



Avast® Cleanup Premium for PC

REVIEWER'S GUIDE | Q3 2018



Contents

A	Introduction	2
	9 Facts & Numbers You Need to Know	2
	Why is PC Performance Still an Issue?	3
	20 Years of PC Maintenance Experience	4
B	Product Overview	5
	Enhanced to Speed, Clean & Fix PCs	6
	Maintenance - The 1-Click PC Wash.....	7
	Maintenance - How Can I Use It?.....	8
	Maintenance - How Does it Work?.....	9
	Sleep Mode (& Startup Manager) - Patented Optimization.....	10
	Disk Cleaner - Spring-Cleaning, All Year Round	11-12
	Disk Cleaner - Obsolete Data Removal	13
	Browser Cleaner - Clear Your Traces.....	14
	Software Cleanup - Bloatware Be Gone	15
	To The Rescue - Rescue Center	16
	How Can I Get Avast Cleanup Premium.....	17
C	Contact information	18



A Introduction

9 Facts & Numbers You Need to Know

With more than 90% of PCs worldwide older than three years, aging PCs and laptops are suffering more and more from slow-downs, crashes, and disks filling up with non-essential files.

Even Windows 10 isn't the cure for this degradation as it keeps on happening on brand-new machines, as well.

Powered by AVG TuneUp technology and over 20 years of experience, **Avast Cleanup Premium** is a fully revamped product that helps speed up PCs, clean up, fix problems and customize PCs to your liking. We've designed Cleanup Premium to revitalize old PCs, but made sure that new PCs can be kept fresh from day one.

- 1 MAINTAINS 6 KEY AREAS AUTOMATICALLY**
Keeps track of and optimizes 6 key areas of your PC, such as broken shortcuts, browser cache, disk junk or tracking cookies.
- 2 NEW HISTORY MANAGER**
Shows how much you've optimized, cleaned and fixed total.

- 3 PATENTED SLEEP MODE TECHNOLOGY**
Breakthrough patented technology that speeds up your PC by safely putting all programs to sleep that slow it down, and waking them up when you really need them.

- 4 CLEANS 200 APPS & FEATURES**
Removes junk from over 200 applications and Windows® features.

- 5 ALL POPULAR BROWSERS PURGED**
Removes browsing traces, such as tracking cookies, cache files and more from top browsers Chrome, Firefox, Edge, IE & more.

- 6 NEW DETECTS BLOATWARE FOR REMOVAL**
Our cloud-based technology detects & removes bloatware, such as toolbars, preinstalled trials and more. With our 2018 release, it also detects programs you haven't used in ages.

- 7 DELIVERS AUTO ALERTS WITH EASY FIX**
Detects & fixes common causes for PC problems, like unsafe user account control settings or outdated file lists.

- 8 FULLY RESTORE SETTINGS WITH RESCUE CENTRE**
Not happy with a setting? Restore it using Rescue Center.

- 9 DETECT & FIX COMMON CAUSES OF PC PROBLEMS**
Alerts you automatically so you don't have to think about cleaning, fixing and speeding up. Avast Cleanups notification system tells you about problems as they occur - and lets you fix them in a few clicks.

A Introduction

Why is PC performance still an issue?

PCs and laptops have made huge leaps in terms of performance, resources and disk space, but at the same time applications, web browsing and especially games are becoming more demanding.

On the other hand, with every day you use your PC, its performance, reliability and even lifespan will deteriorate as you install and use new software, browse the web, and update drivers. You will see some of the following symptoms:

Reduced performance

The lack of responsiveness when doing the simplest tasks, such as opening Microsoft Explorer windows or working in Microsoft Office. More demanding applications like games or multimedia editing tools also experience noticeable slow down and overall heaviness in performance.

Crashes and freezes

Lack of maintenance also introduces reliability issues, such as error messages and unexplained crashes.

Lack of disk space

With hard disks averaging between 256 GB (SSDs) and 512 GB (for mechanical HDDs) in size, disk space is still an issue.

