

# FAQ



The Center of Digital Life

**Frequently Asked Questions: Phoenix cME™****1. What is Phoenix Core Managed Environment™ (cME)?**

Phoenix Core Managed Environment (cME) is the first core-level innovation in 20 years for PCs and connected devices. Phoenix cME (“see me”) is a standards-based group of enabling technologies and applications that provides a new set of capabilities delivered through a portfolio of APIs, tools, software, and BIOS. This portfolio is deployed by OEMs, ODMs, system builders and application developers at the core system software level, providing the user with valuable “always-available and always-secure” applications and services to the user.

**2. How is this different from other environments?**

In PCs and servers, Phoenix cME is built into a protected part of the hard drive, completely invisible to the OS. This means that system software, tools, utilities, and other resources are kept safe from hackers, virus attacks, user errors, and other catastrophes. In consumer electronic devices, such as set-top boxes, Phoenix cME also provides a secure environment for content delivery from the Internet.

**3. What benefits does Phoenix cME deliver to OEMs and system builders?**

There are three primary benefits to OEMs and system builders who deploy Phoenix cME:

- Reduced support costs. OEMs and ODMs can reduce their support and warranty costs, or “no trouble found” (NTF) product returns, because devices equipped with Phoenix cME are more reliable. For instance, when a PC equipped with cME has a problem, the user can diagnose and correct it themselves. That’s because many of these problems are software-based, and there’s nothing wrong with the equipment itself. In most cases, users don’t have to call for expensive support or return the device back to the manufacturer for repair.
- Increased security for devices. Common security features are built in at the core of the device, not delivered through an application that depends on the operating system. So the device is much safer from malicious code or attack. Essentially, a chain of trust is created throughout an entire infrastructure. Plus, Phoenix cME meets all current and emerging trusted computing standards.
- Increased personalization. OEMs can put their own applications into cME applications most relevant to their unique market segments, creating a more personalized user experience through customized and enhanced branding.

**4. What user benefits can be delivered with Phoenix cME?**

OEMs can provide several key benefits to users:

- A simpler experience. Systems are self-healing and self-managing, allowing users to correct problems quickly and easily, even when the operating system fails or otherwise can’t boot.
- Increased system security through a protected core. This is a host-protected area (HPA) that keeps key software, tools and utilities safe from attacks and other disasters. Phoenix provides the most secure HPAs on the market.
- Improved system reliability. Phoenix cME is always available for an emergency repair, even when the OS will not launch.

## **5. What platforms does Phoenix cME require?**

Phoenix cME is platform-independent because it's the foundation for next-generation core system software delivered across multiple platforms and devices. It allows OEMs and system builders to add valuable functionality regardless of platform, providing maximum flexibility at the lowest cost.

## **6. On what operating systems does Phoenix cME run?**

Phoenix cME does not run within the operating system because it is based in core system software. In fact, it actually extends the BIOS into a unique, new, core system software environment. However, cME components do restore operating systems such as Windows without using a CD. They also can run diagnostics that can drastically reduce or eliminate support calls, enhance connectivity for consumer devices, protect system software from disaster, and provide other essential services.

## **7. What applications are supported by Phoenix cME?**

Phoenix FirstWare applications cover all aspects of activating, managing, securing, maintaining, and shutting down PCs. These applications are Phoenix cME certified, and they include Phoenix FirstWare Check, Phoenix FirstWare Vault, Phoenix FirstWare Recover, Phoenix FirstWare Connect, Phoenix FirstWare Rescue, and Phoenix FirstWare Recover Pro.

Independent software developers (ISVs) can also integrate their utilities and system management software into Phoenix cME using platform-specific software development kits (SDKs). These applications are "Phoenix cME Certified" for the specific platform.

## **8. What problems can Phoenix cME solve?**

Phoenix cME can solve many common problems because it protects valuable software, tools, utilities and other resources. So if the OS crashes, for example, users can access a copy of the system software from within cME and reinstall it. Depending on specific software stored within cME, users can also connect to the Internet to download patches or to contact technical support, they can access and reinstall programs, they can run diagnostics, or they can solve particular software or system problems. In the workplace, this can mean improved productivity, especially for mobile users, because they can solve issues immediately with minimal down time. It also reduces the frequency of "no trouble found" (NTF) product returns, and it reduces the cost of IT support.

## **9. How is Phoenix cME delivered to OEMs or other makers?**

Phoenix cME is available in specific editions for particular technology requirements. These include:

- Phoenix cME, PC Edition
- Phoenix cME, Server Edition
- Phoenix cME, IA Edition
- Phoenix cME, Embedded Edition

Other Phoenix applications, such as Phoenix FirstWare product family and Phoenix FirstView product family, are Phoenix cME-certified for integration with the appropriate cME Edition.

**10. How is cME different from what you've already been doing with FirstWare?**

FirstWare is a suite of purpose-specific applications that reside inside the cME space of a PC. With the launch of cME, Phoenix is enabling our customers as well as third-party software developers to put their applications into the cME space. By opening up this space, the number and variety of built-in and protected applications and services can expand rapidly. Additionally, our customers now have the ability to differentiate their products by selecting their own unique sets of these applications and services.

**11. Will users know cME is running?**

Phoenix cME is an environment that the user purposely launches when a problem arises. The cME user interface will be personalized by the OEM, system builder, or other maker that deployed it, and its functionality will be critical and useful enough that users will immediately appreciate its value.

**12. During a system crash, what software functions does cME enable?**

While Phoenix cME does not prevent a system crash, it provides the mechanisms that allow a user to recover from fatal system crashes. Phoenix cME allows them to restore the system without relying on technical help. The cME area itself is immune from operating system crashes.

**13. What specific applications will reside in the Phoenix cME area, and which of these are most in demand from PC manufacturers or system providers?**

The beauty of Phoenix cME is that it allows a multitude of applications to reside in the protected space. Phoenix supports everything from its own diagnostic, recovery and connectivity applications, to the productivity and virus scanning solutions from most ISVs. The built-in Phoenix system utilities (Phoenix FirstWare Check, Recover Pro, Connect, and Virus Detection) are valuable because they solve common problems by way of self-managing and self-healing solutions. In the near term, multimedia applications may be provided through the protected environment of Phoenix cME. Soon, people may be able to play DVDs, listen to music, or browse a photo collection without launching the main operating system.

**14. Why choose Phoenix?**

Phoenix has almost a quarter-century of core system software experience, and our solutions are built into billions of digital devices throughout the world. We have a strong heritage in providing the market leading BIOS solutions for nearly 80% of all PCs worldwide. Our technology expertise, channel relationships, and vision allow Phoenix to take the next generation of core system software to market.

**Phoenix @ the Core**

Phoenix Technologies core system software helped launch the PC industry more than 20 years ago. Today, we have extended this leadership beyond the PC to a wide range of platforms and other digital devices. The Phoenix Core Managed Environment (cME) provides the industry's only common software environment that delivers a simpler, more secure, and more reliable experience for users.

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