Install**Aware**

Windows MSI(X), Native Code, macOS, Linux

Key Objectives

- What's New in Version **X17**?

- Who is Install**Aware**?

- Delight Developers: Convenience and Simplicity

- Grow Software Margins: Save on Bandwidth

- Grow Software Margins: Save on R&D

- Maximize Revenue: Grow Exposure, Monetize

- Agile Builds Simplified

- Available Editions and Pricing

What's New in Version X17?

- **Azure Trusted Signing:** Instant Extended-Verification grade trust, no dongles required!

- **Code Signing Hooks:** Future-proof against all presently unknown standards and vendors

- **New Compression Engine:** 2 GB, 3 GB, and 4 GB dictionaries for the smallest ever packages

- **30% Faster:** For non-parallelizable workloads

What's New in Version X17?

- Native code for **x86, AMD64**, and **aarch64**
- **New aarch64 binary filters** strip common code from program files for the new platform
- **Performance code scheduling** (no relegation to efficiency or low power efficiency cores)
- **.NET 9.0.0/8.0.11/7.0.20/6.0.36** runtimes
- Windows **24H2**, Server **2025** Features/Roles

Who is Install**Aware**?

Who is Install**Aware**?

Founded in 2003 by former InstallShield employees who sensed that **InstallShield** was **not leading** the market:

- Lack of innovation

- Hard to learn and use

- Thousands of outstanding work orders

- Outdated user interface and setup engine

- Copy-cat products were not innovating either

What Makes Install**Aware** Unique?

InstallAware is the:

- **Fastest**
- **Most Scalable**
- **Most Pleasing**
- **Easiest to Program**

Windows Installer (and macOS & Linux) solution.

Install**Aware** improves the end-user experience **and** the development experience.

What Makes Install**Aware** Unique?

Install**Aware** provides leadership by:

- Keeping standards from driving your processes
- Helping you do with your setups what was not possible before
- Providing a powerful abstraction of Windows Installer technology in MSIcode scripting
- Providing the fastest, most scalable, and most flexible installation engine for Windows
- Porting this engine to macOS and Linux

What Makes Install**Aware** Unique?

Install**Aware** makes it much **easier** to support **Windows Installer**:

- No **proprietary database** or **custom action programming** is required to build installations
- Install**Aware abstracts all MSI internals** into an **intelligible script** called MSIcode!
- Install**Aware** automatically **builds logo-compliant** Windows Installer packages
- Install**Aware** builds setups that can be deployed unattended via **Group Policy or Direct Deploy Push Technology**
- Install**Aware** lets you integrate your business logic into your installer and **make intelligent decisions at install-time**

What Makes Install**Aware** Unique?

Install**Aware** has its own Native Code Setup Engine:

- Runs where Windows Installer is disabled or damaged (**Windows Safe Mode, corrupt system**)
- Supports **multiple simultaneous** installations
- **Fastest installer** for Windows
- **Easiest development** paradigms
- Now available for **macOS** and **Linux**!

Install**Aware** has its own 64-bit Parallel Compression Engine:

- Compress files up to **90% smaller with 4 GB dictionaries**
- Compress files down to **half of their already-compressed** Microsoft sizes, such as for Microsoft SQL Server and .NET Framework
- **Smallest installer** for Windows
- **16X faster builds** on parallel and **30% faster builds** on serial loads

Web Updates & Install**Aware** X17

- Build updates from an integrated view
- Choose from three web update modes: scheduled, manual, or fully automatic (forcing only the latest version of your app to run/install)
- Deploy an update client that integrates with the Windows Task Scheduler, or works stand-alone from the Start Menu, or is invoked at every run of your setup for guaranteed updates
- Minimize updates to the system tray, or work interactively
- Fully customizable update user interface and logic – target updates by product version, language, and other business logic
- Serve patches, full blown new version installers, or other types of applications as updates
- Use the new automatic web updates to easily build third party product bundles with your application
- **Web Updates on Multi Platform with automatic platform targeting!**

Upgrading to Install**Aware** X17

Now is the best time to Upgrade to X17:

– New built-in **InstallShield, Wise import** for one-click conversion of InstallShield projects saved as XML files and WiseScript files

– Call "**Set Variable NATIVE_ENGINE to TRUE**" to enable the new *InstantInstall* Native Engine Acceleration in any setup

– **One-click recompiles of your existing scripts, dialogs, and localizations for Linux and macOS!**

What Else Can Install**Aware** X17 Do?

- Run **SQL scripts** on Microsoft, Oracle, or MySQL database servers
- Create new **IIS websites**, virtual folders, application pools
- Register **assemblies**, call .NET **installer classes**
- Install **ODBC drivers and DSNs**
- Install services, **configure service failure conditions**, register file types, **environment variables**
- Share folders, **set access control** lists on a variety of system objects
- **Call any custom DLL** or EXE file
- Extend the IDE directly with **custom plug-ins that participate in the setup script, the build process, and runtime execution**

Delight Developers:
Convenience and Simplicity

Delight Developers

Install**Aware** provides one-click runtime installers and MST builders for:

– Microsoft .NET Framework (with service packs)
– Microsoft SQL Server Express (custom instances)
– Microsoft Visual Basic VMs, Visual C++ Runtimes (secure)
– MDAC, Crystal Reports (also for .NET Framework)
– **Point-and-click to build your own runtimes with the Application Runtime Wizard**
– **Point-and-click to combine multiple, transformed, third-party setups with the Suite Installer Wizard**

Delight Developers

You can easily add any merge module or other technology installers to your setup, plus Install**Aware** lets you:

- Improve compression
- Run them silently
- Capture and display native progress
- Take actions based on return codes
- All as a single setup delivering a unified UX

Grow Software Margins: Save on Bandwidth

Grow Software Margins

Install**Aware** makes it easy to download runtimes or optional features **only when needed/selected**.

