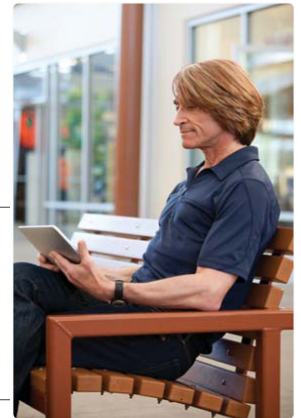


Adobe® Reader® Mobile Software Development Kit

Bring Android products to life with best-in-class product development solutions from Bsquare

Highlights

- Supports PDF, EPUB and eBook content protection functionality
- Provides scalable document rendering for multiple operating systems
- Enables custom UIs and sharing of books between devices
- Simplifies monetization of book sales and content delivery



Overview

Recent research from the Yankee Group indicates that sales of eReaders are exceeding \$1.2 billion per year and anticipated to reach \$3.7 billion per year by 2013. Fueling this growth is consumers' accessing digital content in a number of different forms across a wide range of device types. The Adobe® Reader® Mobile SDK (RMSDK) enables developers to easily develop applications and devices with a custom UI that can be monetized with book sales on a wider range of mobile devices and with support for different form factors and operating systems.

The newest features of the RMSDK include:

- PDF reflow, enabling resizing text-oriented documents for greatly improved readability on small screens
- EPUB support, providing support for the new XML-based standard for reflow-centric eBooks.
- DRM password protection (OpenSSL) – allowing for free or sold books – solves for encryption
- Multi-device use via “Digital Editions” and “Adobe ID” – book sharing
- Integration with Adobe Content Server & device interoperability – monetizing & server integration
- HTTP style interface & multi-language support – customization

Experience Matters

As an Adobe® Scaling Partner, Bsquare has extensive Adobe® Flash® development and porting experience. For developers wanting to deploy mobile content across multiple operating systems and device types Bsquare offers licensing and development expertise including:

- Expertise on all leading platforms - over 1,000 embedded projects and over 100 Adobe® Flash® ports
- Adobe® Flash® Player, Adobe Flash® Lite and Adobe AIR® experience
- Application development services from concept to support
- Worldwide development and services delivery, including local resources in APAC
- E-reader, UI, & application expertise across platforms
- Mobile Development Platform including phone, email and an Knowledge Base.

The result is a powerful device, combined with an attractive user interface that is carefully designed for mobile devices – with the perfect balance of UI attractiveness and economic power-use

STEPS TO MARKET WITH RMSDK

1. Submit your completed Bsquare Product Information Document
2. Request a product evaluation or, if the full Adobe product is needed, purchase the RMSDK from Bsquare
 - Product evaluations using one of the current builds: Windows Mobile®, Linux, or Android are available for 30-60 days
3. Complete needed porting, UI, skinning and application development
 - Bsquare provides a full range of development support services—from concept to deployment—for each step in the development path
4. Receive Certification testing and approval from Adobe or explore automated testing platform solutions available from Bsquare
5. Launch your product
6. Obtain high quality application and product support and sustainment engineering services from Bsquare

KEY BENEFITS

What device do your end-users want to read their e-book content on? From concept to market – and every step in between – Bsquare can help at any point along the development path. Call us to find out how we can help you take your e-reader applications to market more quickly and with less risk with product licensing, Bsquare IP and professional services.

Bsquare is a leading enabler of smart, connected devices with a dedicated engineering consulting practice and deep technical knowledge of Microsoft Windows Embedded, Android and other leading platforms, as well as diverse, vertical market expertise. With end-to-end solutions including testing, training and beyond. Bsquare provides developers and device makers with support from concept to deployment.

An extensive partner network enables Bsquare to provide licensing and product support solutions for our clients. And, strong partnerships with silicon vendors allow Bsquare to provide specific optimization and extensions. Work with the highly experienced Bsquare team to accelerate time- to-market, reduce risk, optimize system performance and lower your overall project costs.

For more information, please visit www.bsquare.com. Or email us at sales@bsquare.com

At 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.

Bsquare Headquarters
Toll-free +1.888.820.4500
Tel: +1.425.519.5900
sales@bsquare.com