**August 2011 - Firefox & You**

Subject line:

* Desktop Version:  Stay fast, stay secure.  Upgrade your Firefox.
* Mobile Version: 3 Firefox mobile tools you should be using.

Intro:

- Back to school, back to work.

- Stay secure  stay fast. Firefox 6 - Upgrade

- Webify me - link to Jane/Winston results or a celebrity

(Possibly add in a mobile specific intro? Or just make this work with both version of the newsletter.

Feature

Stay fast, stay secure - download the latest Firefox

Fx6

User Facing: Faster start-up and updates to the interface streamline everyday tasks to make browsing more efficient.

* Focused  Awesome Bar: Highlights the domain name of the website you’re visiting,  making it easier for you to quickly glance at the address bar and make  sense of what site you’re on, saving you time and potential confusion.
* Refreshed  Identity Block: The clean, updated look flows nicely in the interface  and makes the identity block “pop” so you can quickly identify  legitimate domains.
* Screenshot with focused awesome bar
* Faster   start-up with Panorama: Panorama helps you group and organize your  tabs  to  make Web browsing more fun and efficient. Improvements reduce   browser start-up time by only loading saved tab groups when you use   Panorama.
* Panorama video or screenshot

**Mobile Feature:**

User facing: Faster start-up and interface updates that streamline everyday browsing.

* Enhanced  tablet experience: Sleeker experience on tablets by optimizing fonts,  UI elements, buttons, etc. Beginning of more to come!
* link to list of compatible tablets : <http://www.mozilla.com/mobile/platforms/>
* New first-run experience  with discovery guide: Get to your home page quickly and discover  browser features on the side panel. Firefox starts faster and uses less  memory.
* Higher  quality image rendering (on devices with NEON-compatible processors):  Read easier with crisper text, faster rendering, and less pixelation  when zooming
* Visual refresh: A fresh look for the browser to feel even more harmonized on Android devices (Gingerbread)

**Mobile Feature 2:**

Tell us what you want - survey.   A short paragraph explaining that we're requesting feedback on the mobile newsletter content.

**Desktop Add-ons**

**Pick of the month:**

Textarea Cache

<https://addons.mozilla.org/en-US/firefox/addon/textarea-cache/>

**Runner-ups:**

Quick Wiki

<https://addons.mozilla.org/en-us/firefox/addon/quickwiki/>

Puzzle

<https://addons.mozilla.org/en-us/firefox/addon/puzzle/>

**Mobile Add-on**

<https://addons.mozilla.org/en-US/mobile/addon/reading-list/>

Reading List

**Personas**

- Coming from Deb Richardson by Friday, Aug 5