



Product Line Overview

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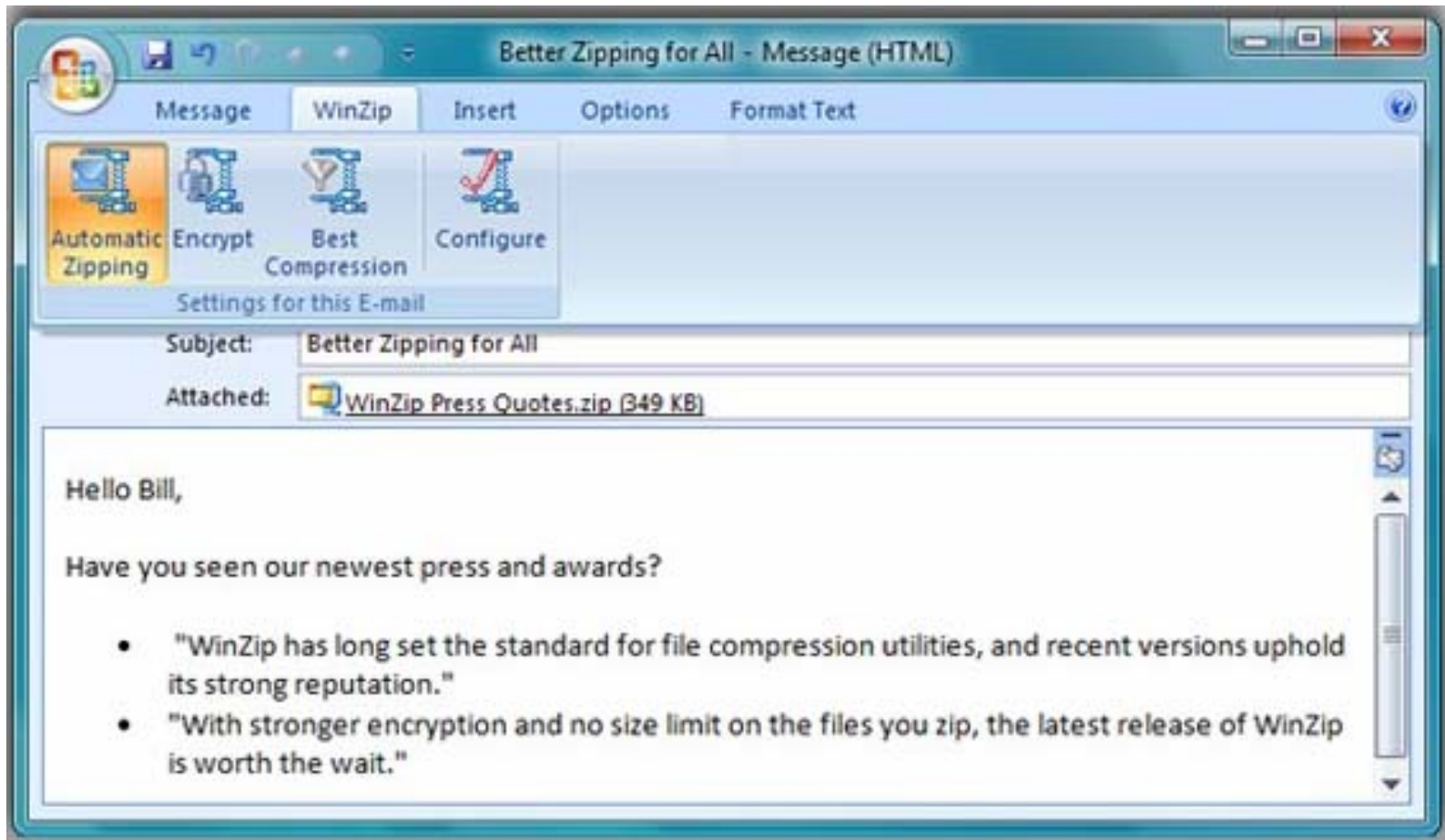




