

To ensure Active Setup runs during a fresh install, **increment the "Version" value in the HKLM (HKEY_LOCAL_MACHINE) registry key**. This forces the Active Setup process to compare the HKLM version with the HKCU (HKEY_CURRENT_USER) version and execute the "StubPath" command when a user logs in, effectively triggering the setup process on each login for that user. [1, 2]

Elaboration:

1. **Active Setup and Versioning:** Active Setup is a Windows mechanism that allows an application to perform user-specific configuration upon user login. It works by comparing versions in the HKLM and HKCU registry hives.
2. **HKLM vs. HKCU:**
 - **HKLM:** Stores the master Active Setup data (application name, StubPath, and Version).
 - **HKCU:** Stores the user-specific Active Setup data, which is populated based on the HKLM data during logon.
3. **Incrementing the Version:** If the version in HKLM is higher than the version in HKCU, Active Setup will execute the command specified in the "StubPath" value and update the HKCU version.
4. **Example:**
 - **HKLM:** [1, 3]

```
HKEY_LOCAL_MACHINE\SOFTWARE\Microsoft\Active Setup\Installed  
Components\{GUID}
```

```
@ = "MyApp"
```

```
StubPath = "msiexec.exe /qb /i C:\Path\To\MyInstall.msi"
```

```
Version = "1,0,0"
```

- **HKCU:** Initially, this key might be empty or have an older version.
- **On Logon:** If the HKLM "Version" is, for example, "1,0,0" and the HKCU is older or doesn't exist, Active Setup will execute the "StubPath" command. [1, 3]

1. **Fresh Install Scenario:** During a fresh install, the HKCU key will be empty or have an older version. Incrementing the "Version" value in HKLM ensures that Active Setup runs on the first login for the new user, performing the necessary setup or configuration. [2, 2, 3, 3]
2. **Incrementing the Version:** To make Active Setup run again for a fresh install, you would typically increment the "Version" value in the HKLM registry key. For example, if the current version is "1,0,0", you could change it to "1,0,1". [2, 2, 3, 3]

In summary: By incrementing the "Version" value in the HKLM registry key, you force Active Setup to re-execute the "StubPath" command during the first login for each user, ensuring that the necessary setup or configuration is performed during a fresh install. [1, 2]

[1]

<https://www.reverera.com/blog/software-installation/using-active-setup-to-repair-user-settings/>

[2] <http://www.itninja.com/question/active-setup-1>

[3] <https://psappdeploytoolkit.com/docs/3.10.2/reference/functions/Set-ActiveSetup>