

## Professional Software Development Tools

**IndigoRose**  
SOFTWARE DESIGN CORP.

# MSI FACTORY™ 2.0

## The Next Generation *Intelligent* Setup Builder

### NEXT GENERATION

The first visual setup builder to fully leverage Microsoft's Windows Installer XML (WiX) compiler technology. Microsoft uses WiX internally for creating installers for Office, SQL Server, BizTalk, Instant Messenger and more.

### INTELLIGENT DESIGN

MSI Factory's visual IDE focuses you on the files you want to distribute, rather than on abstract concepts like components and GUIDs.

### INDUSTRY STANDARD

Generates 100% pure MSI format installation packages with optional fully scriptable .EXE bootstrap wrapper.

### FULLY COMPATIBLE

Make a single installer that works on any version of Windows from 95 to Vista.

### TRUSTED BY MILLIONS

Our products are used by over 20,000 software developers to reach millions of desktops around the world.



- Create 100% pure Microsoft Windows Installer (.MSI) format software installers.
- Intelligent development environment makes installer creation faster, easier and more reliable than ever before.
- Next generation Windows Installer XML (WiX) compiler technology for the ultimate in flexibility and control.
- Unique fully scriptable .EXE bootstrap wrapper with LZMA compression and 300+ easy-to-use actions.

Don't put up with the hassles, excuses and outsourced technical support that you get with your current installation toolkit. Join the thousands of developers who have made the switch to our next generation software deployment tools. Our fresh approach to Windows installers is exactly what you've been looking for. MSI Factory 2.0 makes the task of creating professional installers faster, easier and hassle-free. We guarantee it or you'll get your money back.

What makes MSI Factory different is the unique file-centered design view. You aren't forced to deal with the complexity of MSI database tables, sequences and components (unless you want to – MSI Factory is as flexible as you need it to be). Most developers simply drop in their application files, customize a few dialog boxes using the visual dialog editor and then click "build". No kidding.

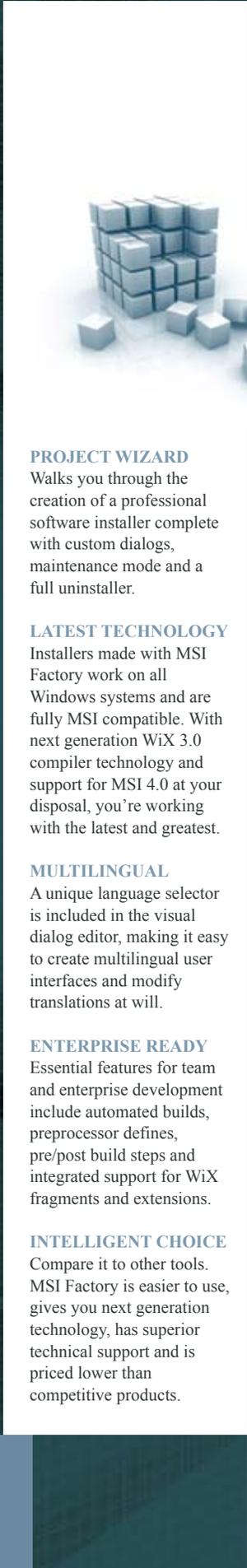
MSI Factory 2.0 is the result of over 15 years of experience in creating software installation tools. You can rely on Indigo Rose to provide reliable tools, top quality documentation and superior technical support .

MSI Factory includes all the advanced installer capabilities you want, plus the next generation power of WiX, an intelligent development environment, a revolutionary fully scriptable .EXE bootstrap wrapper and access to world class technical support. Don't settle for second best when MSI Factory 2.0 is the clear choice. Call us today!

Visit us on the Web at:  
[www.indigorose.com](http://www.indigorose.com)

### Indigo Rose Software Corporation

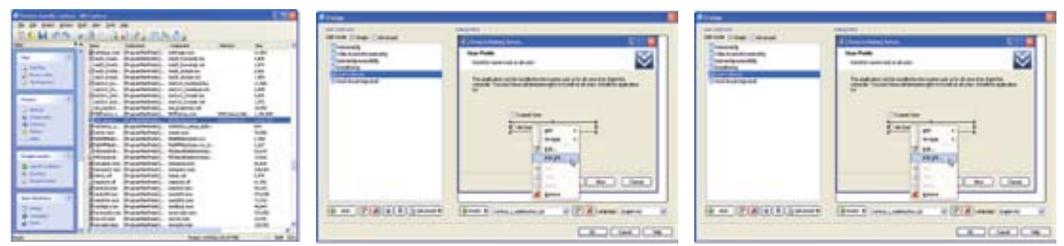
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# MSI FACTORY™ 2.0

## Features and Benefits

Creating a professional software installer doesn't have to be a chore. With MSI Factory 2.0 you simply drag and drop your files onto the project window and click on the build button. It's really that simple. On the other hand, MSI Factory 2.0 also gives you access to all the advanced "Windows Installer" features you could want. Things like components, GUID's, features and more. It's the best of both worlds, and it's all included with MSI Factory 2.0.



MSI Factory is part of Indigo Rose Software's complete line of professional software development tools, which also includes AutoPlay Media Studio, Setup Factory, TrueUpdate and Visual Patch. Each tool is a leader in its class, providing extraordinary value and reliability. We've been creating tools to manage the software deployment life cycle since 1991.

### PROJECT WIZARD

Walks you through the creation of a professional software installer complete with custom dialogs, maintenance mode and a full uninstaller.

### LATEST TECHNOLOGY

Installers made with MSI Factory work on all Windows systems and are fully MSI compatible. With next generation WiX 3.0 compiler technology and support for MSI 4.0 at your disposal, you're working with the latest and greatest.

### MULTILINGUAL

A unique language selector is included in the visual dialog editor, making it easy to create multilingual user interfaces and modify translations at will.

### ENTERPRISE READY

Essential features for team and enterprise development include automated builds, preprocessor defines, pre/post build steps and integrated support for WiX fragments and extensions.

### INTELLIGENT CHOICE

Compare it to other tools. MSI Factory is easier to use, gives you next generation technology, has superior technical support and is priced lower than competitive products.

## Next Generation Setup Builder

- Creates 100% pure Windows Installer packages (.MSI) with optional fully scriptable single-file setup.exe bootstrap wrapper.
- Make a single installer that is compatible with all Windows systems, including Vista, XP, Server 2003, 2000, ME, 98 and even 95.
- Easily add 3rd party merge modules (.MSM) and components.
- LZMA data compression of the fully scriptable single-file .EXE bootstrap wrapper ensures the smallest installers possible.
- Generate Windows Installer XML (WiX) compatible source projects with integrated support for WiX fragments.
- Visual dialog editor for quickly customizing the user interface.
- Automatic bootstrap installation of the .NET and .MSI runtimes.
- Extensive list of actions including: registry editing, shortcut icons, file operations, INI files, environment variables, custom VBScript/JScript, file permissions, installing and controlling services, XML editing, working with ODBC and much more.
- Scripting language with 300+ custom actions makes it easy to extend/customize both the MSI installer and the bootstrapper.
- Authenticode signing ensures Internet download compatibility.

For more information on any of our products or services please visit us on the Web at: [www.indigoro.com](http://www.indigoro.com)

## Support & Consulting

- Technical Support
- Project Consulting
- Maintenance Plans
- Video Training
- User's Guide & Tutorials
- 30 Day Money Back Guarantee

Indigo Rose stands behind our products with a refreshingly personal approach to technical support. We'll treat you like the valued customer that you are. And when you need full consulting services, we'll work with you to ensure your project is delivered on time and on budget.



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