WinZip E-Mail Companion 2.0



Zips and encrypts e-mail attachments in Microsoft Outlook, Outlook Express and Windows Mail





WinZip Self-Extractor 4



Creates self-extracting zip-files, ideal for electronic distribution





WinZip Command Line Support Add-on



Command line interface - Free add-on for users of WinZip

```
C:\ Command Prompt
USAGE: EymBCrdCMD.exe [options] <image_file_mask>

<image_file_mask>: input image(s)

[options]: configuration string consisting of <flag> <value> pairs:
-minconf: minimum confidence value for a decoded barcode
-mincontrast: minimum contrast value used to locate barcodes
-bctypes: binary protocol mask derived from the following
  value  protocol
   1     EAN-13 and UPC-A + 2/5 digits extensions
   2     code-128 - includes code types UCC/EAN-128
   4     code-39
   8     code-93
  16     EAN-8
  32     UPC-E
  64     UPC extensions (2 or 5 digits supplements)
 128     Interleaved 2 of 5
 256     CODABAR (aka Ames Code/USD-4/NW-7/2 of 7)
 512     Patch Codes(1, 2, 3, 4, 6 and I)

These values are combined to provide a binary mask describing any subset
of enabled protocols. For example, in order to enable EAN13, EAN8 and UPC-E
and disable all other protocols, we would set the binary mask property to:
(1 + 16 + 32) = 49
(Default configuration: -minconf 0.81 -mincontrast 0.07 -bctypes 959)

EXAMPLES:
EymBCrdCMD.exe myimage.jpg
  Will look for all supported types of barcodes that may
  live in the provided JPEG

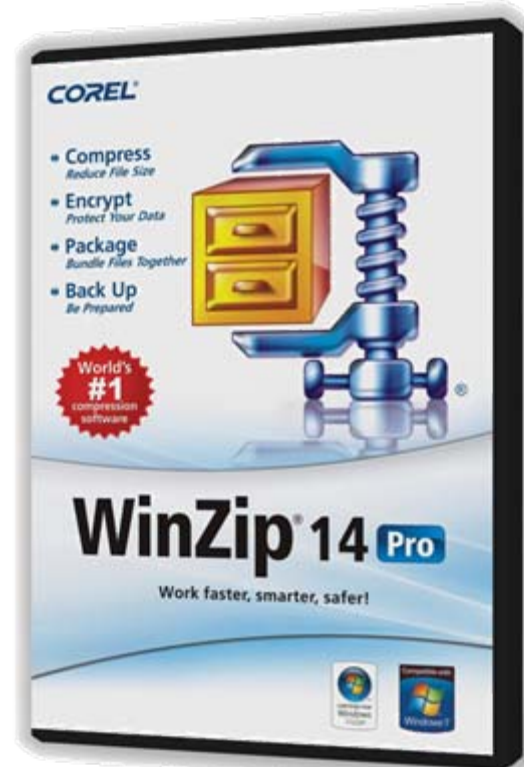
EymBCrdCMD.exe -bctypes 6 picsFolder/*.gif
  Will look for code-128 and code-39 barcodes within all
  GIF files stored under picsFolder/

EymBCrdCMD.exe -bctypes 1 picsFolder/*.tif > results.xml
  Will look for EAN-13 barcodes within all TIFF files and
  store the results in an XML file

C:\Eric>
```

Introducing WinZip 14

Overview – WinZip 14 takes full advantage of Microsoft Windows 7 enhancement features that simplify working with documents, folders and programs. This new version makes working with Zip files effortless, offering a more intuitive way of zipping & unzipping files quicker and efficiently. With added safety features for file transfer and e-mail transmissions as well as for data storage.



WinZip Product Positioning

WinZip the world's leading Zip utility for compression, encryption, packaging and backup. Now supporting Windows 7, WinZip 14 saves time and space, making it easy to zip and unzip files for quick, efficient and secure data transmission and storage.

WinZip is consistently the most reliable Zip utility on the market.