“Bloatware” you don’t need

From day one, some PC and software makers install trials, ads, toolbars and other programs you rarely need and show annoying pop-ups and impact performance.

We’re effectively targeting and eliminating the roots of these systems – and fixing them for the user.



A Introduction

20 Years of PC Maintenance Experience



“Tuning tools” are often being stigmatized as snakeoil: With dozens of tools that do either nothing, very little or actually do more harm than good, programs like Avast Cleanup Premium or AVG PC TuneUp intend to show that they are of a different calibre and make a substantial difference.

What sets us apart is the fundamentals of our product: Our all-new Avast Cleanup Premium is powered by technology that’s been developed, fine-tuned and updated for more than 20 years.

Founded in Germany, the TuneUp Utilities quickly became one of the leading programs in the optimization space for Windows 9x, Windows XP, Vista and Windows 7, mostly due

to its patented and innovative features like Program Deactivator. With the acquisition of AVG, TuneUp Utilities became “AVG PC TuneUp” and inherited the best of breed technology and innovation of AVG. With AVG in turn now being part of the Avast family, we have now combined the best of both worlds and are proud to bring users the most advanced PC maintenance, cleanup and speedup program to date.



B Product Overview

Enhanced to Speed, Clean & Fix PCs.

Our all-new Cleanup Premium is a complete overhaul of our previous offering with multiple features to speed up, clean up and fix PCs. The following chapter shows you the different product focus areas, how the features work and what's going on behind the scenes.

There's certainly something about a new computer: The new screen just pops, the performance seems incredible, battery life is great and most PCs or laptops these days have become quite sleek machines.

Fast forward to just a few weeks later and with all your programs installed, files on board and settings restored: In many cases, you're already starting to see a decline in many of the factors that make your PC experience fun and productive.

Avast Cleanup was made from the ground up to take care of your PC from day one, but also can work hard to make your aging PC feel new again.

Our comprehensive range of 10+ tools include Sleep Mode, Disk Cleaner and Software Cleanup among the features that offer more speed, less crashing, and more disk space for both novice and experienced users.

We can run a routine maintenance just with one click, optimizing startup, fixing problems and cleaning your hard disk so you don't have to.

To make your life easier, we've included an Action Center to give you notifications in case there are new programs slowing you down, new junk to clean or more problems.



BETTER PERFORMANCE

Finds & solves performance bottlenecks.



MORE DISK SPACE

Thorough cleaning for more than 200 Apps & Windows features. Day in, day out.



RELIABLE MAINTENANCE

Tools to fix problems & reliability issues.



B Product Overview

Maintenance - The 1-Click PC Wash

If users don't have the time or deep knowledge to fine-tune their laptops or PCs, Avast Cleanup's Maintenance feature comes to the rescue: It optimizes and cleans up daily clutter in all areas of the PC with just one click.

During a typical workday you browsed dozens of sites, ran multiple programs and maybe even (un) installed a few.

The result: you've accumulated hundreds of Mebibytes of junk files, cookies or even adware in just a few hours. Do you really want to hunt down

each one individually and delete it? No. Most users can't and even the absolute professionals who know where to look, would need hours to clean up these leftover files.

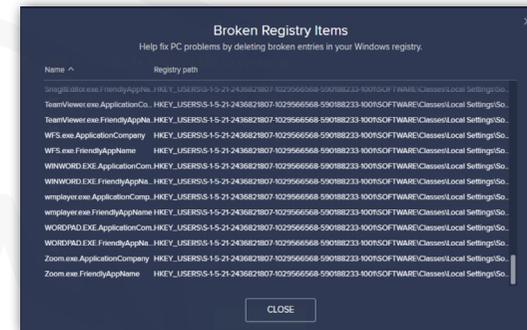
That's why users, both novice and pros, should run our 1-Click Maintenance every day.



B Product Overview

Maintenance - How Can I Use It?

Simple: Just open Avast Cleanup Premium and click on the Maintenance button. You'll soon be greeted with a detailed analysis.



