Overview of Alpha Zip

What is Alpha Zip?

Alpha ZIP is a zip file utility that can be compared with WinZip. Besides the ZIP format, it supports most other commonly used file formats and the new 7-zip format.

This software stands out because of its **tight integration with Windows**, which is similar to the Zip folders on Windows XP.

This product is being developed as a joint venture between Whirling Dervishes Software (based in Belgium) and Neobyte Solutions (based in Romania), with parts being developed by GP Thame (based in UK).

The aim is to become the market leader for zip utilities in a period of 3 years time.

Key features

Alpha ZIP is mostly noticeable because of it's **tight Windows integration**.

It takes on the exact look and feel of Windows, on which ever Windows version it is installed.

With Alpha ZIP, compressed files and archives are browsed right inside Windows Explorer, just like the Zip Folders in Windows XP. However, the Windows integration is done even better than Microsoft can do it, and it works on all 32-bits Windows versions.

Whereas existing compression utilities just let you create and extract compressed files and archives, Alpha ZIP really lets you work with them. With Alpha ZIP, you can **rename the files inside an archive**, **move files between directories within the archives**, **create new directories** inside your archives, and so on. This basic and very handy functionality is not available in the products of the most important competitors.

Alpha ZIP has all functionality that is commonly found in other zip file utilities, such as: Context menu extensions, **"Compress and Email"**, **password protection**, **virus scanning**, **integrity check**, **conversion between file types**, creation of **self extracting files**.

Summary of features:

* **Compress files and folders in Explorer with the click of a mouse.**

* **Extract data from any popular compression/archiving format.**

* **Explore archives as if they were folders on your drive.**

* **Work with files within your archives: rename, copy/paste, drag and drop, and any operation that is familiar in windows explorer.**

* **Create self extracting archives.**

* **Compress and email at once.**

* **Scan your archives for viruses.**

* **Convert files to a different format.**

* **Open files and run applications (including setup) from within your archive.**

* **Test the integrity of your archives.**

* **Create and use 7-zip files for better compression ratios.**

The Friendly Compression Tool

Summary of benefits

* Ease of use
* Familiar user interface: Windows Explorer
* Versatility: support for many file formats.
* Modularity: Plug-ins for new file formats can be added.

Getting started

Obtaining an evaluation copy

An evaluation copy of Alpha ZIP can be easily obtained from the Alpha ZIP website, the download page: http://www.alphazip.com/download.php. Click the download button to download an evaluation copy of your own.
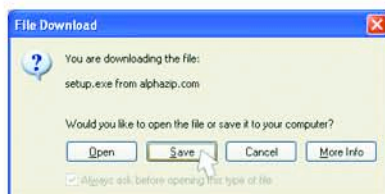
In the File Transfer dialog window choose Save, and choose a location where the evaluation copy should be saved.

Installing the software

After downloading the evaluation copy it has to be installed. Locate the setup.exe file you just downloaded and run it.
Alpha ZIP has a wizard that guides the user step by step through instalation process.
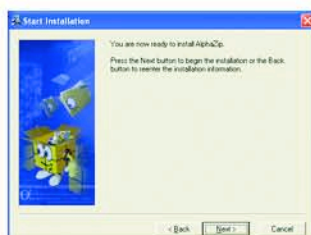The instalation process has 5 steps:

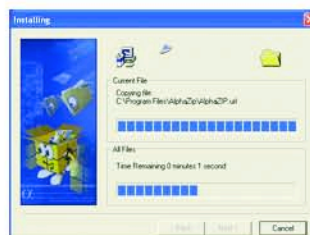**1. Welcome screen**
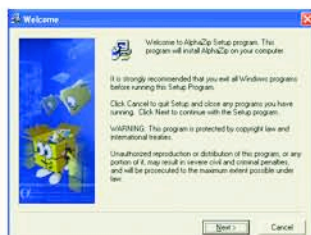
2. Choose destination folder

3. Select Program Manager

4. Start installation

Installing ...

