



InstallAware
for Windows Installer

Windows Installer without Rocket Science

InstallAware

A Simple Solution for Windows Installer





InstallAware at a Glance

- Founded in 2003 by former InstallShield employees
- Designed to support Windows Installer—automatically builds logo-compliant Windows Installer Packages
- Streamlines the development process by using MSI code scripting, a powerful extraction of Windows Installer technology
- Employs simplified scripting procedures and easy to use features like drag-drop commands and visual wizards
- Enables the creation of highly customizable and intelligent setups that improve the end-user experience



What Makes InstallAware Different?

- ✓ MSIcode—Genuine Scripting for Windows Installer
- ✓ Two-Way Integrated Editing (Visual view/Code view)
- ✓ Increased compression ratios
- ✓ Partial Web Deployment delivers a functional stand-alone setup file with optionally downloadable Web Media Block files
- ✓ Customized/interactive Dialogs for a better end-user experience
- ✓ Competitive pricing
- ✓ Hybrid Installation Technology – New Native Code Setup Engine
- ✓ Completely sidestep all Windows Installer configuration errors
- ✓ Install, repair, and remove products even in Windows Safe Mode



MSIcode: A Simple Way to Build Setups

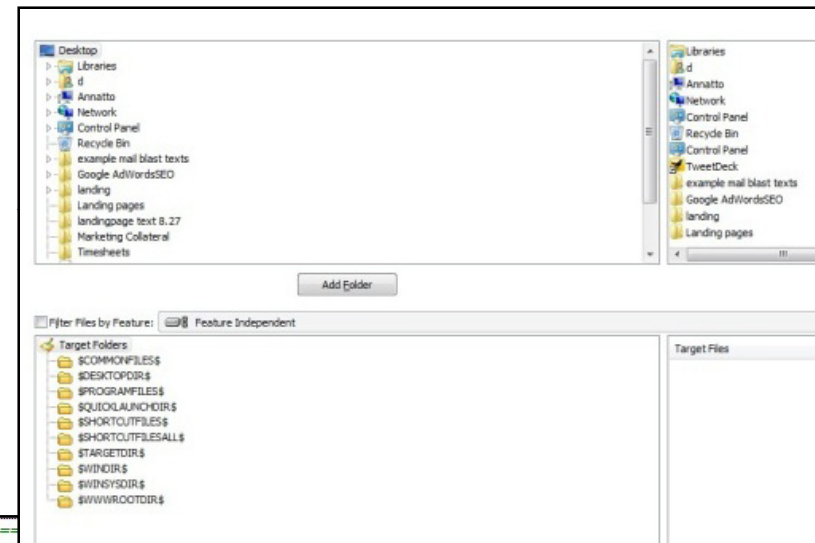
- MSIcode = Custom script developed specifically for Windows Installer.
- Eliminates need to learn the internals of Windows Installer.
- Execute Windows Installer commands within the confines of Windows Installer. No need for a separate scripting engine.
- Eliminate custom authoring. Use drag and drop script commands in MSIcode.
- MSIcode script is automatically converted to a Windows Installer MSI database at build time.

```
Installation Script:
367     end
368     if Variable TESTCXX3 Equals TRUE
369         Write Registry Key HKLM\SOFTWARE\7-Zip\Path,
370         Install Files E:\InstallAware\codex\Redistrib
371         Install Files E:\InstallAware\codex\7-Zip\*.
372         Get System Setting 256 MB Physical Memory into
373         if Variable 256MEM Equals TRUE
374             Install Files E:\InstallAware\codex\256\*.
375         else
376             Install Files E:\InstallAware\codex\less\*.
377         end
378     Install Files E:\InstallAware\codex\7-Zip\7zip
379 end
380 Get Component InstallAware Selection State into
381 if Variable SELECTED Equals TRUE
382 [OFFLINE CONTENT]
383     Install Files E:\InstallAware\mGacInfoX.exe to
384     Install Files E:\InstallAware\interop\Flash.o
385     Install Files E:\InstallAware\eslr8\esellerate
386     Install Files E:\InstallAware\eslr8\esellerate
387     Install Files E:\InstallAware\mEslr8.dll to $
388     Install Files E:\InstallAware\The MimarSinan
389 [compiler if Variable SKU Equals ENT]
390     Install Files E:\InstallAware\miae.exe to $TA
391 [compiler else]
392     Install Files E:\InstallAware\mia.exe to $TAR
393 [compiler end]
394     Install Files E:\InstallAware\miae.chm to $TA
395     Install Files E:\InstallAware\*.mil to $TARGE
396     Install Files E:\InstallAware\art\mia.mix to
397     Install Files E:\InstallAware\dependent.exe to
398     Install Files E:\InstallAware\miainfo.dll to
```