Windows registry issues (“Registry Cleaner”)

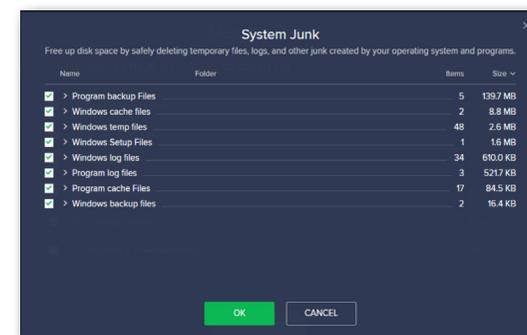
According to [Microsoft experts](#), fixing Registry errors is a crucial part of daily maintenance: “Registry cleaners have always been popular, but I never paid much attention to them. I originally thought that there might be valid reasons for their existence, but over time changed my mind, only to recently recognize that even today they can help maintain Registry hygiene.”

As the Registry plays a critical role of any Windows® operating system, Registry issues likely result in program crashes and error messages. The following Registry-related issues tend to occur frequently:

- **Invalid startup entries**
These leftover entries may cause startup errors
- **Incorrect file type references**
Causes files to be opened by the wrong program
- **Incorrect uninstaller entries**
These leftover entries may cause startup errors
- **Incorrect file type references**
These entries lead to errors when installing or uninstalling applications
- **Missing fonts**
Causes fonts to not show up in programs

Broken Shortcuts

Do you experience error messages when opening files in programs, on the desktop or in Windows? This occurs when you delete a file, but Windows and programs still list it in their Most Recently Used lists (MRU). The Shortcut Cleaner turns chaos into order by removing unnecessary shortcuts on your desktop, in your start menu, and in recently used lists like songs played in Media Player or documents in Microsoft Office that were deleted a long time ago.



Windows, Programs & Browsing Cache Files

Windows® and its programs produce an enormous amount of data residue. Both the operating system as well its programs continuously generate logs in the background, create history lists, and store temporary files. See more in chapter 4 (“Disk Cleaner”) and chapter 5 (“Browser Cleaner”).



B Product Overview

Maintenance - How Does it Work?

Automatic Maintenance uses the following features and cleaning methods to take care of your daily clutter:

Tracking Cookies

In addition to the typical browser cache and temp files mentioned above, many browsers use 'tracking cookies' to trace your behavior. These more privacy invading cookies send a log of your online activities, and tie them to your IP address so that online advertising companies can track your behavior.

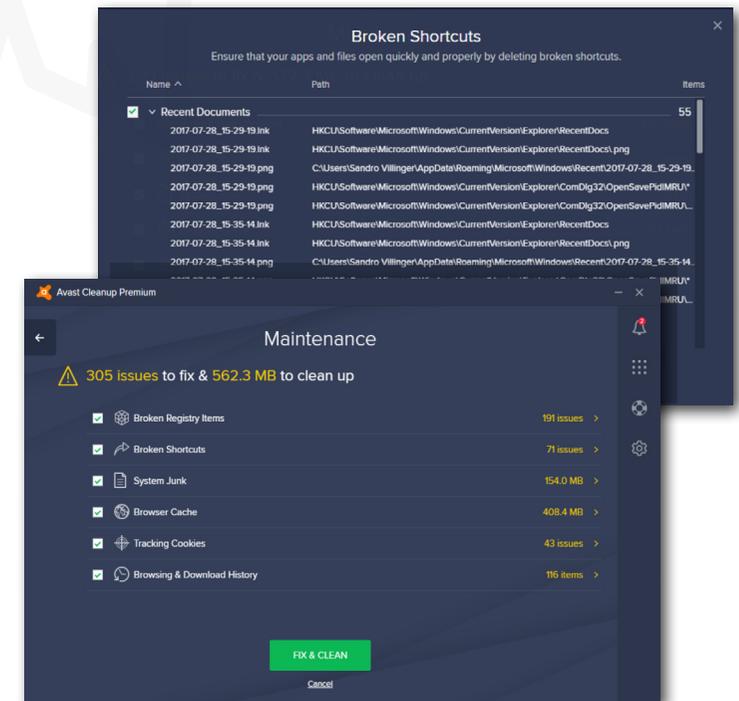
The next time you go online, you'll likely be greeted with ads relevant to your behavior. For example, if you were looking for flights to London one day, you'll see ads for London hotels the next time you go browse your daily news site. Our maintenance makes sure these tracking cookies get deleted as part of the daily cleaning routine.

