

July, 2009

- [Browser Plug-In Basics: How to Develop a Killer App](#)
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- [Cozi Joins W3i's Application Network](#)
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Join Us at the Software Industry Conference (SIC)

Interested in increasing engagement? Catch Ryan Weber on July 17 at 2:15 pm.

Interested in making more money? Catch Rob Weber on July 18 at 1:00 pm.

Or visit us during Exhibit Night on July 17 from 5:30-8:30 pm.

Not attending SIC? [Contact Us](#) to learn more about how W3i can increase revenue, distribution, and engagement for your Windows Applications.

Presentation handouts will be posted after the conference.
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Looking for increased revenue or distribution for your Windows Application?

Increase revenue or distribution for your Windows application by joining W3i's Application Network. W3i's Application Network uses the demand for Free/Trial Applications to promote additional value-added applications during the installation process when the user is in the download mindset. W3i's Application Network utilizes InstallIQ™, a proprietary Windows installer and download manager. InstallIQ is the first installation system to be certified by the TRUSTe Trusted Download Program.

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How to Develop a Killer App

Applications are an effective vehicle for keeping users connected to your content and re-enforcing your brand message...

[Full Story](#)

So Many Apps: How to Distribute Your App

Are you concerned that no one will notice your app? There are now hundreds of thousands of apps...

[Full Story](#)

Cozi Joins W3i's Application Network

Cozi, a free web service that helps busy families organize and simplify their daily lives, is using W3i's Application Network to...

[Full Story](#)

Our Favorite Windows Apps

Squidoo

Squidoo makes it easy for you to find useful overview pages.

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Cozi Photo Collage Screen Saver

The no-work way to enjoy your digital photos.

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About Us

W3i provides revenue, distribution, and engagement opportunities for Windows Applications. With solutions tested and optimized on over 250 million installs - currently over 7 million installs monthly, W3i can increase revenue and distribution for downloadable software, applications, and digital content; or provide a receptive consumer base for customized, targeted distribution programs. To learn more about W3i, visit www.W3i.com.

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