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## **dotFX, Inc. Announces InstallFX**

**InstallFX provides a new breed of evergreen software installer, leveraging the cloud and providing massive efficiency gains over a traditional install experience**

**October 15, 2008 – REDWOOD CITY, CA** - dotFX, Inc., a Redwood City-based company developing cloud and client software solutions, today announced the release of InstallFX, an evergreen installer that can provide massive efficiency gains over the traditional software lifecycle install experience.

“The convergence of cloud and client computing changes many of the the basic assumptions for the traditional software lifecycle,” stated Pete Hartigan, President of dotFX, Inc. “For example, an application during its lifecycle may have ten major releases and ten minor version updates per major release. Historically, development must allocate resources for these 100 install processes, whereas going forward with InstallFX, only one persistent install is required for the entire life of the application. InstallFX’s cost and time saving benefits provide a compelling driver toward the adoption of cloud and client solutions.”

“Another primary benefit is security” says Mr Hartigan. “InstallFX bundles security keys as part of the standard package. The keys are part of the overall dotFX cloud and client managed environment that provides a coherent security model for applications. Developers no longer need to worry about tricky infrastructure elements like security, networking, installation, updating and versioning. In the area of security in particular few developers are experts, training is highly specialized, and mistakes are common with disastrous business results.”

InstallFX services online, offline and hybrid applications for all major platforms, including Windows, Linux and Mac. The user accesses applications via a Web browser link or directly from a branded desktop application (BDA) icon. All a user needs to do is click a link and then the software runs in a secure and convenient manner, and is always up-to-date on every invocation.

### **About dotFX, Inc.**

dotFX, Inc. is a privately held software company offering a suite of cloud and client software solutions. These allow client applications to be deployed, unmodified, in the cloud, as well as offering next-generation security and functionality enhancements for existing cloud applications. Founded in 2007, dotFX is headquartered in Redwood City, CA. For more information, please visit [www.dotFX.com](http://www.dotFX.com).

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