How can I use it?

Simple: Just open up Avast Cleanup Premium and click on the Maintenance button. You'll soon be greeted with a detailed analysis.

Check all the items you want to delete and hit **Fix & Clean**. Note: Maintenance only cleans up items that are very safe to delete.

To go a bit further and do a deep-clean, you need to head over to the individual features, such as **Disk Cleaner** or **Browser Cleaner** to really scrub off the rest and get your PC back into top shape.



B Product Overview

Sleep Mode (& Startup Manager) - Patented Optimization

Ever wondered why PCs get slower over time? It's rarely due to hardware wear and tear, but rather caused by the amount of programs you install and use.

Obviously, the solution can't be to simply delete them all. After all, you've installed and are using them for a reason. This is where our patented Sleep Mode, powered by its "Program On Demand"-Technology comes in.

Many programs you install, such as iTunes, Skype or Adobe Reader come with so called background processes, Windows services, startup items and scheduled tasks. These program components are often still active even when the corresponding program isn't being used. For example, even when iTunes isn't running, it's running many background tasks. This causes...

- RAM to be tied down
- Constant usage of CPU resources
- An increase in in hard disk activities
- An increase in PC/notebook power consumption
- Annoying info messages and splash screens (e.g. during Windows® startup) to appear



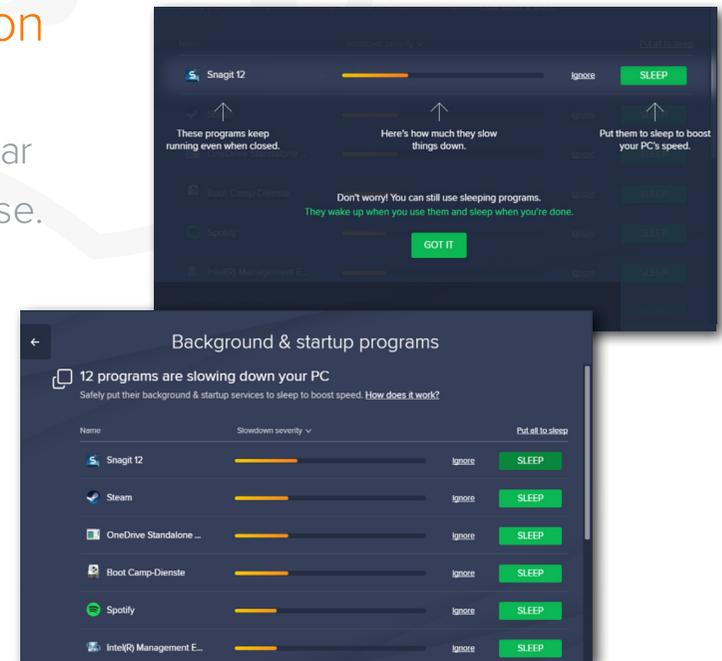
Sleep Mode solves this problem once and for all. It also combines the power of a startup manager, allowing you to turn off unnecessary programs that run automatically when you turn on your PC.

How does it work?

Sleep Mode speeds up your PC by stopping programs (and their program components mentioned above) that you rarely use from quietly draining processor power, such as instant messaging tools, screen capture utilities or driver control panels. And you don't need to worry about losing access to the programs you love; Automatic Start-Stop Mode allows any programs that you have put to sleep to be reactivated in a single click. When you have finished using them, they are automatically deactivated again.