5. Installation Complete

Points of interest

Main page

Alpha ZIP main page gives you the possibility to start using the program at once!

You can create or open your first Alpha ZIP archive or you can get more help reading the documentation. You will learn important information about what you can do using Alpha ZIP.

Open an archive file

Right-click on an archive in Windows Explorer and from the context menu choose Open, or just double-click on any archive in Windows Explorer.
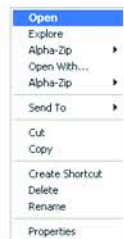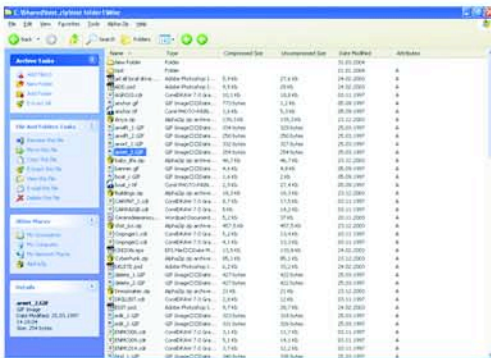
You will be able to work with the archive as it was a regular windows folder.

On the left you have available in a menu the most important archive tools: Add Files, New Folder, Add Folder and Extract All.

Compress files and folders into new archive file
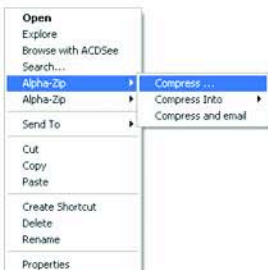
Select the files and folders you want to compress and right-click on selection.

From the context menu choose Alpha ZIP -> Compress ...

In the compress dialog window that opens, browse the folder where the new archive will be created and choose a name and archive type for the new file.

You can also select some options for the new archive file: Create self-extracting archive (SFX) and/or Password Protected archive.

Hit the Start button to begin the compression process.

Points of interest

Extract files and folders from archive
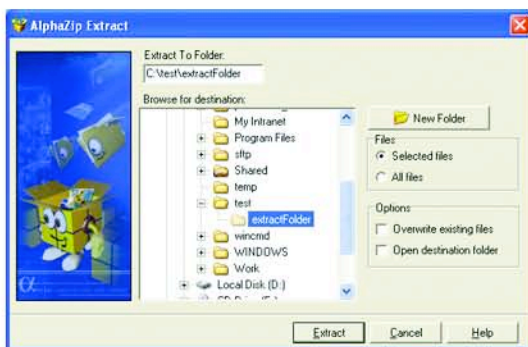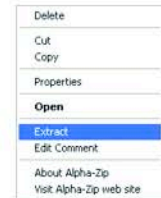
Select the files and folders you want to extract from the archive and right-click on selection.

From the context menu choose Extract ...

In the extract dialog window that opens, browse the destination folder where the files will be extracted to.

You can also select some options:
Overwrite existing files and/or Open destination folder.

When you're done hit Extract button and wait for the extraction process to finish.

Rename files/folders inside archive

Right-click on a file or folder in Windows Explorer and from the context menu choose Rename and you will be able to rename the selected file/folder as if it was a regular windows file/folder.

Copy/paste file/folders inside archives

Select the files and folders you want to copy and right-click on selection.

From the context menu choose Copy.

