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Public Statement Of Dale A. Haag

In response to recent events concerning the unauthorized release of a preliminary pre-investigative Email regarding Aureate Media and their associated software, this Statement is issued. The sole intent of this statement is to provide both the public at large and those reporters and news services that have carried, or reported, this story with an accurate, complete and factual statement for reference.

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For Release
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Background

"Aureate Media Corporation is an electronic media and software services company that distributes content to consumer desktops. By bringing software developers and publishers, advertisers and consumers together, Aureate Media is able to deliver value to consumers, generate new revenue streams for software providers and offer a highly targeted market to advertisers. "

(http://www.aureate.com/company)

The Aureate Media software components are presently distributed and installed with more then 365 popular applications.   (http://www.aureate.com/company/pr-000120.htm)

The installation of the Aureate components by one of these applications, CuteFTP, (http://www.cuteftp.com) is referenced herein. CuteFTP is a widely respected and utilized application that provides a user with the ability to perform file transfers from one system to another. CuteFTP is not intended to be singled out here, but rather, was simply the application that I tested with. I personally enjoy and recommend the CuteFTP product as a solution for any end user requiring a professional and robust FTP solution.

Where available, and publicly accessible, I have included links to the applicable documents, statements, and programs referenced. In the case of documents that are not readily available, as in links to or statements contained on Developers pages, I have included the text of the page(s) referenced at the end of this document.

Overview

On February 18, 2000 I posted the following message to a list server used by Legal

Professionals and in which I am an active participant.

<Begin Content of Message>

I have found that some applications that are promoted by having promo
banners in their program use a hidden scheme to send information from your
computer to a company called Aureate. Even after uninstalling the software,
Aureate's hidden code and program is still there reporting on you.

If you have a folder in your windows folder called amcdl, or amc, you have
been "infected." This information gathering program installs and uses some or all of the
following files, based on your operating system, which are called everytime
you launch your browser:

htmdeng.exe
advert.dll
amcis.dll
amcis2.dll

ipcclient.dll
msipcsv.exe

The response I received from Aureate:

"....Because we deal with software, maintaining a user's identity is actually easier to do than on a web site. Our users each have a unique ID that lets us know who is online, which applications they are using, sites visited, and for how long they are online. This also allows us to deliver specific advertisements to specific users based on our advertiser defined criteria...."

<center><End of Message></center>

This message was the first comment I had made regarding the Aureate Media software. The message and its contents are of factual and legitimate concerns I expressed over the installation and operation of components used in the communication with, and demographic data gathering, of the Aureate Media servers.

The term "infected" was used here in the literal sense, not that of a viral infection. This message was posted on the list server after I had downloaded and installed an evaluation copy of CuteFTP version 3.56. (http://www.cuteftp.com/download/index.html)

 After installing the software, systems in use at our organization began to show traffic to the Aureate servers. This traffic was expected to be present during the operation of the CuteFTP program, per the license statement provided, but was not expected to be present when the CuteFTP software was not actively running. This traffic, recorded by our systems, prompted my interest into what had been installed along with the CuteFTP program. As a Security Professional and Forensics Investigator, this traffic immediately, and naturally, generated interest on my part.

Upon a cursory and high level only examination of the system, I observed that components developed by Aureate Media had been installed and were present. This would not have

been a concern had I been informed of it being installed, or the if the software had not sent

traffic when CuteFTP was not actively running. I fully expected traffic to originate from, and

return to, the PC containing CuteFTP when the application was actively running, as I was

advised of this during installation of the CuteFTP program. What I was not advised of was

the fact that the Aureate software would be installed and linked to the web browser to

automatically run whenever the browser was opened. This raised considerable concern on

my part, as the introduction of software to a system that will perform services or functions

the end user is not made aware of presents both security and privacy issues.