How can I find it?

Go to our **Speed Up** section and click on **Background features & programs**. Sleep Mode shows a list of all the applications that are draining your PC's performance. The list shows which applications are draining the most power and with one click, you can



select the ones you want to put to sleep. You also have the option to put apps on an 'Ignore' list, which is useful for those programs you really want to keep running in the background, such as remote assistance tools or power management apps for laptops.

Turning off all other programs running in the background will reduce performance and battery draining; and whenever you need a certain program, Avast Cleanup will turn it back on again as soon as you access it.

B Product Overview

Disk Cleaner - Spring-Cleaning, All Year Round

Despite hard disks coming down in price immensely, every user faces the dilemma at one point: the disk fills up and you can't store anything anymore.

Now, before you go about deleting things that are precious to you, use our Disk Cleaner. Windows® and its programs produce an enormous amount of data residue. They generate logs in the background, create history lists, and store temporary files en masse. We're not talking some megabytes here, we're talking often dozens of gigabytes of, resulting in:

- **Installation problems:** If data residue is left behind after numerous installations, this can block future setups.
- **Crashes:** Many programs (and even the Windows® system) forget to delete temporary files after using them, which can lead to stability issues.
- **Insufficient disk space:** PCs can become quite unstable and slow when the device is running out of disk space... and of course and most importantly: You can't store your new and favorite files anymore!

This isn't just a one time thing. It happens every day and with almost every action you perform.

How does it work?

These problems can be solved by Avast Cleanup's Disk Cleaner which is run automatically and cleans up the following types of files:

- **Lost clusters:** Repair programs (such as Microsoft®'s own Check Disk), search for lost blocks of data (clusters) on the hard disk and store these as files. However, it's generally not possible to reconstruct usable data from these files.
- **Leftover installation files:** Residue from MSI (Microsoft® Installer) installations. Many programs make use of the MSI installation routinely but often leave behind traces afterwards.

- **Windows® error reporting:** When programs crash, Windows® creates a report that contains not only information on the error that caused the crash, but also personal user information (e.g. files that were open in the program that crashed).
- **Temporary system files:** Many programs and Windows® functions create files for interim storage (e.g. TMP files) that are required for program execution. Programs often "forget" to delete these temporary files later and sometimes leave behind personal user information.



B Product Overview

Disk Cleaner - Spring-Cleaning, All Year Round

Our Disk Cleaner includes significant cleaning definitions to help remove wasteful files of more than 200 programs.

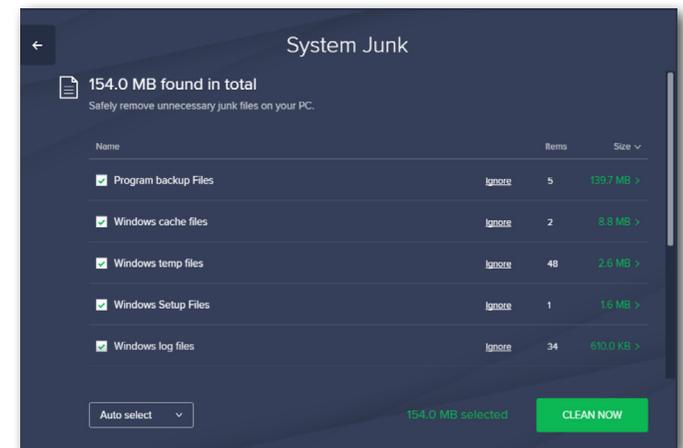
Here are just some of the highlights of what Disk Cleaner cleans:

- **Steam Cleanup:** When a game is downloaded via Steam, it downloads files like DirectX, C++ redistributables and other files necessary for the game you launch. But once you launch it, these files remain. In this release, we're now detecting even more of these wasteful files hidden in all Steam and game folders.
- **Windows® 10 apps:** We're cleaning temporary files, caches, log files, and leftover cookies from all built-in apps in Windows 8 and Windows 10.
- **Windows Upgrade files:** All leftover files from when a user has upgraded to a newer version, such as Windows 10 Creators Update. These files can be several gigabyte in size. This also includes all future in-place upgrades for Windows 10 and onwards.

