




Adobe® ColdFusion® Builder™ 2

The following marketing copy can be used in web pages, catalogs, print ads, or other promotional materials for Adobe® ColdFusion® Builder™ 2 software.

HOW TO USE THIS DOCUMENT

Here is a step-by-step guide for copying content and eliminating the PDF formatting:

1. Open the PDF file in Adobe Acrobat® 8, 9, or X. In the toolbar, click the Select tool  and highlight the section of text you want to copy.
2. Right-click the highlighted text and select Copy. Do not select Copy With Formatting, unless you want to copy the format as well.
3. Navigate to the file in which you want to paste the text .
4. Place your cursor where you want to insert the text.
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ADOBE® COLD FUSION® BUILDER™ 2 TAGLINE

Choose the professional tool for serious developers

SHORT PRODUCT DESCRIPTION

Develop, test, and deploy Adobe® ColdFusion® applications in less time with a professional, customizable IDE. Take advantage of integrated workflows and features between Adobe ColdFusion Builder™ 2 and Adobe Flash® Builder™ 4.5 software to rapidly build complete rich Internet applications.

"WHAT IS ADOBE® COLD FUSION® BUILDER™ 2?" SHORT PRODUCT DESCRIPTION

Adobe® ColdFusion® Builder™ 2 software is the only professional IDE for quickly and easily building Adobe ColdFusion applications. Customize your work environment to improve workflow, and easily expand functionality with extensions written in CFML.

PRODUCT HIGHLIGHTS

Use these product highlights only when space is limited. Otherwise use "Top reasons to upgrade" and "Top reasons to buy" feature lists.

Let your development skills shine—Take advantage of professional coding tools, server management, testing tools, and deployment capabilities to quickly and easily move from development to production with less code and fewer errors.

Take control of your development environment—Speed up development even further with an environment ideally suited to how you work best. Create a start page for your applications and customize keyboard shortcuts, color coding, code formatting, and code snippets.

Get creative with customization—Add to the functionality of ColdFusion Builder 2 with a language you already know and love, CFML. Create extensions to generate applications, insert blocks of code, and expand code assist with customized code proposals.

INFORMATION FOR DOWNLOADING BOX ART

You may download box art for Adobe® ColdFusion® Builder™ 2 at <http://adobeinteractiveguide.adobe.com/products.html>.

TARGET EXISTING CUSTOMERS

Use the following descriptions for targeting customers with an earlier version of the product.

Medium upgrade description

20–35 words; key messages and top new features for upgraders

Develop, test, and deploy Adobe® ColdFusion® applications faster than ever with new features in Adobe ColdFusion Builder™ 2 software that improve productivity, control, and extensibility. Work more efficiently with enhanced coding tools, advanced code refactoring, code formatting, custom keyboard shortcuts, and more. Take advantage of more robust extensibility with new extensible code insight and ColdFusion framework support.

Long upgrade description

50–65 words; key messages and top new features for upgraders

Develop, test, and deploy Adobe® ColdFusion® applications faster than ever with new features that improve productivity, control, and extensibility. Work more efficiently with enhanced coding tools, advanced code refactoring, advanced Find and Replace, improved code assist, custom keyboard shortcuts, code formatting, 64-bit support, and more. Take advantage of more robust extensibility with new extensible code insight and ColdFusion framework support. Utilize integrated workflows and features between Adobe ColdFusion Builder™ 2 and Adobe Flash® Builder™ 4.5 software to rapidly build rich Internet applications from client to server.

TOP REASONS TO UPGRADE TO ADOBE® COLDFUSION® BUILDER™ 2

20–35 words each; list of the most important reasons to upgrade; top 6 features

Smart Tab Assist—Quickly navigate to the next logical tag, function, or control statement within your code using keyboard shortcuts.

Advanced Find and Replace—Easily search your application for specific tags, attributes, and text, regardless of file location. Also, use regular expressions for more complex text searches.

Quick Fix—Speed up development by accessing methods within a ColdFusion component (CFC) that have not yet been created, and request that ColdFusion Builder automatically generate the method outline for you.

Customizable keyboard shortcuts—Create customized keyboard shortcuts, modify existing shortcuts, and import/export keyboard bindings to access frequent actions in the IDE.

Code formatting—Apply code formatting based on personalized, predefined rules to a project, folder, file, or block of code.

Intelligent code assist—Accelerate application development with intelligent, ordered code assist for CFML, CFScript, HTML, JavaScript, and CSS.

TARGET NEW CUSTOMERS

Use the following descriptions for targeting customers new to the product.

Medium full-version description *20–35 words; description of the key features*

Develop, test, and deploy applications in less time with the only professional IDE for Adobe® ColdFusion® development. Customize your work environment to improve workflow, and easily expand functionality with extensions written in CFML. Take advantage of integrated workflows and features between Adobe ColdFusion Builder™ 2 and Adobe Flash® Builder™ 4.5 software to rapidly build rich Internet applications from client to server.

Long full-version description *50–65 words; description of the key features*

Develop, test, and deploy applications in less time with the only professional IDE for Adobe® ColdFusion® development. Use professional coding tools, server management, testing tools, and capabilities to develop faster with less code and fewer errors. Customize your work environment to improve workflow, and easily expand functionality with extensions written in CFML. Take advantage of integrated features and workflows between Adobe ColdFusion Builder™ 2 and Adobe Flash® Builder™ 4.5 software to rapidly build rich Internet applications from client to server.

TOP REASONS TO BUY ADOBE® COLDFUSION® BUILDER™ 2

20–35 words each; list of reasons for a new customer to buy; top 10 feature descriptions

Code insight—Introspect ColdFusion components (CFCs), database tables, and file systems (UDF) as well as built-in CFML tags, HTML, JavaScript, and CSS to provide coding options.

Smart Tab Assist—Quickly navigate to the next logical tag, function, or control statement within your code using keyboard shortcuts.

Advanced Find and Replace—Easily search your application for specific tags, attributes, and text, regardless of file location. Also, use regular expressions for more complex text searches.

Quick Fix—Speed up development by accessing methods within a CFC that have not yet been created, and request that ColdFusion Builder automatically generate the method outline for you.

Extensibility via CFML—Expand functionality by creating extensions written in CFML. Attach menus to RDS and projects, access the file system and data sources during execution, and utilize new capabilities to expand code assist with customized code proposals.

Customizable keyboard shortcuts—Create customized keyboard shortcuts, modify existing shortcuts, and import/export keyboard bindings to access frequent actions in the IDE.

Refactoring—ColdFusion Builder speeds up your CFML application development by automatically restructuring code when you rename a CFC, function, or variable.

ColdFusion framework support—Kick-start application development using extensions for your favorite ColdFusion frameworks.

Integrated debugger—Reduce testing time and long-term bug issues with integrated debugging. Launch and step through applications directly within the IDE.

Integrated task management—Set TO DO and FIX ME points within your code to quickly identify sections and resume development where you left off.

CROSS-SELLING ADOBE COLDFUSION 9

ColdFusion Builder 2 and ColdFusion 9 Enterprise edition—Consider Adobe ColdFusion 9 Enterprise edition software, which, when combined with ColdFusion Builder 2, provides an end-to-end set of tools and services that enables you to rapidly and efficiently build, deploy, and maintain robust Internet applications.

UPGRADE ELIGIBILITY INFORMATION

Use the following to clarify eligibility for upgrade SKUs.

To install an upgrade version of ColdFusion® Builder™ 2, you must have an eligible earlier version. For information on eligibility, visit www.adobe.com/go/cfb_upgradeinfo.



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