



**Case Study:**  
**Media Chance /**  
**Dynamic Photo HDR**



## MediaChance

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**MediaChance wanted to get into the Mac market. But how best to do that?**

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**Wine provides a viable porting alternative to a complete re-write, particularly for those applications built with Microsoft Foundation Classes.**

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**Overview:** With the help of CodeWeavers', MediaChance was able to enter bring its products to the Mac marketplace, rapidly and inexpensively.

MediaChance ([www.mediachance.com](http://www.mediachance.com)) is a small software developer based in Ottawa Canada. Started by Roman Voska in 1996, MediaChance has developed a range of Windows-based high-end graphics software used by photographers, web developers, and multi-media professionals.

One of MediaChance's flagship products is called Dynamic Photo HDR. This software performs specialized image processing to increase the dynamic range of digital photographs such that they more closely match the dynamic range of the human eye. The result is a brilliant image that reproduces the visual experience of the moment. While there are a range of native Mac applications for the graphic space, Voska felt that DPHDR's functionality was unique enough that he could find a market for it in the Mac marketplace. And with the increasing popularity of the Mac, he felt he needed to make that move. The only question was how.

As with many Windows-centric software developers, Voska had taken full advantage of the Microsoft development tools. As such, many of his applications were written such that they were deeply interwoven with the Microsoft Foundation Classes (MFC). The practical effect of this was to make it very difficult to write a native Mac version of Dynamic Photo. The application would have to be completely re-written from scratch. That would also raise the spectre of having to maintain two completely separate codebases in the future—one for Windows, and one for Mac. Voska, not surprisingly, wondered if there weren't other options available.

He had used Wine previously in his experiences with Linux. However, when he tried running DPHDR under free Wine, the results were not good. That's when he tried running CrossOver instead. To his delight, the application ran almost flawlessly. He immediately called CodeWeavers. Within a very short time, CodeWeavers was able to clean up the remaining few bugs in the application and create a "wrapper" for the application so that

it would install and run like a native Mac app. The result was a native .dmg for the DPHDR product, and Voska now was able to enter the Mac market.

The benefits of using CrossOver were several. Speed was one of them. “I knew that if I did a native re-write, it would take at least a year,” said Voska, “and I still wouldn’t have had a clean product by the end of that process. With CrossOver, I had a new product in a matter of days.” Another factor was cost. “A native re-write would have taken at least one, or maybe two fulltime people many months to do,” Voska said. “Even if you outsource that development to Eastern Europe, that’s still very expensive. Because the project was much shorter, CodeWeavers development fees were much lower.”

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**“With CodeWeavers,  
you get the development  
support you need”**

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**Roman Voska**

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Voska also appreciates the fact that the product is supported. “As a developer, I think it’s worthwhile to get support from the vendor,” he said. “Sure, I could have used free Wine, but trying to get your questions answered by the Wine forums is very hit-or-miss. With CodeWeavers, you get the development support you need.”

All in all, MediaChance’s experience shows that even small software vendors can take advantage of the powers of Wine. Depending on how well the original Windows code runs under Wine, CodeWeavers can very rapidly turn a Windows application into a native Mac app. CodeWeavers also offers a number of flexible licensing strategies to suit the needs of any ISV. For more information on how CodeWeavers can help you bring your Windows application into a new market, contact James Ramey, VP Sales, at [sales@codeweavers.com](mailto:sales@codeweavers.com), +1 651-523-9302.