- **Skype:** Cache files, temp files and backup installation files from Skype.
- **All Cyberlink® products:** Leftover log files, temp files, trace files and also backup installer files from more than 25 Cyberlink products, such as Cyberlink® PowerDVD.
- **NVIDIA and Intel software:** Leftover data that is created by installing and running Intel and NVIDIA drivers.

Where can I find it?

Click the **Free Up Space** button and select **System Cache & Logs**. Go through the list of items you may want to clean up. The descriptions (when you mouse over an entry) will let you know what kind of programs have produced the accumulated data traces that you're about to clean up. Hit the **Clean Now** button!



B Product Overview

Disk Cleaner - Obsolete Data Removal

In total, we remove leftover data from the following files:

Programs

- Awesome
- HP Programs
- Abbyy Fine Reader
- Ableton Live
- Acdsee
- Acoustica
- Ad Aware
- Adobe PhotoShop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe InDesign
- Adobe Experience Design
- Age Of Empires 3
- Age Of Empires Online
- Aimp
- Alcohol
- Alwil
- Amd
- Among The Sleep
- Any DVD Converter
- Apple iTunes
- Apple QuickTime
- Ashampoo Programs
- Audacity
- Audials Tunebite
- Auslogics
- Avidemux
- Avira
- Avs Video Editor
- Azereus
- Battle Net
- Bioshock 2
- Bioshock Infinite
- Bit Defender
- Blaze Media Pro
- Borderlands 2
- Bs Player
- Cakewalk Programs
- CD-DVD Burn
- Clean My PC
- Comodo
- Copernic Desktop Search
- Corel Programs
- Creative Sound Blaster
- Crysis 3
- Crysis
- Crysis Warhead
- Crysis Wars
- Cyberlink Programs
- Deep Burner
- Device Doctor
- Display Fusion
- Download
- Dream Log
- Driver Cleaner
- Driver Genius
- Driver Max
- Driver San Francisco
- Electronic Arts
- Emule
- Evernote
- Facebook
- Filezilla
- Final Fantasy
- FI Studio
- Gimp
- Gom Player
- Google Earth
- Google Programs
- Google Talk
- Half Life 2
- Hand Brake
- Hijack This
- Hitman Pro
- Internet Explorer
- Image Preview for ACD See
- Intel Programs
- Internet Download Manager
- Java
- Jdownloader
- Kaspersky Programs
- Last FM
- Left 4 dead 2
- Magix
- Mail Washer
- Malwarebytes
- Manycam
- Manycam
- Media Player Clasic
- Memory Dumps
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Outlook
- Microsoft OneNote
- Microsoft Publisher
- Microsoft Play Ready
- Microsoft Security Essentials
- Minecraft
- Mobile Master
- Movie Plus
- MSN Messenger
- Music Editor Free
- Music Match Jukebox
- Namo Web Editor
- Nero Programs
- News Leecher
- Nik Collection
- NVIDIA Drivers
- O&O Defrag
- Origin Client
- Paint .NET
- Perfect Disk
- Photo Pos Pro
- Photomatix
- Photopad
- Photoscape
- Pinnacle Studio
- Pokerstarts
- Portal
- Power Cinema
- Power DVD
- wQuicken
- Quicktime Player
- Rayman Legends
- Real Player
- Revo Uninstaller
- Roxio Programs
- Saints Row The Third
- Skype
- SnagIt
- Sony Acid
- Sony Movie
- Sony Programs
- Sony Sound Forge
- Sony Vegas
- Sonyacid
- Spybot Search & Destroy
- Spyware
- Startmoney
- Steam
- Strikessuitzero
- Symantec Norton Antivirus
- Teamspeak 3
- Teamviewer
- Tomb Raider
- Trackmania 2
- Traktor
- Ultra Edit
- Uplay
- Vcl
- Video Pad
- Vmware
- Warthunder
- Wavepad
- Winamp
- Winrar
- Winzip
- Yahoo Messenger
- Zonealarm
- Zoner Photo Studio
- Security Center Log Files
- Security Logs
- Software Distribution Cache
- System Logs
- System Restore Points
- Temporary Files
- Temporary Help Files
- Thumb Cache Files
- Windows Backup Files
- Windows Defender
- Windows Games Statistics
- Windows Live Movie Maker
- Windows Mail
- Windows Media Player Cache
- Windows 8/10 Apps
- Windows Setup Files
- WPF Font Cache