The license agreement I was presented with, and that which accompanies the program, is

attached at the end of this document in its entirety for those who may be interested. The

specific section of the license agreement which is of interest is Section 2 (b)

< Begin License Agreement >

(b)   Evaluation Copy. You may use the SOFTWARE without charge on an evaluation basis for thirty (30) days
from the day that you install the SOFTWARE. You must pay the license fee and register your copy to continue
to use the SOFTWARE after the thirty (30) days. If you continue to use the SOFTWARE after the thirty (30)
days without paying the license fee you will be using the SOFTWARE on an unlicensed basis. GlobalSCAPE
may place advertisements in evaluation copies of the SOFTWARE and keep statistics regarding your use of the
SOFTWARE (e.g., number of daily unique users, average sessions per user, average session time, certain system
information, daily ad displays and ad click-through). GlobalSCAPE will not monitor the content of your use
(e.g., sites selected or files used). Registration disables banner ads, and GlobalSCAPE will not keep usage
statistics on licensed SOFTWARE.

< End License Agreement >

At no time before, during or after the installation program ran, was I informed that software

other then CuteFTP would be installed, nor was I informed at anytime that said software

would configure itself to run when the browser was opened.

At this point, the CuteFTP program was uninstalled from the system, and the system restarted. When the system came back online, and the browser was opened, traffic was once again observed by our systems to be originating from the PC and communicating with the Aureate servers. It was also observed and recorded by our systems that traffic was being transmitted back to the PC from the Aureate servers.

Since the CuteFTP software had been uninstalled, this traffic now increased my concerns further. A very fast, and extremely cursory, look into what had been modified or installed, without my knowledge was performed. This cursory information was posted to the list server as a pre-investigative high level overview. It was not meant as an accurate, definitive, or complete work, and most importantly, was not intended to see the light of day outside of the list server. Unfortunately, and regrettably, this email was forwarded off the list server and did indeed see the light of day. Copies of that message, in whole and in part, have since been circulated, modified, and propagated on both the web and in emails.

Focus to this point regarding the Aureate components has been uniformly directed towards that particular email. This redirection is ignoring the real issues, and concerns that I have repeatedly stated.

My Position on This Matter

I am not an Internet or software industry watchdog, nor do I intend to become one. I provide professional Security Consulting and Forensics Investigation services to clients, nothing more, and nothing less. I expressed my concerns strictly over issues involving the manner in which the Aureate software was installed and implemented without user knowledge, and the fashion in which it operated when the installed application was not running or had been

uninstalled. I am not looking for publicity or "15 minutes of fame". The nature of my work and my commitment to maintain the confidentiality of clients, as well as how I provide my services precludes any desire for publicity. I neither seek nor desire publicity. My statement is being released after finding that the attention is being limited strictly to an inadvertently released, incomplete, and unfinished set of comments contained in an email, while the real issues and concerns are ignored.

Issues and Concerns

The issues and concerns that I have repeatedly stated over this matter are as presented herein:

1. The Aureate software components were installed to the system without informing the user that this was occurring.
2. The software did not limit itself to running when the installed application ran.
3. The software installed itself to run anytime that the web browser was opened, without the effective consent or knowledge of the end user.
4. The software runs in a hidden window, hiding its presence from the user.
5. Upon uninstalling the application the software components were not removed and continued to function.
6. The software makes use of system processing resources and brings files onto the system hard disk without effective authorization or knowledge of the end user.

The Hard Facts

Fact: At no time was I, as a user made aware of the additional software installed. At no time was I, the user presented with a license agreement concerning the additional software. At no point was I, the user informed that the software would run independent of the application. I was advised, via the license agreement presented, that the advertisements would only run, or be retrieved, during the operation of the application itself. This is verifiable by reading the complete license agreement as furnished within this document and, by anyone who desires to do so, by downloading the software application and installing it.

(http://www.cuteftp.com/download/index.html)

In an email response sent by Jeff Ready <ready@aureate.com>, of Aureate Media, the following is stated:

<center><Begin Quote></center>

"Software developers using our technology are informed that they must include this EULA with their own license agreement. In addition, our privacy policy, located at http://www.aureate.com/privacy/ further details how we manage user privacy."

<center><End Quote></center>

The requirement to include their license information is also stated by Aureate

(http://www.aureate.com/privacy/additionalq.html) as follows:

<center><Begin Quote></center>

"This is identified in our license agreement (attached below) which software developers using our technology are told to include with their own license agreements."

<center><End Quote></center>

It is stated as a requirement by Aureate that the software author present the Aureate license

agreement to the end user during the course of the installation. In regards to this issue I

now quote directly from the Aureate Developers FAQ:

<Begin Quote>

What is the process I follow to register a program on the AdSoftware Network?

