

B.Y.  .B.

Build Your Own (Firefox) Browser

*Boost your group's presence
through the browser*



Problem:

Your website is great, but...

...people spend a lot of time exploring other places online, not thinking about your group's website.

Problem:

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

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

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

Screenshots/Visual examples here

The screenshot displays the Mozilla website's 'Customize Firefox' page. At the top, the Mozilla logo is followed by the tagline 'build your own browser'. Navigation links for 'register' and 'login' are present, along with a search bar for browsers. The main heading is 'Customize Firefox', with a sub-heading 'Welcome to Build Your Own Browser (BYOB), the Mozilla web application that lets you create and distribute customized versions of Firefox.' Below this, a list of customization options is provided, including browser skins, pre-populated bookmarks, and multiple locales. A 'Get Started!' button is prominently displayed. To the right, a browser window preview shows the 'Under the Hood' article, highlighting Firefox 3.5's performance improvements. The bottom section, 'Recently created browsers', lists three custom builds: 'Mozilla Firefox for Bruker BioSpin GmbH', 'Mozilla Firefox for College of Life Sciences', and 'Mozilla Firefox for DI.MANDA', each with a 'Download' button. A vertical banner on the right side of the page reads 'MAKE THE NEXT GREAT USER EXPERIENCE' with an illustration of Firefox the fox.

mozilla build your own browser register · login Search browsers

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! »

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Under the Hood

Firefox 3.5 is the fastest and most advanced Firefox ever. Here's how we did it.

Performance

Faster JavaScript

MAKE THE NEXT GREAT USER EXPERIENCE

Recently created browsers

Mozilla Firefox for Bruker BioSpin GmbH created by Thorsten Greeb Feb 25 2010 Build for MAGINST testing.	Download
Mozilla Firefox for College of Life Sciences created by Alexandre Cop Feb 25 2010	Download
Mozilla Firefox for DI.MANDA created by Patrick Schröder Feb 25 2010	Download
Mozilla Firefox for College of Life Sciences created by Alexandre Cop Feb 25 2010	Download

FPO Screenshot

Create your browser in
minutes!

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to B.Y.O.B. today!