Windows Features

- Error Reports
- Clipboard
- Checkdisk Lost Cluster
- .NET Framework
- Recent Documents
- Recycle Bin
- Remote Desktop Cache



B Product Overview

Browser Cleaner - Clear Your Traces

Just by scrolling down your Facebook feed, you'll accumulate hundreds of temporary browsing files, cookies, logs and more. Just imagine how much a month worth of browsing amounts to!

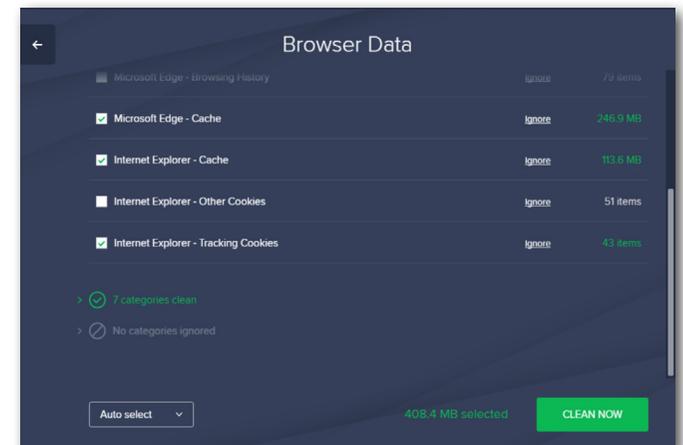
All this leftover data, when not deleted, isn't just a privacy risk but also occupies precious disk space and may even lead to problems when running your browser.

How does it work?

Browser Cleaner cleans up online traces and temporary data from over 25 browsers, including Internet Explorer®, Chrome™, and Firefox®. It helps protect your privacy by removing leftover data that browsers can't delete by themselves, such as Adobe Flash® Cookies, and optimizes the browser database to troubleshoot and speed up the browser.

How can I use it?

Go to Free Space and hit the **Browser Data** button. Select the type of data you want to delete from your browser and hit the **Clean Now** button.





B Product Overview

Software Cleanup - Bloatware Be Gone

Our improved Software Cleanup detects adware, trials, toolbars or other preinstalled "junkware" and now even shows you programs you haven't used in ages.

Unnecessary programs can take up space and cause performance issues, but thanks to Avast Cleanup Premium, you can get rid of them.

How does it work?

Software Cleanup (SWCU) helps you remove programs you really don't need on your PC. Experts use various terms to determine different kinds of these junk programs:

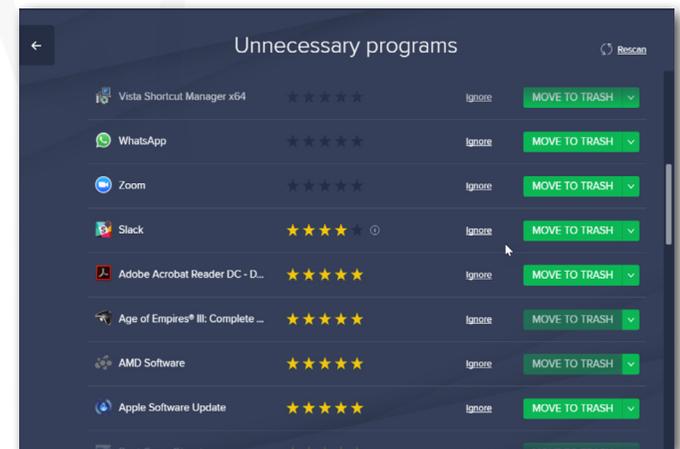
- **Crapware/Bloatware/Junkware:** Unwanted software that mostly comes pre-installed with personal computers. This may account for up to 45% of pre-installed software on a new PC. The term also applies to programs and data that are left behind even after you've uninstalled these unwanted pieces of software.