First, go to http://manage.aureate.com/developers and log in. Download the developer's package and add our technology to your application. If you have any questions while doing this, email devhelp@aureate.com.

Once you have completed adding our technology to your application, log in to the developer's site and click on the "Add a new software title" link. From there, fill out the form with your application's name, description and location. Your program will then be tested by a representative from Aureate Media. You should hear from this representative in two to three business days. When your application finishes testing, it will be assigned a software ID that your representative will send to you.

Once you specify this ID in your application, you will be earning advertising revenue from the advertising displayed in it.

<End Quote>

By Aureate's own requirements and statements, the software author must submit the

application to Aureate for testing. Surely this testing would validate and confirm the simple

fact that the legal license, an alleged requirement, is properly included and presented to the

user during installation.

Fact: The software runs even when the primary application it was installed for is not open

or running. This is acknowledged by Aureate.

(http://www.aureate.com/privacy/additionalq.html)

<Begin Quote>

A component of our ad system is activated when the anonymous user opens their browser. This component is activated to deliver advertisements to a cache on the users' computer.

<End Quote>

The software does not need to run, nor should it run, when the application is closed. The advertisements are only represented to be presented, or retrieved, during the course of running the application that was installed. An online application can bring down the advertisements or other needed data when it is running, as it has communications access directly. In the case of an offline application, the application should ship with the required advertisements that need to be present during use. If the application is truly an offline application, it should not be expected or assumed that it would ever have a connection. I question why anyone would leave themselves open to possible controversy regarding the retrieval of advertisements when an application is not running, or has been uninstalled, when they charge clients and pay Developers based on advertisements displayed. Aureate itself describes how advertisers pay in their Developers FAQ along with what a "display" is:

<Begin Quote>

What does CPM mean?

Cost per thousand impressions.This is the amount of money an advertiser will pay to have their advertisement displayed 1000 times.

<End Quote>

<Begin Quote>

"Ad displays: Every time an ad is grabbed from the server, it is recorded as a display."

I am not implying, nor is it meant to be construed, interpreted as, or in any other fashion, to be deemed an implication or accusation of wrong doing on the part of anyone involved. I am simply stating that from an end users standpoint these functions may be misconstrued or misinterpreted, and that a company need not expose itself to any possibility of misinterpretation by the end user. Properly documenting and advising the end user of how and why it is being done can eradicate all possibility of misinterpretation.

Fact

Aureate has acknowledged that the software runs anytime the browser opens. Jeremy J. Newton, VP Sales Aureate Media Corporation, issued the following email response to a reporter in regards to the software doing so in a hidden window.

<Begin Quote>

 "This is true, but this happens because of the way that Microsoft Windows networking works. You will find that in running almost any windows program that hidden windows are created as this is how the OS was designed".

<End Quote>

In the space of two sentences, the hidden window is attributed first to Microsoft Windows Networking and then to the way the Microsoft OS was designed. Unfortunately, any reader who knows the Microsoft OS, or has ever written a Windows based application knows better. Neither Microsoft Networking nor the Microsoft OS is responsible for the window being hidden. As a programmer myself, it is customary and typical to place an Icon in the system tray to indicate when your software is running. Conversely however, this software hides the fact that it is running from the user's view.

Fact

The Aureate components are not removed when the application is uninstalled.

This again is readily verifiable by anyone who wishes to do so. These components continue to run when the browser opens. Is there a valid reason or explanation for this? I do not know. My concern is the fact that running or not, or whether the application is even still installed on the system the Aureate components continue to cache ads on the user's computer and send information to the servers.

Fact

The software updates and brings files onto the system with out the knowledge of the user and without authorization while running under the browser. This is a major security issue for me, and should be to anyone else who is connected to the Internet. This again is done without the effective consent of the end user. Again, the user was not effectively informed that the browser would be used this way.

Any software that brings software or updates onto a system should provide a method of ensuring the security of the system. What method is in use here?

There are some who will argue, "Microsoft can remotely update your system too", and they would be correct. However, Microsoft prominently displays the information and option for you to chose whether or not you want to enable and allow this functionality. If you have MS on your system, you know it. If you have one of the applications containing the Aureate components, you may not even know that you have Aureate, let alone that it is updating. Therein is the difference.

