# 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
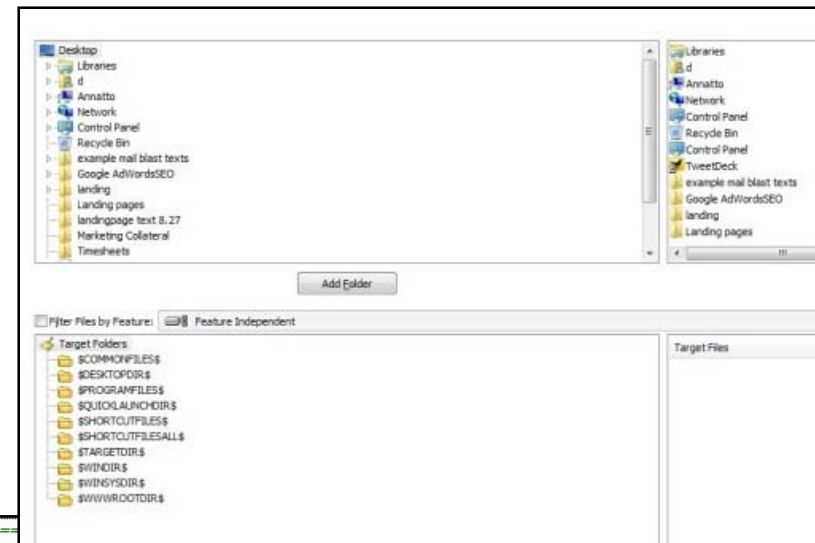
# MSIcode: A Simple Way to Build Setups

- 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\7zi
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 t
384       Install Files E:\InstallAware\interop\Flash.o
385       Install Files E:\InstallAware\eslr8\eSellerat
386       Install Files E:\InstallAware\eslr8\eSellerat
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 t
398       Install Files E:\InstallAware\miainfo.dll to
```
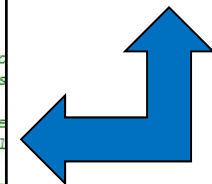
# Two-Way Integrated IDE

- 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.

# 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

- ✓ Premium Product Price: $1,999
- ✓ Competitive Upgrades: 33% discount
- ✓ Affordable floating licenses
- ✓ Low-cost maintenance options
- ✓ FREE unlimited web-updates

## InstallShield

- ❖ Premium Product Price: $4,999
- ❖ Competitive Upgrades: NONE
- ❖ No floating licenses
- ❖ Average cost maintenance options
- ❖ Limited number of 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 8 and Visual Studio 2012 support

5. App-V Builder and App-V Viewer for advanced application virtualization

6. Easily bundle other installations, capture their native installation progress

7. Create shortcuts with Run as Administrator option, unpin shortcuts from Start Screen

8. Once-Click Install for a Wide Variety of Runtimes and Third Party Dependencies

9. Two-Way Integrated IDE with synchronized Design and Code Views

10. Partial Web Deployment on any web server that can serve ordinary files

# Additional Key Benefits

- One-click patching with binary/differential delta creation

- Add merge modules or other technology installers to your setups

- Gain critical business intelligence through installs/updates/uninstalls

- Advanced installer consolidation - include/exclude files and other settings 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

- Upgrade InstallShield, Wise, NSIS, Inno Setup projects into InstallAware

- Extend the IDE directly with custom plug-ins that participate in the build process

- Runtime setup mutation – dynamically define/delete features, apply custom logic

- Create new IIS websites, virtual folders, application pools

# Contact Information

## Contact Information:

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InstallAware was named a
"**Leader of the Software
Development Industry**"
by SD Times in 2012.

## Helpful Links

- Company Website:
  http://www.installaware.com

- Community Forums:
  http://www.installaware.com/forum/

- Online Ordering:
  http://www.installaware.com/buydirect.asp