- **Grayware:** Unwanted programs that slow down PCs and cause security risks.

SWCU lists all installed software and provides a cloud-based rating of programs, which is based on blacklists/whitelists, heuristic algorithms, Avast's Recommendation Engine and also user ratings. This helps users decide what to remove and what to keep on their PC.

How can I use it?

Go to **Speed Up** and look for **Unnecessary Programs**. Here you will find a list of apps you really don't need. If you're not sure about a certain program, click on **MOVE TO TRASH** which puts the program in a sort of quarantine, where it doesn't drain your resources anymore. Once you're sure you no longer need it, you can safely permanently remove it.



NEW IN 2018!

We now detect the "zombie" programs on user's PCs that they haven't used in ages and just consume space and resources.



B Product Overview

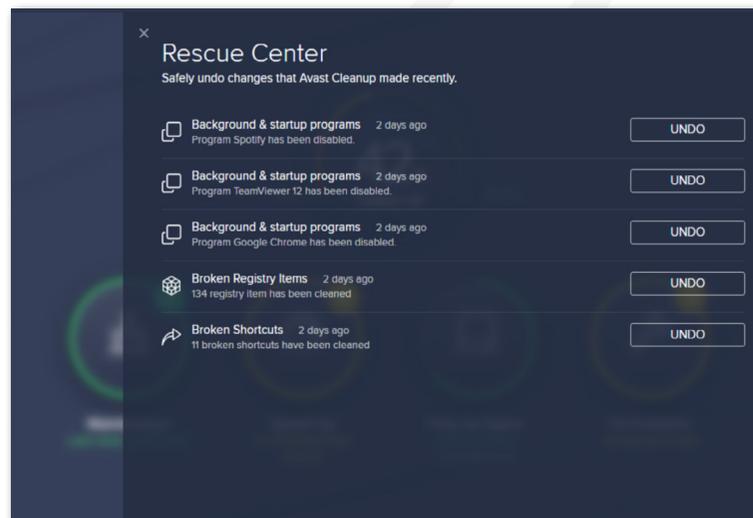
To the Rescue - Rescue Center

Not happy with a certain setting? Our Rescue Center allows you to undo almost all optimizations you've performed with Avast Cleanup Premium.

With the exception of files you've deleted using Disk Cleaner, Browser Cleaner, and Software Cleanup, you can undo all optimization steps such as problems you've fixed or programs put to sleep.

How can I use it?

Go to Avast Cleanup Premium and click on the little rescue icon on the right. Here you will see a list of all optimization settings you can restore with just a click:



B How can I get Avast Cleanup Premium?

You can download a trial or purchase the product from <https://www.avast.com/cleanup#pc>. Reviewer licenses are available from your local press contact.

Avast (www.avast.com), the global leader in digital security products, protects over 400 million people online. Avast offers products under the Avast and AVG brands that protect people from threats on the internet and the evolving IoT threat landscape.

The company's threat detection network is among the most advanced in the world, using machine learning and artificial intelligence technologies to detect and stop threats in real time.

Avast digital security products for Mobile, PC or Mac are top-ranked and certified by VB100, AV-Comparatives, AV-Test, OPSWAT, ICESA Labs, West Coast Labs and others.

Avast is backed by leading global private equity firms CVC Capital Partners and Summit Partners.





Contact Information

Provided in case you are working with particular individuals or agencies on this review. If you have any questions about Avast Cleanup or any of the included software, please contact:
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