Goto the location where you want to paste the files and folders. Right-click and from the context menu choose Paste.
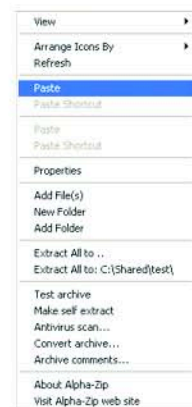
Compress and email
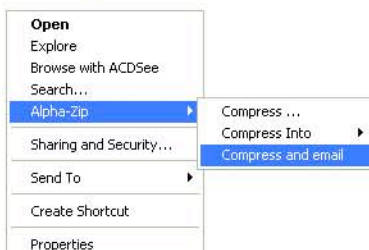
Select the files and folders you want to compress and email. Right-click on selection and from the context menu choose Alpha ZIP -> Compress and email. Choose a name and location for the archive and click Start button. When the compression process is done you will be taken to your default mail client and asked to fill in the recipient's email address.
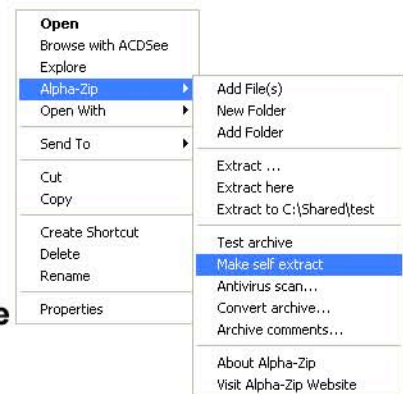
Points of interest

Supports Drag and Drop

With Alpha ZIP it is very easy to place files and folders inside an archive: all you have to do is drag the files and folders from their location and drop them wherever you want.
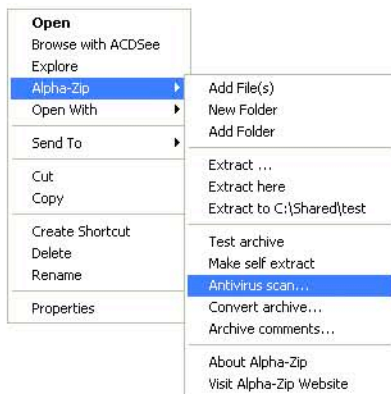
Make Self Extracting Archive

Right-click on the archive you want to convert to self-extracting archive. From the context menu choose
Alpha ZIP -> Make Self Extract.

You will be asked to reconfirm that you want to convert archive to self extracting archive.
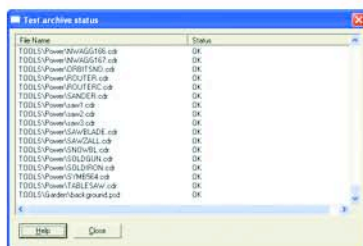A self extracting archive with the same name and location will be created.

```
Open
Browse with ACDSee
Explore
Alpha-Zip          ►     Add File(s)
Open With          ►     New Folder
                         Add Folder
Send To            ►
                         Extract ...
Cut                      Extract here
Copy                     Extract to C:\Shared\test

Create Shortcut          Test archive
Delete                   Make self extract
Rename                   Antivirus scan...
                         Convert archive...
Properties               Archive comments...

                         About Alpha-Zip
                         Visit Alpha-Zip Website
```

Antivirus Scan

```
Open
Browse with ACDSee
Explore
Alpha-Zip          ►     Add File(s)
Open With          ►     New Folder
                         Add Folder
Send To            ►
                         Extract ...
Cut                      Extract here
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                         About Alpha-Zip
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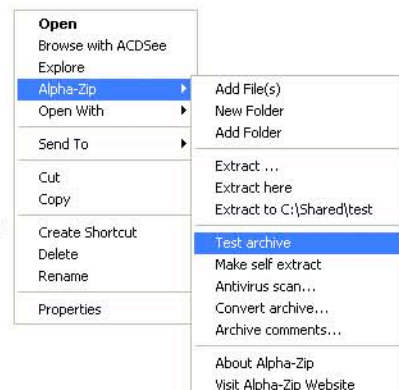
Right-click on the archive you want to scan for viruses.
From the context menu choose **Alpha ZIP -> Antivirus Scan**.
You need to have installed on your computer one of the following virus scanners: Norton, McAffee, Panda, Bullguard, Kaspersky, BitDefender, PC-cillin, FPROT.

Test Archive Integrity

Alpha ZIP offers the possibility to test the integrity of an archive.
Right-click on an archive and from the context menu choose
Alpha ZIP -> Test archive.