WinZip Customer Solutions

Compress

Reduce file size



- Save space and reduce transmission times
- Create new Zipx files – the smallest Zip files ever
- Process Zip, Zipx, RAR, 7Z, BZ2, CAB, LHA, JAR, TAR, ISO, IMG, and more
- Compress JPEG photos by 20-25%
- Create self-extracting Zip files

Encrypt

Protect your data



- Secure confidential files and email attachments with password-based AES encryption
- Define password policy
- Auto-wipe ('shred') encrypted files after viewing

Package

Bundle files together



- Create a logical group of related files
- Email faster by bundling attachments and reducing file sizes
- Easily resize all photos images in a zipped attachment
- View photos in a Zip file with internal image viewer

Back-up

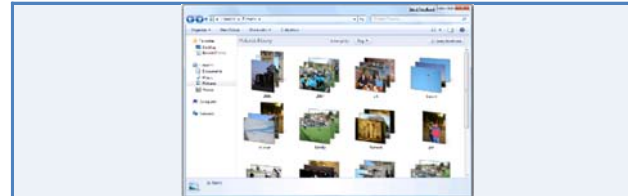
Be prepared




- Automatically back-up your important data with the Job Wizard
- Upload back-ups to an off-site server with WinZip's internal FTP client
- Receive automated email notification upon completion
- Burn to DVD, and automatically split over multiple DVDs, if necessary

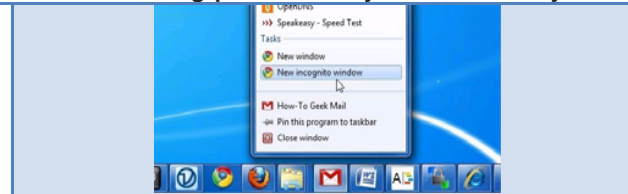
WinZip 14 - What's new?


Libraries



 WinZip 14 allows you to create and open Zip files in these convenient, themed libraries, add files from libraries to a Zip file, and extract to libraries. You can also employ the WinZip Job Wizard to automate zipping of your libraries using pre-defined jobs or custom jobs.


Jump Lists



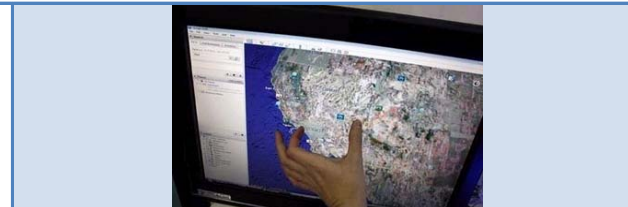
 WinZip 14 leverages Windows 7 jump lists to enable quick and easy access to frequently used zip features, recently used Zip files, and your favourite WinZip jobs—right from the task bar. It even supports the new taskbar progress meter.


Explorer Preview



 WinZip 14 adds support for Zip files to the new Windows 7 Explorer preview pane, so you can instantly see what's inside a Zip file and simply double click the zipped files to open them. This feature also lets you use the preview pane in Outlook 2007 to view and access the contents of zipped email attachments.

Touch Screens



 Windows 7 touch screen gestures are fully supported in WinZip 14, enabling you to easily scroll through the contents of your Zip files and even pan, zoom, and rotate images in WinZip Pro's built-in Image Viewer without ever using your keyboard or mouse.

WinZip 14 – What’s new? (cont.)


Dialogs



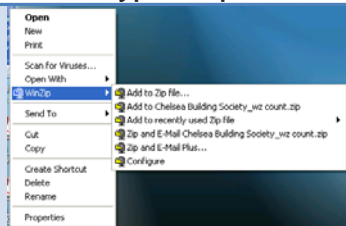
 Many WinZip dialogs, including the New, Open, Add, and Extract dialogs, have been updated with the Windows 7 style and usability improvements to help you find your files and archives.