Fact

These issues have yet to be properly addressed. Both the vendors, and the media, choose to ignore these issues and instead continue to focus attention on the now infamous list server message to draw attention away from the real issues at hand.

Summary

This is not an attack on Aureate Media, or the singling out of one specific vendor. If you think it is, you are sadly missing the real issue here. This is an industry issue. The industry as a whole must evaluate the technology they are placing on the end users system, and the manner in which they do so. The industry must realize that no matter how good their products are, if they lose the faith and trust of the end user because of their failure to properly inform, or advise a user up front of what they are doing, then the industry as a whole will lose. Aureate is not conducting a global conspiracy; they are not stealing confidential files off your systems. What they are doing is forgetting about and alienating end users that are finding the same things that I found with their components. Today's end users are more technically perceptive and knowledgeable then the industry gives them credit for. They ask questions, they demand answers. In addition, they are connected around the world with other technically perceptive people.

In the telephone conversations that I have engaged in with representatives of Aureate, I found the Aureate personnel to be very professional and courteous. I informed them that I would happily discuss these issues and concerns with them. Unfortunately, the response I received was a request to forward the original copy of the now infamous list server post to them. I politely refused. Lets stick to the real issues shall we.

Conclusion

I hope that this statement provides you with the information you were looking for, as I have

lost enough time and business focus over this matter.

My issues have been presented; my concerns have been set forth. How the media, Aureate,

the industry, and the end users go forward from here is up to them.

Addendum A

CuteFTP EULA

GLOBALSCAPE CUTEFTPTM VERSION 3.5 END-USER LICENSE AGREEMENT

IMPORTANT-READ CAREFULLY: This CuteFTP End-User License Agreement ("EULA") is a legal agreement between you (either an individual or a single entity) and GlobalSCAPE, Inc. for the GlobalSCAPE SOFTWARE(s) identified above, which includes the User's Guide, any associated SOFTWARE components, any media, any printed materials other than the User's Guide, and any "online" or electronic documentation ("SOFTWARE"). By installing, copying, or otherwise using the SOFTWARE, you agree to be bound by the terms of this EULA. If you do not agree to the terms of this EULA, do not install or use the SOFTWARE. If the SOFTWARE was mailed to you, return the media envelope, UNOPENED, along with the rest of the package to the location where you obtained it within 30 days from purchase.

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2. GRANT OF LICENSE.

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(b)   Evaluation Copy. You may use the SOFTWARE without charge on an evaluation basis for thirty (30) days from the day that you install the SOFTWARE. You must pay the license fee and register your copy to continue to use the SOFTWARE after the thirty (30) days. If you continue to use the SOFTWARE after the thirty (30) days without paying the license fee you will be using the SOFTWARE on an unlicensed basis. GlobalSCAPE may place advertisements in evaluation copies of the SOFTWARE and keep statistics regarding your use of the SOFTWARE (e.g., number of daily unique users, average sessions per user, average session time, certain system

information, daily ad displays and ad click-through). GlobalSCAPE will not monitor the content of your use (e.g., sites selected or files used). Registration disables banner ads, and GlobalSCAPE will not keep usage statistics on licensed SOFTWARE.

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5. TERMINATION. Without prejudice to any other rights, GlobalSCAPE may terminate this EULA if you fail to comply with the terms and conditions of this EULA. In such event, you must destroy all copies of the SOFTWARE.

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10. U.S. GOVERNMENT RESTRICTED RIGHTS. The SOFTWARE is provided with RESTRICTED RIGHTS. Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (c)(1)(ii) of The Rights in Technical Data and Computer SOFTWARE clause of DFARS 252.227-7013 or subparagraphs (c)(i) and (2) of the Commercial Computer SOFTWARE-Restricted Rights at 48 CFR 52.227-19, as applicable. Manufacturer is GlobalSCAPE, Inc./800 Isom Road/San Antonio, Texas/78216/USA

11. MISCELLANEOUS. If you acquired the SOFTWARE in the United States, this EULA is governed by the laws of the state of Texas. If you acquired the SOFTWARE outside of the United States, then local laws may apply.

