



AppWave Store FAQ for Developers

What is the AppWave Store?

It is the first PC Applications store that delivers a mobile-like app experience to your customers, for your Windows applications. AppWave lets your customers experience apps, not the traditional software hassles of buying, licensing, and installation.

As a developer, you'll be able to sell your apps to millions of Embarcadero customers and market your apps using a convenient self-service portal once the store is up and running.

How is the AppWave Store different from an online store?

AppWave is a new way to experience software -- delivering the benefits of the Mobile App experience for PC software. In the AppWave Store, your app:

- Runs instantly without long and complex installations
- Is cloud "backed" for fast recovery or to run from anywhere
- Includes optional built-in floating user or shared licensing
- Runs on the PC at full speed with full functionality – no VMs, RDM, VNC, etc
- Doesn't erode Windows OS performance over time – Always keeps that new PC feeling
- Is social – apps are searchable and include merchandising metadata – and are browseable, buyable, rateable, reviewable
- Is self contained in a single file and easy to manage

What can I do now to get started?

You can sign-up for the Embarcadero AppWave Store Developer program and get the 1st year \$99 annual participation fee waived. You get free access to the AppWave Studio, which converts your software to AppWave Apps and the AppWave browser, which delivers a mobile-like experience to apps. You'll have early access to technical information and updates as they become available.

What do I need to do technically to have my software in the Store?

Simply take your traditional PC Application and using AppWave Studio master it for so it becomes an AppWave App which is then uploaded and distributed via the AppWave Store – you set the price, we do the rest. Mastering your app should usually take a few hours.

When will customers be able to purchase my apps in the AppWave Store?

We expect to launch the store later this year.

Which types of applications can be sold in the AppWave Store?

AppWave will support applications written to run in PCs running Windows XP, Vista and Windows 7.

Which countries will the AppWave Store support?

The AppWave Store will be available for customers worldwide at launch.

What is the payment structure between Embarcadero and me?

Embarcadero will pay you 70% of the sale price of your app.

What does the developer program fee cover?

The \$99 annual developer program fee covers the application, transaction processing and account management for the AppWave Store developer program. We are currently waiving the program fee for a developer's first year of the program for developers who sign up now.

Can I list free apps in the Embarcadero AppWave Store?

Yes, you are welcome to make both paid and free apps available in the AppWave Store.

Do I need an Embarcadero Developer Network account to be a part of the Embarcadero AppWave Developer program?

No.

My app is currently for sale in other online stores. Can I include it in the Embarcadero AppWave Store?

Yes, the AppWave Store Seller Participation Agreement is non-exclusive.

Can I apply Digital Rights Management (DRM) to my app?

DRM will be available when the store goes live but is not currently in beta. In the interim, you can make your application available for free and test out AppWave with your internal employees.

Who do I contact for more information?

Please email brad.strutner@embarcadero.com .