

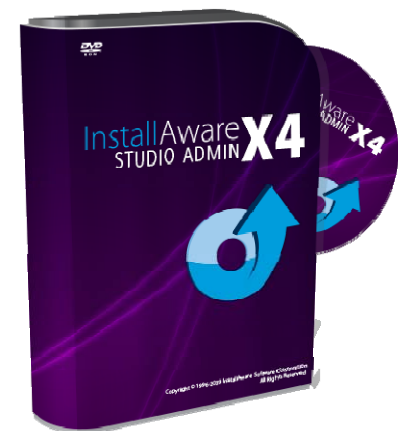


InstallAware
for Windows Installer

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 MSIcode scripting, a powerful abstraction of Windows Installer technology
- Employs simplified scripting procedures and easy to use features like drag-drop commands and visual wizards
- Includes InstallAware's own Native Code Setup Engine for the industry's fastest and most resilient setups
- Includes InstallAware's own 64-bit Compression Engine for the industry's smallest and most scalable setups



What Makes InstallAware Different?

- ✓ Automated Virtual Machine Testing
- ✓ Two-Way Integrated Editing (Visual view/Code view)
- ✓ 64 bit compression with up to 90% size reduction
- ✓ 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 and upgrades from InstallShield & Wise
- ✓ Direct Deploy any EXE or MSI through Active Directory
- ✓ Completely sidestep all Windows Installer configuration errors
- ✓ Install, repair, and remove products even in Windows Safe Mode



MSIcode: A Simple Way to Build Setups

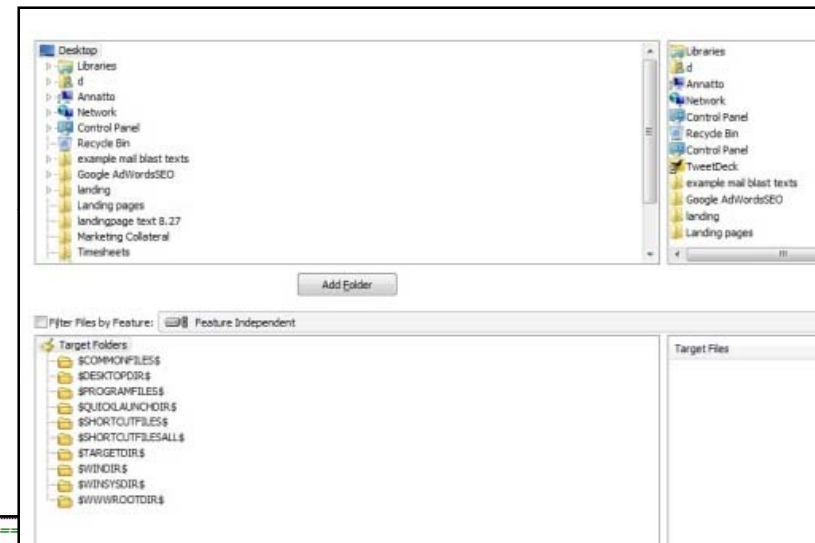
- MSIcode = Custom script developed specifically for Windows Installer.
- Eliminates need to learn the internals of Windows Installer.
- Execute Windows Installer commands within the confines of Windows Installer. No need for a separate scripting engine.
- Eliminate custom action authoring with simple drag and drop script commands.
- Your MSIcode script is automatically built into 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
```

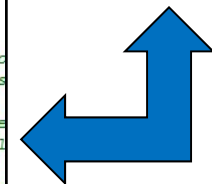


Two-Way Integrated IDE

- 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 [...]
```