Should you have any questions concerning this EULA, or if you desire to contact GlobalSCAPE for any reason, please contact GlobalSCAPE by mail at: 800 Isom Road Suite 400/San Antonio/Texas/78216/USA, by telephone at: (210) 308-8267, or by electronic mail at: support@globalscape.net.

Addendum B

Aureate Developers FAQ

Aureate Media and the AdSoftware System Page 1 of 8
http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00
Frequently Asked Questions
General Information
General Tech Info
DLL Info
Component Info
Quick Start
FAQ
Glossary
General Questions
Who is Aureate Media?
What is the process I follow to register an program on the AdSoftware Network?
Where can I find my Software ID?
How do I contact Aureate Media?
Can I sell my program's default ad?
How do I get technical support?
How do I get help with advertising?

What does CPM mean?
How much money should I expect to earn from my program?
Can I tell how much revenue my program has generated?
My application is mostly used offline. Do you have anything for me?
How will the offline system work?
How long will implementing your technology take?
How often do ads rotate?
What stats about my application will be available?
How often are the stats on the developer's site updated?
Do you support any other platforms?
How can I manage several different versions of my application?
How do I... (general, nontechnical)
What do I do with my Software ID?
How do I set my program's default ad?
How do I compile and run the examples?
How do I... (general, technical)
How do I specify a proxy server with the DLL?
Can the DLL do proxy authentication?
How can I detect if there is a network connection?
How do I change the size of the ad dynamically?
How do I... (specific, technical)
How do I set a callback function in Delphi?
How do I set a callback function in VB?
How do I set a callback function in C/C++?
Troubleshooting
Why doesn't the debug trigger work?
I get errors in advert.h and advert.cpp when compiling under MSVC++.
What's wrong?
I get a runtime error in wincore.cpp while using advert.cpp and advert.h
in my MSVC++ application. How do I fix this?
My default ad doesn't display when I run my program from a shortcut..Aureate Media and
the AdSoftware System Page 2 of 8
http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00
How do I fix this?
My default ad doesn't display when the user opens my program by
opening one of its documents. How do I fix this?
I clicked on an ad and it took me to www.adsoftware.com. What's
wrong?
I clicked on an ad and it took me to the wrong URL. Why?
My VB installation doesn't work. What could be wrong?

General Questions

! **Who is Aureate Media?**top
Aureate Media brings advertisers and software developers together through
the Aureate Network of software applications. We act as a broker of
advertising for software developers taking a commission on the advertising we
sell and serve to software applications.
! **What is the process I follow to register a program on the AdSoftware
Network?**top
First, go to http://manage.aureate.com/developers and log in. Download the

developer's package and add our technology to your application. If you have any questions while doing this, email devhelp@aureate.com.

Once you have completed adding our technology to your application, log in to the developer's site and click on the "Add a new software title" link. From there, fill out the form with your application's name, description and location. Your program will then be tested by a representative from Aureate Media. You should hear from this representative in two to three business days. When your application finishes testing, it will be assigned a software ID that your representative will send to you.

Once you specify this ID in your application, you will be earning advertising revenue from the advertising displayed in it.

! **Where can I find my Software ID?**top

Go to http://manage.aureate.com/developers and log in. Look at the software title in question in the table on the page that appears. The number will be next to the software title.

! **How do I contact Aureate Media?**top

Click here for Aureate Media contact information.

! **Can I sell my program's default ad?**top

You can sell your program's default ad to whomever you please as long as the ads are appropriate for people of all ages.

! **How do I get technical support?**top.Aureate Media and the AdSoftware System Page 3 of 8

http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00

Email the development tech support team at devhelp@aureate.com.

! **How do I get help with advertising?**top

Just email Jeremy Newton, our Director of Sales. He will be glad to help you.

! **What does CPM mean?** top

Cost per thousand impressions.This is the amount of money an advertiser will pay to have their advertisement displayed 1000 times.

! **How much money should I expect from my program?** top

The amount of money you make from the program depends entirely on the usage of your program. To figure out approximately how much money your program will generate, assume that you will get paid one dollar for every 1000 ads your program generates and that a new ad will appear every 150 seconds. This will give you a low estimate of the total amount your program will make. You will receive 60% of that revenue.

