



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

Boost your group's presence  
through the browser

# Problem:



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



# Problem:



Your website is great, but...

people spend a lot of time exploring other places online than they do thinking about your site

# Solution:



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

# 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 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 and branding
- The ability to create your own browser without any development costs
- All the great benefits of using a Firefox browser powered by Mozilla



# Improved group communication



- Custom bookmarks allow your users to quickly reference group website pages
- Live bookmarks notify users of the latest group news
- A first-run page allows you to add custom messages after group members first download and install the browser



# Your brand, front-and-center



- Firefox Personas allow you to quickly add branding in a just a few minutes, without technical knowledge.
- Incorporating add-ons can complement and enhance your B.Y.O.B. distribution.
- A custom first-run page allows you to display a message the first time someone runs your version of Firefox.
- Closely ties your group's brand with the strength of the Firefox brand

# B.Y.O.B. is built on Firefox Technology



- Get a world-class user experience--the awesomebar, tabbed browsing, and integrated search just to name a few features--are all baked right in.
- Since it's Firefox, B.Y.O.B. is designed to be the safest browser around. Anti-phishing & anti-malware give you the most advanced protection against the bad guys
- Your B.Y.O.B. lets you view web pages faster, using less of your computer's memory.



# B.Y.O.B. is 100% Free



No extra costs - no development, maintenance, or hosting costs. B.Y.O.B. is free to create and distribute!

# Other solutions don't measure up...



- Long development time
- Less secure than B.Y.O.B.
- Minimal number of languages available
- Expensive development costs
- Proprietary offerings



# 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

# 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” (Firefox Personas)
5. Select your bookmarks and add-ons
6. Submit your browser for approval



# Screenshots/Visuals Here



**mozilla** build your own browser register · login

## Customize Firefox

Welcome to Build Your Own Browser (BYOB), the Mozilla web application that lets you create and distribute customized versions of Firefox.

Customizations you can make with BYOB include:

- a browser skin/theme using a bundled Persona
- pre-populated bookmarks and RSS feeds
- links to a Collection of your recommended add-ons
- multiple locales for Windows, OSX, and Linux

[Get Started! »](#)



The screenshot shows the 'Under the Hood' page in a Firefox browser window. The page title is 'Under the Hood' and the main text reads: 'Firefox 3.5 is the fastest and most advanced Firefox ever. Here's how we did it.' Below this is an illustration of Firefox characters (a monkey, a bird, and a fox) working on a large gear. The page also features a 'Performance' section with a sub-section for 'Faster JavaScript' and a 'Browse By Category' link.

### Recently created browsers

<b>Mozilla Firefox for Bruker BioSpin GmbH</b> created by Thorsten Greeb Feb 25 2010 Build for MAGINST testing.	<a href="#">Download</a>
<b>Mozilla Firefox for College of Life Sciences</b> created by Alexandre Cop Feb 25 2010	<a href="#">Download</a>
<b>Mozilla Firefox for DI.MANDA</b> created by Patrick Schröder Feb 25 2010	<a href="#">Download</a>
<b>Mozilla Firefox for DI.MANDA</b> created by Alexandre Cop Feb 25 2010	<a href="#">Download</a>



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