

Licensing Windows® Embedded Operating Systems

Turn to the experts at BSQUARE

As a leading provider of Windows® Embedded licensing, BSQUARE has the knowledge and experience to help you navigate safely through the entire software licensing process. As an industry-leading systems integrator and distributor of Microsoft Embedded licenses, we are able to answer your technical questions, provide expert guidance, and help you select the tools you need for maximum productivity.

BSQUARE's Licensing Team is 100% dedicated towards selling and supporting the full lineup of Windows Embedded Operating Systems (OS). The expertise we provide enables OEMs to save money, maximize operational efficiencies and gain full leverage from Microsoft.

Microsoft Embedded Operating Systems available from BSQUARE

As the leading supplier of Windows® Embedded tools and licenses, BSQUARE offers Microsoft operating systems and development tools to meet the requirements of any Windows Embedded device, allowing you the flexibility to select the platform that best meets your needs:

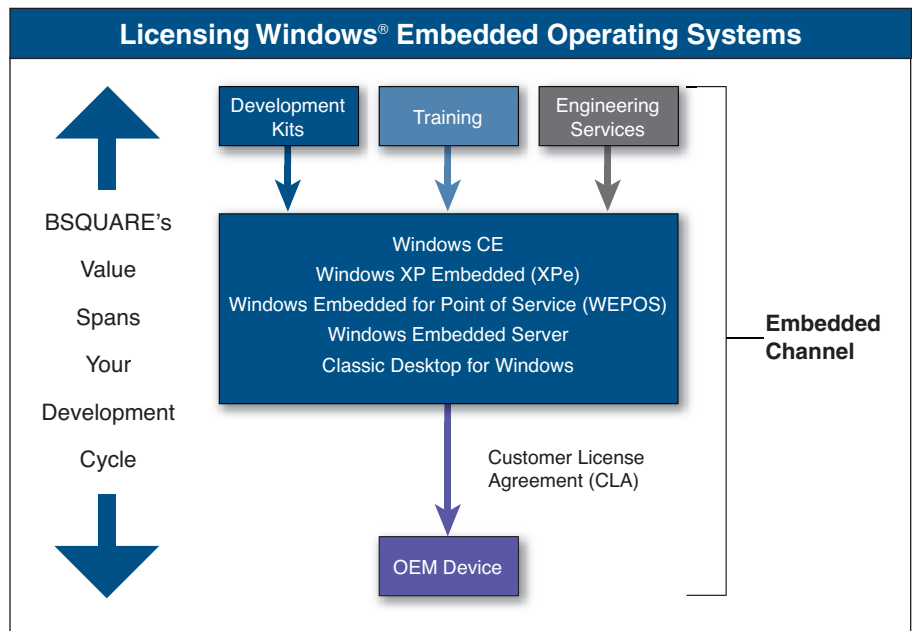
- **Windows XP Embedded (XPe).** Windows XP Embedded is ideal for full-featured connected devices that need the highest reliability, such as retail POS terminals, thin clients, ATMs, and full-featured IP set-top boxes.
- **Windows CE.** Windows CE is ideal for small-footprint devices, and BSQUARE offers several versions of this OS. The latest version, 6.0, inte-

grates reliable, real-time capabilities with advanced Windows technologies to enable a wide range of innovative devices—from basic set-top boxes to PDAs and smartphones.

- **Windows Embedded for Point of Service (WEPOS).** Based on XP Embedded, Windows Embedded for Point of Service is Microsoft's first operating system specifically developed for vertical markets. This version of Windows has been optimized for retail point-of-service devices, such as point-of-sale systems, information kiosks, and self-checkout or registration kiosks.
- **Windows Embedded Server products.** Microsoft Windows Embedded Server Products give OEMs a powerful way to leverage advanced server technology for dedicated-purpose server systems. BSQUARE

offers a range of embedded server products, from Windows Server 2003 R2, to versions designed specifically for storage, server appliances, enhanced security, and data protection, to an embedded version of SQL Server.

- **Classic desktop versions of Windows.** If your embedded device runs a legacy Windows application originally designed for desktop systems, one of the classic desktop versions of Windows (such as Windows XP Professional) can be a cost-effective solution.
- **Development tools.** BSQUARE offers two development tools: Target Designer for Windows XPe and Windows CE Platform Builder. Both include a complete OS, plus tools for building a customized platform tailored to the specific requirements of your device.



Why license through BSQUARE?

Recently named by Microsoft as Systems Integrator of the Year, BSQUARE has the knowledge and experience to help you navigate through the entire licensing process. The benefits you get by licensing through BSQUARE include:

- Industry-leading, long-term Windows® Embedded expertise.** BSQUARE has accumulated many years of Windows Embedded experience as we have been working with Windows Embedded operating systems and development tools since 1994. With our guidance, you can be confident that you are making the right licensing decisions and that you will experience a smooth licensing process.
- Top-quality, responsive customer care.** Superior customer care is our number one priority. Our licensing sales team only sells Windows Embedded licensing – not hardware or components like other distributors. We are 100 percent dedicated to Windows Embedded and are familiar with all aspects of Windows Embedded tools, operating systems, and licenses. You will also have a dedicated account manager who will ensure that all your needs are met. Together, these experts will guide you through the licensing process, making sure that you receive and understand the appropriate legal agreements and that your run-time licenses are delivered promptly.

- Top notch support and services.** Our close relationship with Microsoft gives us maximum leverage in getting you the best possible support. We also offer professional engineering services, free BSPs for several leading processors, proven development products that accelerate your time to market, technical services, and Microsoft-certified training at your facility or ours—so we can serve as a single source for all your device development needs.

Why the Embedded Channel?

The Embedded Channel offers:

- Lowest pricing.** Not only do embedded versions cost less (because of their restricted use), but they also don't require any volume commitments—you just pay as you go.
- Longest product availability and support lifecycle.** Products purchased through the Embedded Channel are available and supported for up to 15 years—significantly longer than those purchased through alternative Microsoft channels.

How to become an OEM

If you are interested in becoming an Embedded Channel OEM, simply follow these steps to acquire Windows Embedded licenses:

- Review and sign a Microsoft OEM Customer License Agreement (CLA). This is a one-year agreement that automatically renews for a second year. It doesn't require any commitment to product, volume or price—it simply makes you eligible to buy from the Embedded Channel.
- Decide if you want to use a third party (such as a contract manufacturer) to install the OS. If you do, sign the Third Party Installer Agreement.
- BSQUARE provides you with the tools you need to get started. These include OEM Preinstallation Kits for the desktop, server, and WEPOS products (available at no charge), and toolkits for Windows CE and XPe.
- Once you're ready to launch your product, you specify the operating system product(s) you want and how many licenses of each (one per device), and BSQUARE will send you a Certificate of Authenticity (COA) sticker for each device.

Take the Next Step: Contact BSQUARE Today.

To find out more about Windows Embedded licensing, request an Express Quote or an Evaluation kit, contact BSQUARE at 1-800-820-4500 or email sales@bsquare.com.



For more information, please visit www.bsquare.com

About BSQUARE:

BSQUARE is a solution provider to the global embedded device community. Our teams collaborate with OEMs at any stage in their device development to bring quality products to market faster. Since 1994, BSQUARE has been a trusted partner to smart device makers worldwide.

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