! **Can I tell how much revenue my program has generated?** top

Yes you can. You will be sent a revenue report at the first of each month (usually be the 15th) showing how much revenue your program generated for the previous month. This report will contain total revenue generated, and revenue owed to you for that month.

! **My application is mostly used offline. Do you have anything for my application?**top

Our offline advertising technology is currently in beta and should be released by the end of the summer.

! **How will the offline system work?**top

While the user is online and using your application, your application dynamically pulls ads from our ad server just like an online application. When the computer is online, whether your application is running or not, our system

caches ads on the user's computer and sends offline advertising information to our ad servers.

! How long will implementing your technology take?top

Most developers implement our technology in less than a day. We usually finish testing a submitted application in two business days.

! How often do ads rotate?top

On average, the ads rotate about every 90 seconds.

! What stats about my application will be available?top

Unique users: The number of users that had used your application at least.Aureate Media and the AdSoftware System Page 4 of 8

http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00

once during the specified time period.

Ad displays: Every time an ad is grabbed from the server, it is recorded as a display.

Clicks: The number of times a user clicked on an ad and opened a web browser.

Average Sessions: The average number of sessions per user per day.

! How often are the stats on the developer's site updated?top

They are updated daily at 11 am Eastern Time.

! Do you support any other platforms?top

At this time we only have a Windows DLL, C++ class, Delphi component, ActiveX control and OWL gadget available. We do not plan on supporting any more platforms or development environments in the near future.

! How can I manage several different versions of my application?top

To view stats for different versions of your application seperately yet still view data for your software application as a whole, use a distinct distributor id for each version of your application. You can also set a distinct distributor id for different places from which your software is distributed from. For example, you can set the distributor id for copies of your application downloaded from Tucows as one number and set it to something different for copies of your application downloaded from Download.com.

Setting the distribution id requires manipulating the HKEY_CLASSES_ROOT\Software\Aureate\Advertising\Distributors registry key. Click here to learn what you need to do.

How do I...(general, nontechnical)

! What do I do with my Software ID? top

Your software ID is what the AdSoftware system uses to identify who receives the revenue for ads displayed. You will either specify it in your component properties, or specify it in the constructor of your AimDLL object, depending upon which development platform your application is written.

! How do I set my program's default ad? top

The default advertisement can be a 16 or 256 color bitmap, a GZF, a GIF, or a non-interlaced PNG file. To specify the default ad, place a file named ad***x***.??? in the program's working directory. ***x*** should be the size of the image and ??? should be the appropriate extension for the image type (e.g. ad468x60.gif). If there is no valid default ad file in the program's working directory, a default bitmap of the appropriate size will be loaded from the library's resources.

If the server detects that the AdSoftware library is outdated the first.Aureate Media and the AdSoftware System Page 5 of 8

http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00 advertisement displayed will be a message indicating that a new version of the software is available. This message can be customized by including a 16 or 256 color bitmap, a GZF, a GIF, or a non-interlaced PNG file called new***x***.??? in the program's working directory. ***x*** is the size of the image and ??? is the appropriate extension for the image type (e.g. new120x60.png).

To link a URL to the default ad or the new message ad use your web browser to create a shortcut to a URL. Rename the shortcut ad***x*** where ***x*** is the size of your ad (e.g. ad468x60). The shortcut file always has a hidden .URL extension, so do not add an extension to your shortcut. Put this file in the working directory of your program.

! **How do I compile and run the examples?** top

To compile the projects, you should only need to load the example's project file in the appropriate development environment, then compile it as normal. The examples should run just like any other executable on your system. Any DLLs that are required to run the executable examples have been installed in your Windows system directory.

How do I...(general, technical)

! **How do I specify a proxy server with the DLL?** top

Use the DLL's SetProxy function to either set or clear the current user's proxy server settings. See the documentation on SetProxy for more information on using that function, or consult the Delphi component or VB component references.

! **Can the DLL do proxy authentication?** top

Yes. See the documentation on SetProxy for more information on using that function, or consult the Delphi component or VB component references.

! **How can I detect if there is a network connection?** top

Determine the AdSoftware status. If you are using the ActiveX control, do this by checking the Status property of the control. If you are using the AimDLL class, do this by calling the GetStatus function.

