

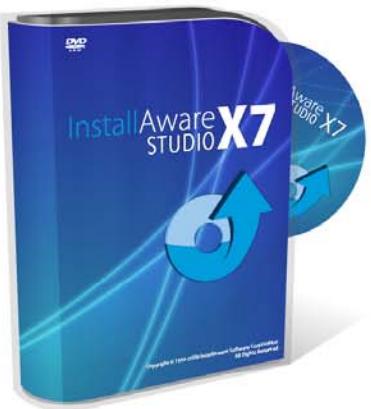
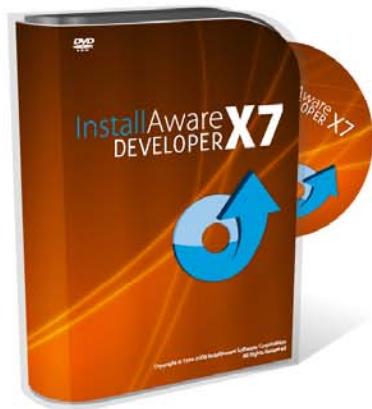


InstallAware  
for Windows Installer

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

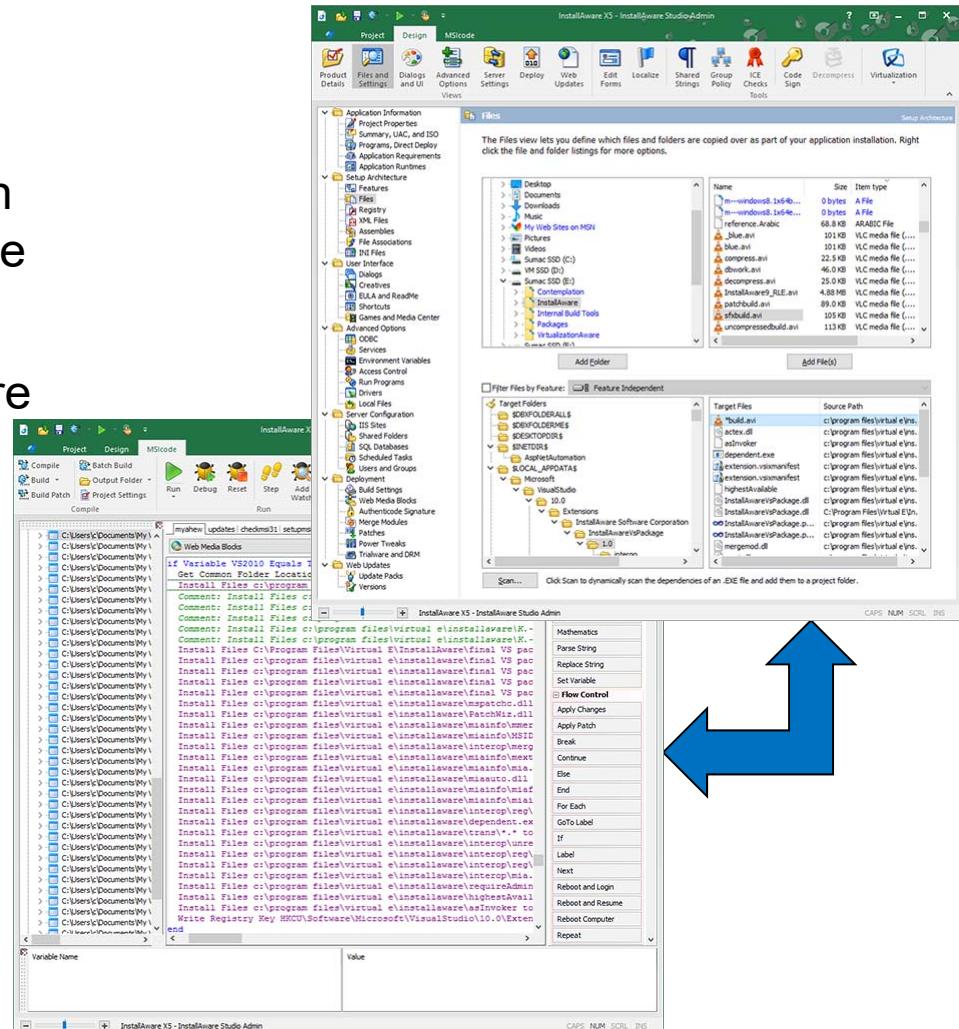
- MSIcode = Custom script developed specifically for Windows Installer.
- Eliminates need to learn the internals of Windows Installer.
- Execute Windows Installer commands within the confines of Windows Installer. No need for a separate scripting engine.
- Eliminate custom action authoring with simple 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 int
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 $T
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 $TA
393        [compiler end]
394            | Install Files E:\InstallAware\miae.chm to $TA
395            | Install Files E:\InstallAware\*.mil to $TARGET
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.





# 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 SP2                                | 274 MB     | 153 MB       | 44%        |
| SQL Server 2014 SP2 x64                                      | 311 MB     | 169 MB       | 46%        |
| 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. Put your Win32, Win64, and .NET apps in the Windows Store via the Desktop Bridge
2. Easily create MST transform files from MSI packages using InstallTailor MST Creator
3. One-click APPX, App-V, EXE, and MSI builds directly from the Visual Studio toolbar
4. InstantInstall Acceleration delivers software installations at the speed of extraction
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, including command line interface
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
- Suite Installation Wizard to merge multiple third party setups into a master installation
- 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
- Configure advanced service properties, define multiple service failure actions



# Contact Information

## Contact Information:

Jason Strathmore  
InstallAware Software  
[jase@installaware.com](mailto:jase@installaware.com)  
1-888-566-2976

InstallAware 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>