



**Secure** from the **START**

Phoenix  
**Always**<sup>™</sup>  
for manufacturing

## Breakthrough Management Platform for Endpoint-critical Applications

Always Available

Always Secure

Always Differentiated

### **Your Customers, Your Brand, Your Value Proposition**

Smart device OEMs, system builders and solution providers are always looking for that extra edge to help them compete and win in an age of increasing PC commoditization. And winning means growing your customer base, defending your brand, and effectively differentiating your value proposition. That's where Phoenix can help.

Phoenix Always™ for manufacturing is the new breakthrough management platform for endpoint-critical applications that OEMs and system builders need to solve recurring customer problems and deliver added value through access to content, services, and endpoint-critical applications (like one-button system recovery).

But differentiating your products by offering endpoint-critical, instant-on applications is of little value unless those applications are fully protected and always available. Phoenix Always provides this confidence. All applications and data are stored in the Phoenix Protected Partition, a secure storage area safe from viruses and malware that regularly target Windows® systems.

And Phoenix Always is fully customizable to deliver all this value under your own corporate brand and your product specific User interface. Phoenix Always also allows you to develop a custom device dashboard for quick access to Web applications on your support, e-commerce, and partner Web sites. That's breakthrough product differentiation for device OEMs, system builders and solution providers.

### **Reduce Your Support Costs, Deliver Business Continuity**

Support and product returns generate some of the highest costs incurred by OEMs. With Phoenix Always you significantly reduce your support costs by utilizing a built-in browser and network connectivity to access support information. With the Phoenix Integration Kit you can include systems-management applications such as diagnostics, downloading of patches, and fixes to Microsoft Windows. And since PC availability and instant access to applications are absolutely vital to enterprises and their mobile users, Phoenix Always can help. Phoenix Always enables you to deliver the endpoint-critical applications you need to increase PC availability and decrease downtime. For your customers and end-users this immediately translates into a boost.



### Instant-on Solutions

Use Phoenix Always to create solutions that differentiate your enterprise and consumer product lines. Give your customers instant access to applications with confidence that they will be available.



<b>Endpoint Security and Availability</b>	<b>Business Productivity</b>
Recovery	Email w/attachments
Anti-virus	Calendar
Anti-spyware	Contacts
<b>Media and Entertainment</b>	<b>Mobile Communication</b>
DVD & Photo	Voice Over IP
Music	IM

### Additional Features:

- Optimized for speed and size
- Phoenix Protected Partition for secure storage of applications and data
- TrustConnector for device identification
- Integration Kit for integrating custom applications
- Wireless and LAN connectivity
- Integrated Web browser
- Read/write access to NTFS
- Self healing with Phoenix Guardian
- Certified and signed applications for security and integrity
- Built-in system utilities such as basic diagnostics and disk cleaning
- Customizable dashboard for quick access to important sites
- Secure CD storage with Phoenix Vault

### System Requirements:

- Windows XP (Service Pack 1 or newer) or Windows 2000 (Service Pack 3 or newer)
- At least 2 MB video memory
- A compatible graphics subsystem (PCI/AGP video card or integrated graphics chipset)

For the latest technical specifications visit us at [www.phoenix.com](http://www.phoenix.com)

### Secure from the START

Phoenix Technologies is a global market leader in device-defining software that enables endpoint security from the start. The company first established dominant industry leadership over 25 years ago with BIOS software. From this unique foundation of core level expertise and firmware offering the highest levels of reliability, Phoenix has created a portfolio of innovative software products that simply and easily identify and restore devices, thereby assuring users unparalleled endpoint security and availability.

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