create interactive, multimedia travel guides available on CD-ROM or for use on handheld devices. The guides were designed to fill the gap in traditional travel information and offer an easy-to-use system that lets users essentially “see before they go”, through linked text, interactive maps, location videos, pictures, and more. Put simply, the ChoiceWay Guides are the future of travel guides.

The Challenge: Complex Applications

ChoiceWay was interested in creating a London interactive travel guide application, featuring active maps with links to text information on Palm OS[®] handhelds. ChoiceWay had been developing travel guides for other platforms, but did not have any experience developing effective applications for Palm OS[®] handhelds. ChoiceWay needed a solution that had a high-level development environment for close to 70 forms, 25 data tables and a significant amount of script code. ChoiceWay was also looking for an application that could be customized via scripting and offer installation support.

The Solution: Satellite Forms Software

Pumatech's Satellite Forms software impressed ChoiceWay with its outstanding features and benefits, including rapid turnaround for new applications, the ability to develop complex applications without C/C++ programming, a visual development environment and unlimited installation support. Most importantly, Satellite Forms provided ChoiceWay with the tool they needed to design a comprehensive application for the Palm OS.

Upon completion, the London Guide application contained 65 forms, 25 data tables and over 12,000 lines of script code. ChoiceWay MEDIA developers took a total of four months to create the application using Satellite Forms software. Future developments are expected to reach the market much faster, as approximately half of that time was spent learning Satellite Forms and Palm[™] idiosyncrasies. In fact, the ChoiceWay Paris Guide for the Palm OS reached completion in only eight weeks from the design start, and contains even more content than the London Guide.

The London Guide was consistently ranked numbers one and two, respectively, as the top selling “Travel-City” guide and the top selling “Travel-Maps” guide on Handango.com its first four weeks on the market. Demo downloads were running in the thousands for the London Guide less than two weeks after introduction.



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