64 bit Compression: 90% Smaller Setups

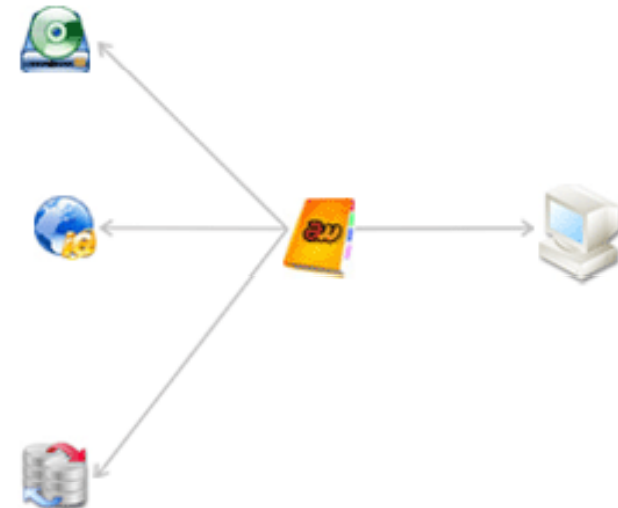
- InstallAware utilizes a unique decompression and re-compression procedure to provide ultimate space-saving compression ratios.
- Results = best compression rates in the industry.
- Utilizes advanced **LZMA encoder** and **BCJ2 filters**.
- New **64 bit compression** builds setups that are 90% smaller than their source apps and data.
- **Runtimes as small as half their already-compressed Microsoft sizes!**

Redistributable	Regular	InstallAware	Size Gains
Microsoft SQL Server 2014 SP1	265 MB	145 MB	46%
SQL Server 2014 SP1 x64	303 MB	162 MB	47%
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 a download fails due to a connection problem, setup automatically resumes without requiring manual user intervention.





Setup Themes and Customizable Dialogs

- Choose from 17 pre-built themes or create your own
- Build rich interactive dialogs with 43 unique control types
- Create flash/HTML billboards
- No manual coding required
- Improve end-user experience
- First to support Aero Glass
- First to ship Windows 7 UI standards compliant Aero Wizard theme
- First to ship transition effects (slide and fade)





Competitive Pricing and Packaging

InstallAware

- ✓ Premium Product Price: 1,999
- ✓ Competitive Upgrades: 34% discount
- ✓ Affordable floating licenses
- ✓ Low-cost maintenance options
- ✓ FREE unlimited web-updates
- ✓ No license servers
- ✓ Unlimited command line builds
- ✓ No online activation
- ✓ Integrated setup engine
- ✓ Modern look in setup wizards
- ✓ Full runtime decision making

InstallShield

- ❖ Premium Product Price: 4,999
- ❖ Competitive Upgrades: NONE
- ❖ No floating licenses
- ❖ Average cost maintenance options
- ❖ Limited number of web-updates
- ❖ Complex license server setup
- ❖ No free command line builds
- ❖ Online activation mandatory
- ❖ Bifurcated setup engine
- ❖ 90's look and feel in setup wizards
- ❖ Very limited runtime decisions



Top 11 Features of InstallAware

1. Submit your Win32, Win64, and .NET apps to the Windows Store
2. Tweet to Twitter and Share on Facebook at any point during your installation
3. Automatically comply with Microsoft's latest SHA 256 code signing requirements
4. InstantInstall Acceleration delivers the fastest installation speeds in the industry
5. Wizard transition effects (fade/slide) make a lasting first impression on users
6. Free, unlimited triple-mode web updates (scheduled or manual or automatic)
7. Automated Virtual Machine Unit Testing, with multiple simultaneous tests
8. Create shortcuts with the Always Run as Administrator option
9. Two-Way Integrated IDE with synchronized Design and Code Views
10. Partial Web Deployment on any web server that can serve ordinary files
11. Pin your apps to the Windows 10 Live Tiles Start Menu without the Windows Store



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
- 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
- MSI customization without complexity
- Extra-long file path support for transcending all file path length limitations



Contact Information

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Install**Aware** has been recognized by multiple awards coming from Microsoft, SDTimes "**Leader of the Software Development Industry**", Visual Studio Magazine **Reader's Choice**, ComponentSource, WindowsITPro, among other recognition.

Helpful Links

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