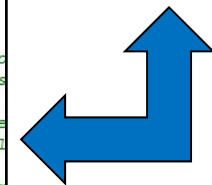


Two-Way Integrated IDE

- Easy to use two-way interface.
- Changes made in the visual design are automatically integrated into the underlying MSIcode.
- Changes made in the code view are immediately shown in the visual design.
- Drag and drop commands
- Visual wizards



```
2  Comment: =====
3  Comment: This project shows how to validate serial numbers before pr
4
5  Comment: This project uses:
6  Comment: -----
7  Comment: 1. The Include Script command to invoke the serial generato
8  Comment: 2. The Mathematics command to perform arithmetic operations
9  Comment: 3. The Parse String command to manipulate strings
10 Comment: 4. Label and GoTo Label commands to loop during serial gene
11 Comment: 5. Compiler Variable If, Else, End commands to conditionall
12
13 Comment: To make sure your own serials are unique, switch to the Ser
14
15 Comment: To build this sample as a setup, define the KEYGEN complex
16 Comment: To build this sample as a key generator, define the KEYGEN
17
18 Comment: See in-code comments for more information.
19
20 Key Generator Option [...]
49
50 Check Application Requirements [...]
52
53 Check/Install Application Pre-Requisites [...]
```





Up to 66% Better Multi-Core Compression

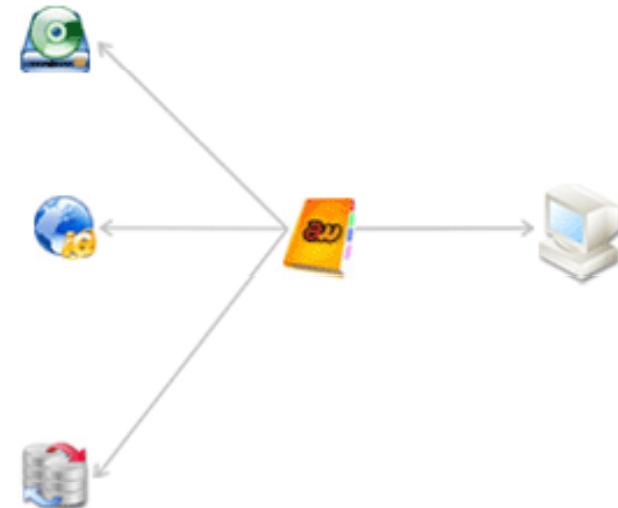
- InstallAware utilizes a unique decompression and re-compression procedure to provide ultimate space-saving compression ratios.
- Results = best compression rates in the industry.
- Utilizes advanced **LZMA encoder** and **BCJ2 filters**.

Redistributable	Regular	InstallAware	Size Gains
Windows Installer 2.0	3,446 KB	1,770 KB	49%
Internet Explorer 6	79,849 KB	47,110 KB	41%
Microsoft .NET 1.1	23,697 KB	12,338 KB	48%
Microsoft .NET 1.1 with Service Pack 1	34,150 KB	11,403 KB	67%
Microsoft JSharp 1.1	6,764 KB	2,596 KB	61%
Microsoft .NET 2.0	22,959 KB	17,272 KB	25%
Microsoft .NET 3.5 (including .NET 2.0 SP1 and .NET 3.0 SP1)	201,848 KB	131,438 KB	35%
Microsoft SQL Server Express 2005	54,791 KB	33,036 KB	40%



