

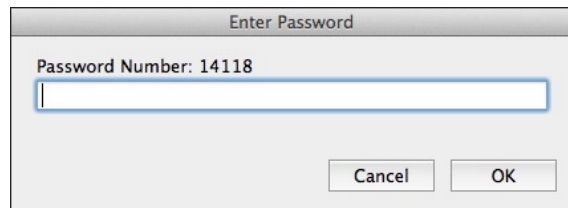
Protect MAX Applications

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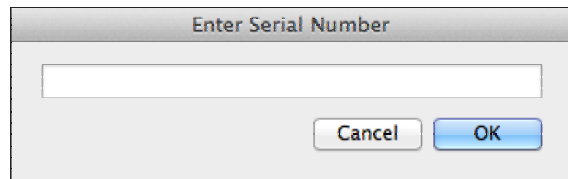
MAX is an interactive graphical programming environment from Cycling 74. Mac or Windows applications created with MAX can be protected with AppProtect or QuickLicense to ensure that only licensed users can run an application and the source code is hidden from hackers.

Software activation is the process of enabling newly installed software to run on a specific computer. Software vendors use an activation process to ensure that only paid customers can run their software and to enforce license restrictions.

For a low volume application, AppProtect can protect the application and present an Enter Password dialog on first launch. Each customer requires a computer-unique password that can be generated by the vendor with AppProtect from the Password Number shown on the customer's computer.



For higher volume applications, AppProtect can be used in conjunction with an activation server to fully automate the activation process. On first launch, a dialog can accept a Serial Number and activate the software license using an online activation server.



By using a computer-specific activation process, the Protected Application can only be used on licensed computers. Files cannot be copied and shared with other computers or users.

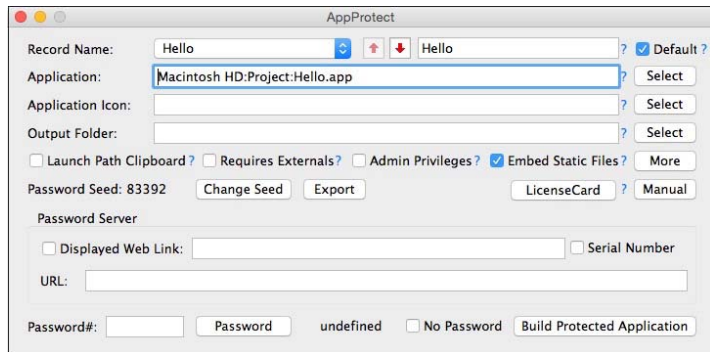
For more sophisticated licensing requirements, MAX applications can be protected and licensed with QuickLicense. QuickLicense supports Trial, Product, Try/Buy, Subscription, Floating and other license types. It allows a protected application to be securely moved from an old computer to a new computer with a few button clicks. QuickLicense is part of a family of tools for software protection, license management, offline or online activation and automated order processing and delivery.

Protect Mac Application

To protect a Mac application, double-click AppProtect to present its window.

Click the **Select** button to pick the application. Click the **Build Protected Application** button.

In this example, the name of the MAX application was Hello.app.



Unless you specify a different output folder, the Protected Application is placed in the same folder as the original application. By default, the Protected Application gets "My " as a prefix to the application name, but you can then rename it to anything you want.

The Protected Application can now be distributed to any user. On first launch, the Enter Password dialog is presented.

Enter the Password Number from that dialog into AppProtect to generate the computer unique password needed for that computer.

AppProtect can hold a separate named record for each Protected Application that you distribute to customers.



Protect Windows Application

To protect a windows application, launch AppProtect and select the application. Since a MAX application on Windows will require an external folder of support files, set the “Embed Static Files” checkbox too. Click the **Build Protected Application** button.

Your collective file and all support files are built into a single protected EXE that can be distributed to any number of customers.

The source code in your collective file is embedded in the Windows EXE, but it is still somewhat readable with editor program. MAX Encryptor can add additional optional protection, by first encrypting this file before building it into an EXE.

To encrypt this file, drag and drop the main mxf file on to the Encryptor application. The encrypted mxfe file is generated. Replace the mxf file with the mxfe file, then build the protected EXE.



Sell Application

There are many ways to sell your application and manage licenses.

You could use a manual activation process. The customer buys your protected application and on first launch will see an Enter Password dialog. The customer gives you the password number and you return the computer-unique password needed.

AppProtect is used to generate the password for each customer computer. Alternatively, QuickLicense can generate a computer unique Activation Code for a Max application protected with the AddLicense wrapping tool.

You could use an online activation process. First setup some data in an online activation server that holds a list of Serial Numbers for each product you sell. The customer gets a Serial Number when they purchase your product and can instantly activate your license.

There are many ways to automate the order process and deliver the Serial Number to the customer at the time of purchase. Your order process might consist of a simple Buy button and a Paypal merchant account to process credit card orders. When an order occurs, Paypals sends you an email containing the customer details. You can email a Serial Number to the customer.

To further automate the process, Paypal can post order data directly to the Safe Activation server. Now when an order occurs, the customer immediately receives an email message containing the download link and Serial Number for your protected application.

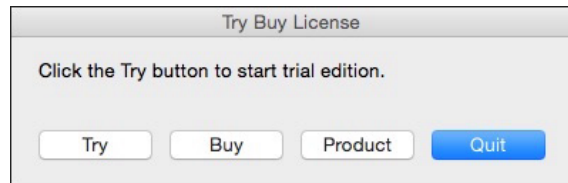
If your customers may be purchasing multiple products at once, Safe Activation has a default shopping cart that you can use directly from a page on your website. Safe Activation is also integrated with many online shopping cart services and other payment processors like Amazon and Authorize.net.

Summary

AppProtect makes it easy to protect MAX applications. To fully automate the activation process, link the Protected Application to the Safe Activation server. Safe Activation is an online service to automate the activation process, license and subscription management and the online order process.

If you need more sophisticated licensing options, use QuickLicense to configure the license, then apply it to the application with the AddLicense tool.

QuickLicense can create a time-limited Trial edition, a combined Try/Buy license, a software subscription or a floating license.



Both AppProtect and QuickLicense can be used with Safe Activation. Alternatively, these tools also work with WebActivation or Desktop License Server if you want to host an activation server on your own website.

For added protection, the MAX Encryptor tool can be used with AppProtect Windows or the AddLicense tool from the QuickLicense Windows product. The runtime code built into a protected EXE file will automatically decrypt the mxfile when launching the application.

Since mxfile encryption is built into the Mac edition of AppProtect and AddLicense (included with QuickLicense), the extra drag and drop step is not required.

More Information

This paper shows how to quickly protect a MAX application on Mac or Windows with AppProtect using a simple Enter Password dialog. There are other PDF white papers and videos on the Excel Software website that should answer other questions you may have.

To fully automate the activation process, refer to the “*AppProtect and Safe Activation*” paper.

A similar protection process can be applied using the AddLicense tool from QuickLicense giving you the ability to configure a wide range of license types and options. Refer to the “*QuickLicense and Safe Activation*” paper.

When it comes to automating the order process, you have many options. The “*Protect, License and Sell Xojo Apps*” provides detailed information about different ways to automate the order process. That information will be equally applicable to MAX developers.