

InstallShield 2010

How the world installs software on Microsoft Windows

The World's #1 Installation Product—InstallShield technology is deployed by over 71,000 customers on more than 500 million desktops.

Support the Latest Technologies—As a Microsoft Gold Certified Partner, we work closely with Microsoft to support new technologies like Windows 7, MSI 5, and App-V.

More than Desktops—Extend your installations to configure database servers and Web services.

Install on Mobile Devices—Easily target PDAs, smartphones, and more.

Multilingual Support—Support for 35 languages makes it easy for you to target customers around the world.

Two Licensing Options—Buy InstallShield as a node-locked or concurrent license.

Available in Three Editions and Two Languages—Premier, Professional, and Express Editions available in English and Japanese.

"InstallShield 2010 is awesome. I'm extremely excited about the new Microsoft App-V support. I strongly recommend upgrading to InstallShield 2010."

Tim Stevens
Software Installation
Developer
— Viewpoint Construction
Software

If your software targets Windows®, InstallShield® is your solution. It makes it easy to author reliable Windows Installer (MSI) and InstallScript installations and App-V™ virtual packages for Windows platforms, including the new Windows 7, keeping your customers happy and your support costs down.

InstallShield 2010: The Best Is Even Better

Simply put, InstallShield 2010 is the InstallShield our users have always wanted. It includes over 400 new and improved features from customer requests, including a revamped IDE, superior IIS tools, virtual machine detection, Unicode support, and much more. And of course it supports all the latest Microsoft® technologies like Windows 7, Windows Server 2008 R2, and MSI 5. (*Learn more on the back.*)

For customers who haven't upgraded in a while, InstallShield 2010 is the version you've been waiting for. And if you've never tried InstallShield, now's the perfect time.

New App-V Support for Virtual Packages

InstallShield is once again revolutionizing installations with new support for Microsoft App-V™. Now when you build an MSI, InstallShield 2010 can simultaneously build it as an App-V virtual package. It can also convert your legacy MSIs to App-V packages in minutes. The new App-V support is ideal for creating conflict-free product evals and for companies adopting application virtualization in their own environments. Try it now and see.

The Choice for Targeting Windows Desktops and More

For over 20 years, InstallShield has been the standard for installing on Windows desktops, servers, Web apps, and mobile devices.

- Easily create Windows 7 Logo Certified setups.

- Get support for Microsoft's latest products, including Visual Studio 2010, .NET Framework 4.0, MSBuild, and DirectX® 9.0c.
- Expand installations to servers and Web services, including IIS 7.0, Oracle, MySQL, SQL Server 2008 SP1, and Windows Server 2008 R2.
- Target mobile devices with support for Windows Mobile 6.x, Windows Embedded CE 6.x, SQL Server Compact Edition 3.5 SP1, and PalmOS 3.5 and later.

The Easy Way to Build Reliable, Flexible Setups

InstallShield makes it easy to create professional installations for even the most complex products, giving them a superior first impression.

- Tailor the look and feel of installation dialogs with the Visual Dialog Editor and new Adobe® Flash® support.
- InstallScript gives you maximum flexibility in your installations.
- Maintain a clean build system with the Standalone Build.
- Simplified patch and upgrade creation, debugging, and build report tools substantially increase installation quality.

Cut Your Setup Development Time in Half

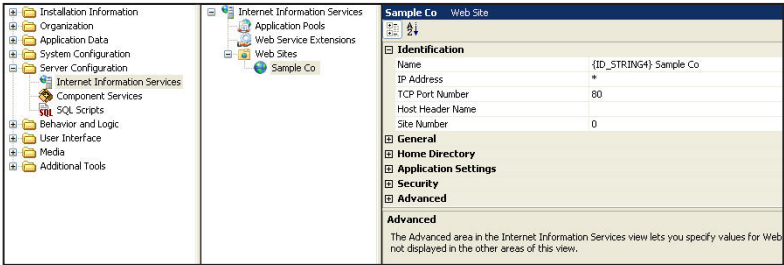
Although InstallShield is loaded with powerful capabilities, it's still simple to use. It has time-saving features that help you meet tight deadlines.

- InstallShield's revamped IDE with dynamic searching and filtering, automated wizards, templates, and pre-built objects save you significant time.
- The Project Assistant walks you step-by-step through the setup creation process, helping you avoid errors.
- The InstallShield Best Practices Validation Suite helps you avoid issues that can cause lengthy delays.
- A single InstallShield setup can present text in up to 35 languages, no manual translation needed.

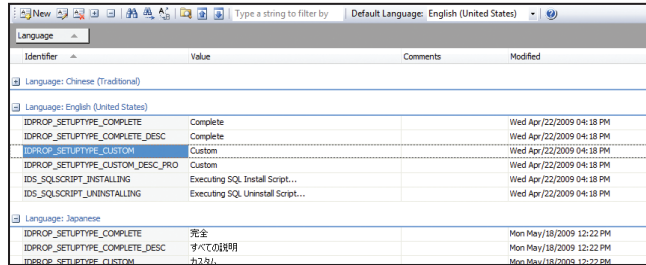
Why InstallShield Users Are Upgrading to InstallShield 2010

Features	InstallShield 2010	InstallShield 2009	InstallShield 2008	InstallShield 12
NEW! App-V Support Deploy your applications as App-V virtual packages that run without conflict.	✓			
NEW! Windows 7 and MSI 5 Support Get a head start on supporting Windows 7 and Windows Server 2008 R2 and build setups that leverage the new features of Windows Installer 5.	✓			
NEW! Stay Current with Latest Microsoft Technologies Get support for SQL Server 2008 SP1, SQL Server Compact Edition 3.5 SP1, and more.	✓			
ENHANCED! Time-Saving IDE New flattened architecture and dynamic search tools will save you tons of time.	✓			
NEW! String Editor View Control the localizable text strings displayed at run time with this spreadsheetlike table.	✓			
NEW! Text File Changes View Configure search-and-replace actions for content in text files to be modified at run time.	✓			
ENHANCED! IIS Tools for Web Apps New IIS scanner and improved view make it easy to create IIS Web sites, applications, and virtual directories.	✓			
NEW! InstallScript Prerequisites Add InstallShield prerequisites to your InstallScript projects.	✓			
NEW! Virtual Machine Detection Block your installations from running on virtual machines.	✓			
NEW! Setting Permissions Overcome MSI LockPermissions limitations such as adding permissions without overwriting existing ones.	✓			
NEW! Unicode Support InstallShield 2010 has Unicode support for multi-language installations.	✓			
NEW! Billboard Support Display Adobe Flash billboards during the install process.	✓			
Managed-Code Custom Action Support	✓	✓		
Installation Chaining	✓	✓		
Hebrew and Arabic Support	✓	✓		
Visual Studio 2010 Support	✓	✓		
InstallShield Best Practices Validation Suite	✓	✓	✓	
Windows Vista Support	✓	✓	✓	Partial

The new InstallShield 2010 IDE



New IIS view looks similar to the IIS interface.



New views like the String Editor cut setup authoring time.



Next Steps: For a more detailed feature list and to begin a free evaluation, visit www.flexerasoftware.com/installshield or call Flexera Software at 1-800-809-5659.

Flexera Software, Inc.
1000 East Woodfield Road,
Suite 400
Schaumburg, IL 60173 USA

Schaumburg (Global Headquarters),
Santa Clara:
+1 800-809-5659

United Kingdom (Europe,
Middle East Headquarters):
+44 870-871-1111
+44 870-873-6300

Japan (Asia,
Pacific Headquarters):
+81 3-4360-8291

Australia:
+61 282-160-845

www.flexerasoftware.com