

## **For Immediate Release**

### **Software Publisher Adopts Radical Solution to Piracy Problem**

**Liverpool, England January 23, 2012**

Piracy of Digital Intellectual Property is a hot topic due to SOPA and PIPA but City Business Logic who publish software for creating Web Applications claim to have come up with a novel solution to the problem of people using pirated versions of their software. Instead of playing cat-and-mouse with pirate sites, they offer users who cannot afford to purchase their software the option of getting a free license (worth \$149) in return for helping to spreading the word.

City Business Logic has been fighting piracy of their software products ever since their first release back in 2001. However, due in part to the recent debate on SOPA and PIPA they have now changed their view of piracy, and come up with a radical idea which could actually increase their revenue.

CEO John W. King explained his new policy “When assessing the impact of piracy many people seem to assume that every illegal download is a lost sale. In fact I believe that the vast majority of these downloads are by people who would never purchase our software either because they can’t afford it or can’t justify the cost – e.g. students, hobbyists, and people in low wage countries. ”.

He continued “Apeel PHP Code Generator Pro has taken over 1,000 man hours to develop so giving it away for free to everyone wasn’t an option, but I realised that if someone likes our software enough to want a copy but cannot afford it, the simple answer is to ask them to write an article or make a video about why they like it – we get free publicity, they get a legitimate license without the risk of trawling virus and porn laden pirate sites”.

The key to their idea is their belief that people who use their software for professional purposes will still prefer the quick and easy traditional route of purchasing with their credit card, whilst people who genuinely can’t afford or can’t justify the cost will take up the free option. They aim to publish the results of the experiment at the end of March. Full details on their website at

<http://www.phpcodegeneratorpro.com/win.php>

City Business Logic was established in 2001 and specialise in the development of cutting edge Web Application Code Generators. Their current product is Apeel PHP Code Generator Pro which is now in its 11<sup>th</sup> version. <http://www.phpcodegeneratorpro.com>

#### **Contact:**

John W. King, CEO

City Business Logic

[john.king@citybusinesslogic.com](mailto:john.king@citybusinesslogic.com)

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