Install**Aware** does not produce empty installers that force an Internet connection just to copy vital files.

Only Install**Aware** lets the developer **choose exactly which files go online** in a setup.

This is called **Partial Web Deployment** and is also fully supported on **macOS and Linux**

Grow Software Margins

Install**Aware** reduces the size of a setup by **up to 90**% using the best compression available – **64 bit LZMA, LZMA2, and BCJ2** filtering for x86, AMD64, and aarch64 binaries; up to 4 GB dictionaries!

Install**Aware** can even re-compress files and packages that have already been compressed using other compression formats.

Only Install**Aware** builds setups with advanced **better-than-Microsoft** compression, often **halving already-compressed package sizes!**

Grow Software Margins: Save on Research & Development

Grow Software Margins

- Custom action authoring is an inherently error prone process

- Developing custom action DLLs requires very advanced programming skills

- Unforeseen scheduling errors with custom actions can lead to unexpected, hard to reproduce setup errors

Grow Software Margins

MSIcode eliminates custom actions:

- Only available with Install**Aware**, MSIcode is a human readable, linear setup script

- No programming skills are required to develop MSIcode scripts

- All common setup tasks are available as drag-drop script commands in MSIcode

- Install**Aware** converts your MSIcode script to a Windows Installer MSI database automatically at build time

- MSIcode now **compiles to macOS and Linux as native code**, faithfully executing your original script on new platforms!

Maximize Revenue: Grow Exposure and Monetize Software

Maximize Revenue: Grow Exposure

Install**Aware** helps you gain critical software **Business Intelligence** by making it much easier to**:**

- **Register users online** from directly within the setup dialogs
- **Survey users** when they uninstall your software
- **Track product usage** when customers check your website for updates

Maximize Revenue: Monetize Software

Only Install**Aware** lets you handle **Digital Rights Management** tasks such as:

- **Authenticating users** online before they can install the product (full sample project included)

- **Authenticating users** before they download and install **updates**

- **Defining application features on-the-fly**, based on results of live authentication

- **Selling directly for ETH cryptocurrency** and retrieving transaction records from the **blockchain**

Agile Builds Simplified

Agile Builds Simplified

- Do you maintain separate installers for similar products or product editions?

- Do you use complex automation interfaces to emit setup projects?

- Wish you had an easier way to manage your releases?

Consolidate your projects with Install**Aware**.

Agile Builds Simplified

Only Install**Aware** lets you:

- **Conditionally exclude/include** files, registry keys, and other setup actions at build time

- Inject and **customize text at build time**

- Build multiple flavors and editions of your product from **a single setup project**

- Save yourself the complexity and overhead of managing multiple redundant setup projects

- **Sanitize projects** by localizing shared resources

Available Editions and Pricing

Express vs. Developer Edition

– Express provides point-and-click simplicity

– Express does not include MSIcode scripting capabilities, one-click MSIX/APPX/App-V builds, or fully automated Virtual Machine Testing

– Developer provides full scripting capabilities with advanced project samples and one-click MSIX/APPX/App-V build targets

– Express uses the same project format with other Install**Aware** editions for instant migration

Developer vs. Studio Edition

- Developer offers MSIcode scripting, with easy-to-learn drag-drop authoring
- Developer lets you fully customize the setup logic and actions
- Studio includes a dialog designer for your setup wizards, an MSIcode debugger, and Build Events
- Studio offers Compiler Variables, letting you build multiple setup releases from a single source project without complex automation

Studio vs. Studio Admin Edition

- – Studio Admin allows you to import and customize MSI and MSM databases
- – Studio Admin lets you perform setup capture on existing installations
- – Studio Admin lets you create MST transforms from MSI databases
- – The automation interface allows you to emit complete setup projects programmatically, from web or traditional applications, outside of the IDE

Multi Platform Edition

- Feature set between Studio and Studio Admin

- Includes PackageAware, the first-ever cross-platform setup capture tool

- Includes Dialog Designer, Command Line Build Tool, IDE, and Setup Engine for Apple Silicon, Apple Intel, Linux GTK2, Linux Qt5, and Windows!

- 7 Native Code compilation targets in total

- Loads and recompiles all existing InstallAware projects verbatim!

Pricing

	Full Version	Competitive Upgrade	Upgrade
Express	719	474	359
Developer	1,439	949	719
Studio	2,879	1,900	1,439
Studio Admin	5,759	3,801	2,879
Multi Platform	4,319	2,851	2,160

Licensing Options

- One license is required for each developer using the IDE

- Floating licenses are available for non-simultaneous usage by more than one developer (+50%)

- No additional licenses are required for build machines with the purchase of a Studio Admin edition (non-simultaneous builds only)

Competitive Upgrades

- Users of any version of InstallShield and Wise products are eligible

- Competitive upgrades qualify you for an instant 34% discount

- Just provide your competitive product serial number to qualify

Upgrades and Maintenance Packs

- Minor version upgrades are free for life
- Major version upgrades are free within 3 months of your original order date
- Upgrades may be ordered any time at 50% of new product cost
- Maintenance packs are available for 1 or 2 year terms, at 40% and 70% surcharges respectively