New Mac Port Creates New Markets

Opportunity

One of MediaChance's flagship applications, Dynamic Photo HDR, contained enough unique features that it seemed likely that it could be sold into the Mac marketplace. This, in turn, would open up a new market for MediaChance's products.

Hurdles

Dynamic Photo HDR was a Windows-only application. Worse yet, much of its code base was deeply interwoven with Microsoft Foundation Classes, making a native port almost impossible. It would have needed to have been re-written from scratch. This was a tall order indeed for a small software developer like MediaChance, and one that would have taken at least a year to implement.

Solution

By using CrossOver, CodeWeavers was able to able to take the Windows version of Dynamic Photo HDR, wrap it in a custom-built installer, and create a new application that installed and ran like a native Mac application.

Benefits

The new Mac version of Dynamic Photo HDR gave MediaChance the opportunity to enter the Mac market quickly and easily. The new product has sold well. MediaChance also avoided the high costs of a ground-up redevelopment. A final benefit is that CodeWeavers also offers continuing support for the new product—if changes to the Mac Operating System (Mac OS) require tweaks in order to keep Dynamic Photo HDR running, CodeWeavers can perform that work when needed.

Contact

For more information on how CodeWeavers can help you bring your Windows application into a new market contact:

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MediaChance

Founder: Roman Voska

Founded: 1996

HQ: Ottowa, Canada

Product: Dynamic Photo HDR

"With CrossOver, I had a new product in a matter of days"
–Roman Voska