```
Test archive status                         ×
File Name                    Status
TOOLS\Power\NWAGG166.cdr     OK
TOOLS\Power\NWAGG167.cdr     OK
TOOLS\Power\ORBITSND.cdr     OK
TOOLS\Power\ROUTER.cdr       OK
TOOLS\Power\ROUTERC.cdr      OK
TOOLS\Power\SANDER.cdr       OK
TOOLS\Power\saw1.cdr         OK
TOOLS\Power\saw2.cdr         OK
TOOLS\Power\SAWBLADE.cdr     OK
TOOLS\Power\SAWZALL.cdr      OK
TOOLS\Power\SNOWBL.cdr       OK
TOOLS\Power\GOLDGUN.cdr      OK
TOOLS\Power\GOLDIRON.cdr     OK
TOOLS\Power\SYM6564.cdr      OK
TOOLS\Power\STABLESAW.cdr    OK
TOOLS\Garden\background.psd  OK

  Help        Close
```

The integrity of all files inside your archive will be checked, and a list of the files and their status will be displayed.

```
Open
Browse with ACDSee
Explore
Alpha-Zip          ►     Add File(s)
Open With          ►     New Folder
                         Add Folder
Send To            ►
                         Extract ...
Cut                      Extract here
Copy                     Extract to C:\Shared\test

Create Shortcut          Test archive
Delete                   Make self extract
Rename                   Antivirus scan...
                         Convert archive...
Properties               Archive comments...

                         About Alpha-Zip
                         Visit Alpha-Zip Website
```

Product positioning

Alpha ZIP is being introduced into a market that already seems saturated, with several strong competitors.

However, innovative marketing strategies will make it possible to grab a big part of this market, with the goal of eventually becoming the market leader. It is well understood that this will take lots of time and effort.

Alpha ZIP marketing will not, as is the case with many software utilities, be focused on download sites, although these will not be ignored. Instead, Alpha ZIP marketing will be focused at alternative marketing strategies, of which some are very innovative, while others are more traditional.

The traditional marketing strategies include cooperation with big partners, OEM distribution, affiliate marketing and retail sales.

The non-traditional marketing strategies include extensive stimulation of word of mouth publicity in innovative ways.

All marketing efforts will use a strong corporate identity, which is extremely attractive to potential buyers.

One of the big commercial strengths will be the great partner opportunities.

Target market:

Because of it's extreme ease of use and appealing identity, the product can target the novice computer users, for whom the traditional zip file utilities are too difficult to use. At the same time, the product is powerful and versatile enough to appeal to power users.

This software product is aimed at the desktop PC market in the broadest sense.

In the future, localized versions will be available for the global market.

License types:

A trial version of the software will be available from the web site. The software can be purchased online. The license does not include free lifetime update (as is the case with competing products), but does include minor updates and support for extra file types as this becomes available.

For OEM distribution, a special limited OEM version will be available.

For retail, the same version as the online version will be available, but without time limits.

Site licenses will also be available.

Partnering with Alpha Zip

Alpha Zip can only be successful because of strong relationships with good partners. Therefore, conditions for partnering with Alpha Zip will be very good.

We believe that it has to be worthwile to work with us, so that partners will be willing to do special efforts.

Prices for OEM licenses will be under the industry standard, and commissions offered to affiliates will be above industry standards.

Special conditions will be possible for partners who are willing to do special efforts in the promotion of Alpha Zip.

Company background

Whirling Dervishes Software was founded in January 2003 by leading Windows API expert Henk Devos. The company, based in Belgium, is specialized in Windows integration and develops software development tools for C++, Delphi and C#.

Neobyte Solutions, based in Romania, is most known for Windows Utilities such as Invisible Secrets and System Lifeguard, but also specializes in web development, graphics and custom programming.

The joint venture is a very strong combination, because the core technology from Whirling Dervishes Software can be turned into a fully finished and highly qualitative utility by Neobyte Solutions.

Contact information

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