Security




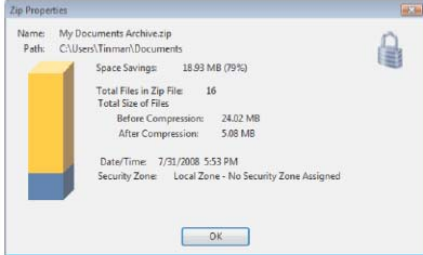

 Enhanced the powerful AES encryption, WinZip 14 “wipes” (or “shreds”) temporarily extracted copies of encrypted files using the U.S. Department of Defense standard (DoD 5220.22-M) to prevent them from being recovered and misused. WinZip 14 also utilizes available hardware support in certain Intel-based computers to make AES encryption operations faster.

Zippping Simplicity



 WinZip 14 makes compression and encryption easier than ever. Most operations can be accessed directly with a right click in Windows Explorer, and for Windows 7 and Vista users the Add and Extract dialogs now provide even more power and simplicity. The new Search, Organize and Views features of the Add dialog helps you navigate and find the files, folders and libraries you want to add to your Zip file.

WinZip 14 features

		
Exclusive Feature !	Performance / Compatibility Improvements	Enterprise Enhancements
<ul style="list-style-type: none"> ⇒ Compress JPEG files by 20 to 25% with no loss of quality or data integrity; ⇒ Zip from Camera Wizard with Auto-Rotate to quickly transfer, rotate and compress photos from supported cameras; (Pro Edition only) ⇒ Resize zipped photos when sending to e-mail or a new Zip file without opening; ⇒ Zip and e-mail selected files from an existing Zip file. 	<ul style="list-style-type: none"> ⇒ Now use LZMA compression for better size and speed performance on most files; ⇒ Now open 7Z, ISO and IMG files. Also open Zip, RAR, BZ2, LHA, CAB, JAR and TAR files, along with other popular archive types 	<ul style="list-style-type: none"> ⇒ Set and enforce password complexity policies, specify available encryption options, or disable encryption completely all through MSI installation. (Pro Edition only)



WinZip Standard & Pro Editions

Which one is right for you?



Compress	Standard	Pro
Compress files to save space and reduce transmission times	✓	✓
Create Zip, LHA, and new Zipx files – the smallest Zip files ever	✓	✓
Let WinZip select the "best" compression method based on file type to maximize efficiency	✓	✓
Compress JPEG image files by 20 to 25% with no loss of photo quality or data integrity	✓	✓
Open and extract from Zip, Zipx, RAR, 7Z, LHA BZ2, CAB, IMG, ISO, and other archive files	✓	✓
Experience better performance on most files with LZMA compression	✓	✓
View international characters in filenames through Unicode support	✓	✓
Create and read Zip files larger than 4GB	✓	✓
Encrypt		
Secure sensitive data with FIPS-197 certified AES encryption (128- and 256-bit)	✓	✓
Encrypt and decrypt confidential files and email attachments	✓	✓
NEW ! Auto-wipe ("shred") temporarily extracted copies of encrypted files	✓	✓
NEW ! Feel safe knowing Auto-wipe uses the U.S. Department of Defense (DoD 5220.22-M) standard	✓	✓
Set password policy by controlling complexity requirements	✓	✓
Set or disable available encryption methods		✓
NEW ! Take advantage of hardware support in certain Intel-based computers for even faster AES encryption	✓	✓
Package and Share		
Bundle files into zipped packages, creating convenient, logical groups of related files	✓	✓
Organize and secure email attachments, which transmit faster thanks to smaller file sizes	✓	✓
NEW ! See the content of Zip file attachments in Outlook 2007 using the Zip file previewer	✓	✓
NEW ! Double click on a file in the Zip file previewer for Outlook 2007 to open it for viewing	✓	✓
View photos in Zip files without extracting, using WinZip's internal image viewer		✓
NEW ! Resize Photos when using Zip & EMail	✓	✓
Quickly create and send Zip files with one-click "Zip & EMail"	✓	✓
Resize photos from a Zip file when sending by email or to a new Zip file	✓	✓
Use "Send To" to send new and existing Zip files as e-mail attachments	✓	✓
Use Save As, Rename, and New Folder commands to easily manage Zip files	✓	✓
Create Self-Extracting Archives with Self-Extractor Personal Edition	✓	✓
Split Zip files to make large Zip files fit on removable media	✓	✓
Use Zip from Camera Wizard to quickly transfer, rotate, and compress photos from supported cameras		✓



WinZip Standard & Pro Editions

Which one is right for you? (Cont.)