This property is a bitwise or of the status flags. Check to see if the ADI_NETWORK_IS_UP flag is set. (It is 0x00000002.) If you are using a persistent connection, our DLL will often be slow to realize that there is not a network connection.

! **How do I change the size of the ad dynamically?** top

It is very highly recommended that you do not change the size of the ad dynamically. If it is absolutely necessary for your application to change ad sizes during execution, contact devhelp@aureate.com and they will assist you..Aureate Media and the AdSoftware System Page 6 of 8

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How do I...(specific, technical)

! **How do I set a call back function in Delphi?** top

You don't need to set callback functions with the Delphi component.

The component has two custom events called OnNetworkRequest and

OnAdCounted which correspond to the callbacks NetworkCallback and AdRecordedCallback respectively. Use Delphi's object inspector to create event handlers for these events, just as you would for any other event in Delphi. The component automatically registers these callbacks for you, and calls the event handlers when the callbacks occur.

! **How do I set a call back function in VB?** top

You don't need to set callback functions with the Active X component. The component has two custom events called OnNetworkRequest and OnAdCounted which correspond to the callbacks NetworkCallback and AdRecordedCallback respectively.

! **How do I set a call back function in C/C++?** top

Create a function like the following example:

void __cdecl myCallbackFunc(void *myData);

Then, set the callback function as such:

void *myData; // can point to anything you want

SetCallback(the_dll_data, myCallbackFunc, myData);

Note that the myData pointer is stored by the DLL, and is passed to your callback function on every call. You can unregister your callback function with the following:

SetCallback(the_dll_data, 0, 0);

See the technical documentation on SetCallback for more information.

Troubleshooting

! **Why doesn't the debug trigger work?** top

You must use program ID 0 to enable debugging. The DLL will return the error ADE_DEBUG_DISABLED if you use attempt to use the debugging functions with a program ID that is non-zero.

! **I get errors in advert.cpp and advert.h when compiling under MSVC++. What's wrong?** top.Aureate Media and the AdSoftware System Page 7 of 8

http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00

Microsoft Visual C++ programs using advert.cpp and advert.h may encounter some confusing errors during compilation. These errors are typically related to precompiled headers, and can be solved by right-clicking on the advert.cpp file, choosing "Settings..." from the pop-up menu, selecting the C++ Options" tab, selecting "Precompiled Headers" from the drop-down selection box, and then choosing "Do not use.

! **I get a runtime error in "wincore.cpp" while using advert.cpp and advert.h in my MSVC++ application. How do I fix this??** top

If your program encounters the runtime error "Debug assertion failed in wincore.cpp line ..." then your MFC program has provided an invalid window handle to the DLL in either the DLL _Startup() function or in

AimDll's constructor. To fix this problem, call _Startup() or create your AimDll object on the first call to OnPaint(). You only need to provide a window handle to the DLL if you intend to use Windows messaging for notification of when the advertisement needs to be redrawn. An alternative solution to this problem is to use callback notification instead of providing a Window handle to the DLL.

! **My default ad doesn't display when I run my program from a shortcut. How do I fix this?** top

Make sure your shortcut has the correct working directory. You can specify the working directory of the shortcuts that you install with most installers.

! **My default ad doesn't display when the user opens my program by opening one of its documents. How do I fix this?** top

Specify the default ad explicitly by calling UseDefaultAd. When you specify the file to use, be sure to use its absolute filename.

! **I clicked on an ad and it took me to www.adsoftware.com. What's wrong?** top

If a valid URL for the ad could not be obtained, the default URL is used. If your application does not specify a default ad, the default URL is www.adsoftware.com.

! **I clicked on an ad and it took me to the wrong URL. Why?** top

Sometimes we use third party ad networks to sell our ad inventory, and they mismatch URLs and ads. The problem does not indicate a problem with your application or our technology.

! **My VB installation doesn't work. What could be wrong?** top.Aureate Media and the AdSoftware System Page 8 of 8

http://manage.aureate.com/developers/sdk_doc/faq.html 2/21/00

You did not install advert.dll along with your application. When you install your application, be sure to also install advert.dll in the windows/system32 directory.