Partial Web Deployment

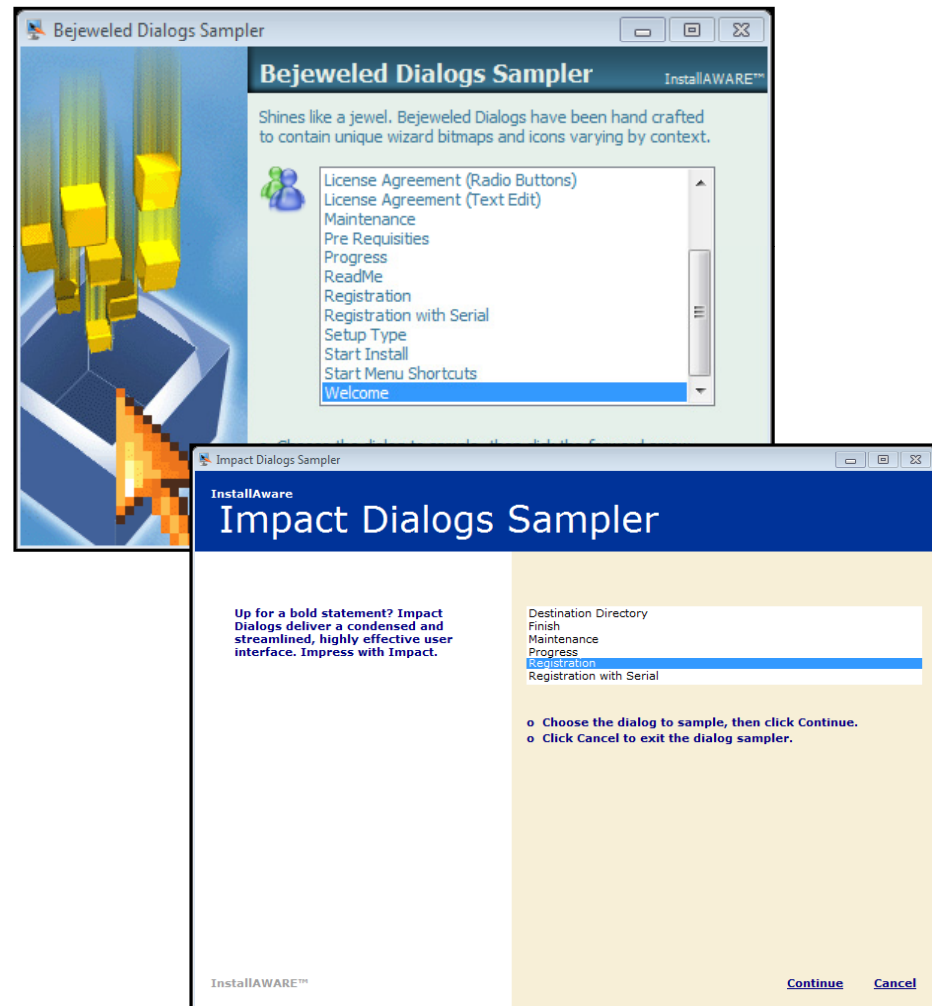
- Remove large technology dependencies from setup packages and deploy them as needed.
- Source files for a setup may be read from:
 - The main setup.exe file
 - Physical media: CD/DVD
 - Network file server
 - FTP server
 - HTTP/HTTPS server
- Several setups may share the same source location.
- When a setup is running, it will attempt to access the source locations only if necessary.
- When setup determines that a file to be installed is online, the Web Media Block containing that file is instantly downloaded.





Setup Themes and Customizable Dialogs

- Choose from 17 pre-built themes or customize your own
- Customize content with 43 dialog controls
- Create flash/HTML billboards
- No manual coding required
- Improves end-user experience
- First to support Aero Glass
- First to ship Windows 7 UI standards compliant Aero Wizard theme





Competitive Pricing and Packaging

InstallAware

- ✓ Base Product Price: \$999
- ✓ Competitive Upgrades: 33% discount
- ✓ Customer Upgrades: 50% discount
- ✓ Affordable floating licenses
- ✓ Low-cost maintenance options
- ✓ FREE unlimited web-updates

InstallShield

- ❖ Base Product Price: \$593.01
- ❖ Competitive Upgrades: NONE
- ❖ Customer Upgrades: 50% discount
- ❖ No floating licenses
- ❖ Average cost maintenance options
- ❖ Limited number of free web-updates



Top 10 Features of InstallAware

1. MSI Customization without complexity
2. Your choice between the new Native Code and Windows Installer setup engines
3. Free, unlimited dual-mode updates (scheduled or manual)
4. Out of the box Windows 7 support
5. Rich Command Library
6. Bundle Other Installations
7. Free 30-Day Unrestricted Trial of ANY InstallAware Product Edition
8. Once-Click Install for a Wide Variety of Runtimes and Third Party Dependencies
9. Two-Way Integrated IDE-Integrated Visual Design and Code Views
10. No Server Requirements and Unlimited Web Deployment



Additional Key Benefits

- One-click patching
- Add merge modules or other technology installers to your setups
- Gain critical business intelligence through installs/updates/uninstalls
- Consolidate setup projects—conditionally include/exclude files and other setup actions at build time.
- Check for (and opt to exclude) virtualized operating systems
- Install drivers on x86, x64, and ia64 platforms
- Run SQL Scripts on Microsoft, Oracle, or MySQL database servers
- Call any custom DLL or EXE file
- Extend the IDE directly with custom plug-ins that participate in the build process
- Share folders, set access control lists on a variety of system objects
- Create new IIS websites, virtual folders, application pools



Improve Customer Relationships

- Register users online from within the setup dialogs
- Survey users when they uninstall your software
- Track product usage when customers check your website for updates
- Authenticate users online prior to installation and updates
- Dynamically define application features based on results of live authentication
- Entertain and inform end-users with custom dialogs



Contact Information

Contact Information:

Royi Sher

Director of Marketing and Sales

InstallAware Software

336 Guerrero

San Francisco, CA 94103

1-888-793-0417

Free Downloads:

<http://www.installaware.com/downloads-product-downloads.htm>

Helpful Links

- Company Website:
<http://www.InstallAware.com>
- Community Forums:
<http://www.installaware.com/forum/>
- Online Ordering:
<http://www.installaware.com/buydirect.asp>