B.Y.O.B.
Build Your Own (Firefox) Browser

Super-charge your group's presence through the browser

Q: How can you keep your brand and group affiliation front-and-center online?

Your website is great, but...people spend a lot of time exploring other places online, not thinking about your group.

Q: How can you communicate more effectively with your audience online?

Most communication methods have their limitations; email gets buried in inboxes, websites and blogs aren't frequently visited and even more rarely bookmarked.

The Power of the Browser

A web browser is a user's window to the world of the web: 100% of people online use one, and it's in front of them 100% of the time.

What if you could use a web browser to *better connect* to your group and *improve affiliation?*

What is B.Y.O.B.?

A simple, web-based tool that allows your organization to create a branded, customized version of a Firefox web browser, that you can share with your group.

B.Y.O.B. provides...

- Improved group communication

- Stickier group affiliation

- The ability to create your own browser without **any** development costs

- All the great benefits of using a Firefox browser powered by Mozilla

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B.Y.O.B. Features

- <u>Customizable</u> - choose a custom skin with your group's branding, add custom bookmarks, and select up to 10 languages, and more!

- <u>No extra costs</u> - no development, maintenance , or hosting costs -- 100% free to create and distribute!

- <u>World class browser</u> - built on the same platform as Firefox, with best-in-class user experience, speed, and security

Other solutions don't measure up...

- Proprietary offerings

- Long development time

- Less secure than B.Y.O.B.

- Minimal number of languages available

- Expensive

B.Y.O.B. offers more

Feature	BYOB	Other Solutions
Custom branded skin	✓	✓
Most secure browser	✓	
Choose from thousands of extra Firefox add-ons	✓	
Free directory listing	✓	✓
Windows, Mac, and Linux Platforms	✓	
5 free custom bookmarks	✓	
Time to create a BYOB	minutes	days
Available in 2 or more languages	✓ (available in 10!)	
Total cost to you	$0	up to thousands of $'s

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How does it work?

1. Fill in some basic information to sign-up

2. Choose your languages and locale (10 available!)

3. Choose your platform (Windows, Mac or Linux!)

4. Select your browser "skin" (Personas)

5. Select your bookmarks and add-ons

6. Submit your browser for approval!

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Screenshots/Visual examples here

FPO Screenshot

Create your browser in minutes!

Visit
byob.mozilla.com
to B.Y.O.B. today!