

**“BSQUARE helped us bring an innovative product to market in record time. We consider them our business partner and look to them for help in achieving our goals.”**

**Takami Kasasaku**  
**Director, Platform Engineering Dept.**  
**Fujitsu Frontech Limited**

**FUJITSU** FUJITSU FRONTECH LIMITED



*Fujitsu Frontech Handheld Terminal*

### Profile

Fujitsu Frontech is a leading company that applies cutting-edge technology to the development of products and services that increase security, improve business efficiency, and enhance the convenience of everyday life. Its products include:

- Financial systems, such as ATMs
- Mechanical devices, such as passbook printers
- Industrial and public systems, such as information display devices for public spaces and hospitals
- Retail systems, such as POS devices, hand-held terminals, devices that use RFID tags, and touch-panel PCs
- Software and services

For more information about Fujitsu Frontech, please visit

<http://www.frontech.fujitsu.com/en/>

### Business Challenge

As a total-solution company that supports corporate activities in many different industries, Fujitsu Frontech decides in each case whether it can most efficiently deliver the latest and highest-quality technology by investing its own resources in creating a solution, or by collaborating with a partner that has extensive expertise in the area in question. In determining how best to improve the performance of its Windows® CE SDIO stack, Fujitsu Frontech decided that it made the most sense to partner with BSQUARE. “When it comes to incorporating Windows® CE and Windows Mobile® technology, BSQUARE has unparalleled expertise,” says Takami Kasasaku, Director of the Platform Engineering Department of Fujitsu Frontech.

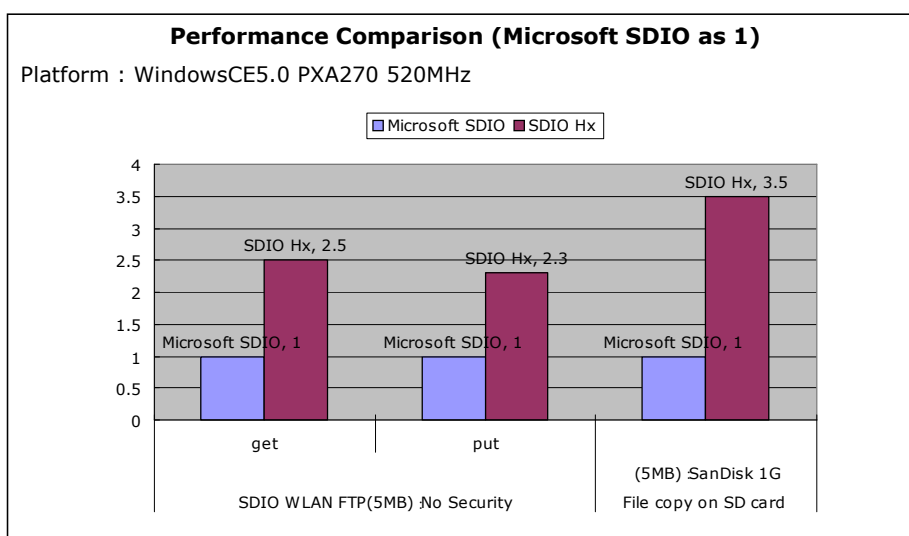


*Fujitsu Frontech Payment Terminal*

### Business Solution: BSQUARE SDIO Hx

Fujitsu Frontech chose to enhance Windows CE SDIO performance with BSQUARE's SDIO Hx product. "We used to develop our own SDIO solution, but in this case we were facing obstacles in terms of both resources and experience," said Kasasaku. "Using SDIO Hx enables us to deliver more value to our customers. We've been very happy with the results."

Figure 1, below, compares test results for Platform Builder with SDIO Hx results—both for copying a 5-MB file to an SD card and for sending and receiving a 5-MB file over a wireless LAN.



### For the Future

Based on its positive experience with SDIO Hx, Fujitsu Frontech plans to continue using BSQUARE products in the future. "We expect BSQUARE to keep developing innovative product and solutions that enhance our products' value," said Kasasaku. "We also anticipate working with them as our business partner when we deploy our next-generation products, such as e-paper."

**About BSQUARE** Since 1994, BSQUARE has helped world-class manufacturers and system integrators design, develop, and test innovative smart devices—and do so quickly and cost effectively. With its deep expertise in the latest hardware and software, BSQUARE has helped successfully launch hundreds of innovative products and applications. A Microsoft Gold-level Windows Embedded Partner and Systems Integrator, BSQUARE has been awarded the Windows Embedded Systems Integrator and Distributor of the Year awards by Microsoft.



For more information, please visit [www.bsquare.com](http://www.bsquare.com) or e-mail us at [sales@bsquare.com](mailto:sales@bsquare.com).

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