



Build trust and market share with improved server management capabilities

In the enterprise arena, time is money, and when a server goes down, your customer loses both. By helping customers improve reliability and availability of their server environments, you can increase their uptime and productivity while establishing your products as a fundamental part of their success.

Phoenix Core Managed Environment (cME™) Server Edition is an advanced system management solution designed specifically for the server environment.

Built into the core of a digital machine but independent of its operating system, Phoenix cME is an open software platform, centered on BIOS, that allows you to manage and integrate functionality into the heart of digital devices. Phoenix cME Server Edition provides an additional layer of customization for server environments. It enables OEMs and ODMs to develop and deploy additional server-specific applications and technologies, such as server diagnostic utilities and system agents, for improved manageability.

Phoenix cME Server Edition is based on the pioneering Phoenix cME FirstBIOS™ Server Pro solution, providing a secure, reliable host protected area (HPA) on a server's hard drive where server diagnostics and remote management solutions can be stored. It also provides inherent Phoenix cME security elements through Phoenix StrongROM™ that can be used to develop stronger authentication features in remote management solutions, keeping the network safe.

Phoenix cME Server Edition is the only server management solution built with superior BIOS technology from Phoenix Technologies, the recognized leader in core system software for nearly 25 years.

Helps increase competitiveness — Phoenix cME Server Edition's extensible, customizable architecture lets you deliver targeted solutions by building specific applications, utilities, and tools into the Phoenix cME space. You can develop and include specialized applications better suited to run in a protected environment.

Helps improve performance, manageability — Offers multiprocessor support, including Intel Hyper-Threading and AMD 64-bit Opteron, plus more than 4GB of ECC DRAM support. It also has UltraFast™ memory testing, Serial ATA, PCI-X, and PCI Hot-Plug, plus additional RAS features, including support for management standards, improving the efficiency, compatibility, and effectiveness of server management.

Helps enhance customer satisfactions — Offer server solutions with increased reliability, availability, and serviceability (RAS). When your customers can efficiently maintain their server environments, it keeps you at the core of their success.

Helps improve revenue — Increase profits by offering reliable, flexible, and powerful system management capabilities designed for the server environment. The RAS capabilities of Phoenix cME Server Edition let you build more reliable servers with reduced costs of ownership. This creates greater demand for your systems.

It's a complete solution

Developed by the recognized leader in core system software, Phoenix cME Server Edition consists of platform deployments tools, secure software solutions, and a customizable user interface to reflect your brand.

Phoenix Deployment Kit – Server Edition

Phoenix cME Console — As the launching point for your applications, Phoenix cME Console offers enhanced branding capabilities through a high-resolution, graphically enhanced launch screen where system builders can develop their own branded elements. Use standards-based, rapid-development programming languages like Java, Flash and HTML to create customized launch environments.

Phoenix cME Builder — It's a software toolkit to deploy certified applications onto customers' client PCs. Create a Phoenix implementation of the ATA5 standard PARTIES specification, or HPA, where applications and extended core systems software reside.

Phoenix cME™ FirstBIOS™ Server Pro

Providing unprecedented performance and extensibility, this is the BIOS foundation for Phoenix cME Server Edition. It also contains the industry's strongest ROM-based security, Phoenix StrongROM™. Only applications digitally signed by this patent-pending security kernel can operate within the hard drive's Phoenix cME-protected area. This ensures that rogue applications and viruses cannot infiltrate the Phoenix cME space.

Phoenix FirstWare Applications

This family of Phoenix cME-certified applications lets your customers diagnose and solve their own problems. It includes utilities, software, and other disaster recovery solutions that can drive down support costs and promote user satisfaction, getting users back up and running quickly, even if the OS won't boot.

Phoenix cME-certified applications deliver real value

Phoenix FirstWare Check	Dramatically reduces support calls with built-in hardware diagnostics
Phoenix FirstWare Recover	Restores the original factory OS without a boot disk or recovery CD

For the latest technical specifications visit us at www.phoenix.com

Phoenix @ the Core

Phoenix Technologies core system software helped launch the PC industry more than 20 years ago. Today, we have extended this leadership beyond the PC to a wide range of platforms and other digital devices. The Phoenix Core Managed Environment (cME) provides the industry's only common software environment that delivers a simpler, more secure, and more reliable experience for users.

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Benefits for OEMs, system builders, and resellers

- Provides protected environment for server-specific applications
- Uses extensible, customizable architecture to support customer-specific requirements
- Increases server reliability
- Meets the latest server industry standards for remote manageability
- Accelerates time to market by supporting the latest CPU technologies and leading server chipsets

Benefits for businesses and computer users

- Features enhanced system management and reliability in the system management software
- Includes advanced monitoring, logging, and diagnostic capabilities at the core for more efficient serviceability and manageability
- Provides a secure HPA service partition that is always available, even when the server is down

Phoenix cME Editions

Phoenix cME is an open software platform, centered on BIOS, that enables the management and integration of functionality into the heart of digital devices. In PCs and servers, Phoenix cME is built into a protected part of the hard drive, invisible to the OS. This safeguards system software, tools, utilities, and other resources, keeping them safe from hackers, virus attacks, user errors, and other catastrophes.

Embedded Edition	IA Edition	PC Edition	Server Edition
FirstWare apps ISV apps OEM apps	FirstWare apps ISV apps OEM apps	FirstWare apps ISV apps OEM apps	FirstWare apps ISV apps OEM apps
Deployment Kit cME Console cME Builder APIs	Deployment Kit cME Console cME Designer APIs	Deployment Kit cME Console cME Builder APIs	Deployment Kit cME Console cME Builder APIs
cME FirstBIOS Embedded	cME FirstBIOS Information Appliance	cME FirstBIOS Desktop, Notebook, Workstation, & Tablet	cME FirstBIOS Server

Phoenix offers four cME Editions, each for a specific market. They include Phoenix cME Embedded Edition, IA Edition, PC Edition and Server Edition. Each is built on the Phoenix FirstBIOS platform.