Backup / Automate		
	Prevent data loss with WinZip's automated data backup facility	✓
	Burn backups to CD or DVD and automatically split them over multiple discs, if necessary	✓
	Upload your backups to an off-site server using WinZip's internal FTP client	✓
	Create custom WinZip jobs to automate routine zip tasks	✓
	Schedule WinZip jobs to run automatically and unattended	✓
	Utilize predefined WinZip jobs	✓
	Email, FTP upload, or burn Zip files to disc using WinZip Job Wizard	✓
	Email log files upon WinZip job completion	✓
	Utilize WinZip's command line interface for scripting (free add-on)	✓
Simplify		
	Choose your interface style – Wizard, Classic, Windows Shell Integration	✓
NEW !	Get easy access to recent Zip files, Jobs, and WinZip commands with Windows 7 Jump List support	✓
NEW !	Easily locate files, folders, and libraries using updated, Windows 7 style WinZip dialogs, including New, Open, Add, and Extract	✓
NEW !	Zip just the files you want using the Add dialog's Include and Exclude filters	✓
NEW !	Zip your Windows 7 libraries and unzip into Windows 7 libraries	✓
NEW !	See the content of your Zip files in Explorer with the Zip file previewer for Windows 7 and Vista	✓
NEW !	Double Click on a file in the Explorer Zip file previewer to open it for viewing	✓
NEW !	Utilize Windows 7 touch screen gestures—simple finger movements—to simplify tasks	✓
	Temporarily extract Zip files using the Check Out feature and have WinZip clean them up when done	✓
	Rotate, Resize, and View full sized images directly from a Zip file	✓
	Use the content-sensitive Smart View to logically display the files in a Zip file	✓
	Use Explorer View to display image thumbnails for easy browsing	✓

Available languages:



WinZip Value for money

Archiving	Encryption
 <p>Genie - soft always have a backup plan</p>	
Priced at \$49.95	Priced from \$40.00 to \$185
	
Priced at \$69.99	Priced from \$57.50
<p>NovaBACKUP 10 – Professional</p>	
Priced at \$49.95	Priced at \$39.95

Who Can Benefit from WinZip?



Small & Home Business Workers

- ⇒ From Self-Employed Professionals to Real Estate Agents, etc...
- ⇒ Lack the IT infrastructure of a large enterprise and need a cost-effective way to save computer storage space, secure confidential information, and back up business-critical files

Professionals

- ⇒ Professionals that regularly work with confidential data;
- ⇒ Sharing or disclosing private information by e-mail, saving to their PCs, or need to burn-to-media sensitive material;
- ⇒ They need a tool that not only compresses, but securely encrypts files into Zip archives too...

Large Enterprises & Government IT Administrators

- ⇒ IT Professionals strive to avoid administrative and deployment headaches when choosing software and tools, so they seek a compression utility that provides volume licensing and customizable installation;
- ⇒ They also want to automate repetitive file-archiving tasks, replace old command line compression scripts, specify required password complexity, and control the encryption capabilities available to their users.

Competitive Landscape

The world's most popular Zip utility for file compression, encryption, packaging and data backup



- Minimal zip functionality;
- Limited user interface, workflow and encryption capabilities;
- Zip capabilities burried in the OS, resulting in a product that is less convenient, accessible and compelling;
- Does not support automatic zip for emailing



- Full Zip and RAR support;
- Can only be compared to WinZip Standard Edition and does not offer the advanced Pro features;
- No JPEG compression



- Strong in NA
- Focus on encryption, more so than compression. Competes more with PGP rather than with WinZip;
- Proprietary SecureZip product not gaining traction

Other freeware compression utilities



- Unstable, not proven products
- Provide little or no support;
- OK for casual, individual user

- Potential data loss
- Security and intrusion risks to organizations
- Who and what is behind development of the software ?



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