

Backbase unveils its strategy on Rich Internet Application software:

“New Generation Web Applications”

Amsterdam, 17 May, 2005 – Backbase has unveiled its strategy for developing Rich Internet Applications in a totally new manner, yet based entirely on current web and internet standards (W3C).

Rich Internet Applications (RIAs) utilize client-side resources to provide the user with responsive and application-like behavior in the web browser. Until recently, developing RIAs required significant bandwidth capacity and installation of proprietary plug-ins.

Backbase is the first-to-market company offering RIA development software that is based entirely on web and internet standards and that does not require users to install plug-ins.

The Backbase technology embraces and extends web standards like XHTML, CSS, JavaScript and XML. Additionally it increases developer productivity as developers can leverage their current skills to create RIAs with Backbase technology.

The Backbase Rich Internet Application software has the following differentiators:

- Full commitment to web and internet standards (XHTML, CSS, JS, XML, DOM);
- Cross-browser compatibility which creates a consistent user experience;
- No plug-ins required for users/visitors of the application or website;
- Use of a descriptive language for defining the Graphical User Interface;
- Complete environment for developing a browser-based presentation-tier.

Editions are available for JAVA and .NET.

Backbase recently launched their new corporate web site, which showcases the capabilities of Rich Internet Applications via the site itself and a collection of demos.

More detailed information on Backbase RIA vision can be found in a whitepaper that is available for download: <http://www.backbase.com> (Title: Backbase: “Ajax and Beyond”).

About Backbase:

Backbase is headquartered in Amsterdam, The Netherlands, and operates worldwide, both directly and via resellers. Backbase’s mission is to radically improve the usability and effectiveness of online applications and to increase the productivity of the developers who create these applications. Backbase currently has over 20 enterprise implementations of its software, including several Fortune 500 companies.

Backbase is currently accepting partnership requests.

For more information visit: <http://www.backbase.com>.