

Bsquare – Driving Automotive Innovation

Delivering market leading In-Vehicle Infotainment systems

Highlights

- HMI design and development
- Digital display clusters
- Bluetooth / Wi-Fi / WAN enabled communications
- Location-based services, maps and navigation
- Streaming music and rear-seat entertainment



Overview

Today's motorists expect more than transportation; they now demand engaging in-car experiences that seamlessly integrate with their digital lives. They want in-vehicle information (IVI) systems that deliver advanced navigation, digital entertainment, wireless handset compatibility, voice recognition and more. Meeting those consumer expectations puts new demands on automobile manufacturers and suppliers. They need to develop and internationalize new products quickly, reduce time to market and meet stringent automotive quality standards.

Fromn Concept to Market – Delivering quality Results

Bsquare offers deep IVI systems experience, taking concepts to market quickly and efficiently, giving manufacturers and suppliers the results they need in today's marketplace. The end-to-end services offered by Bsquare range from system design and hardware selection, to HMI and software design and integration, to simulated miles in a stability lab, testing and test automation. With the expertise to lead innovative product development, design embedded devices that meet consumer needs and deliver high quality products to market on time and on budget, Bsquare drives results in all aspects of IVI development. The result: products that work the way today's consumers want them to work.

Bsquare Automotive Solution

Bsquare works with a wide range of technology partners, including semiconductor vendors, contract manufacturers and navigation, voice, data communications, media and graphics rendering providers.

Key Bsquare Services

- Product Planning
- System Architecture
- Hardware Engineering
- Licensing
- HMI Development
- Application Development
- Multimedia Engineering
- Platform Software Engineering
- Security Threat Modeling
- Quality Assurance/Stability Lab

Expertise Across the Automotive Value Chain

Manufacturers and suppliers can utilize Bsquare across the automotive value chain, building embedded automotive systems that include today's latest features and services. System design and program management build on deep familiarity in both IVI design and the leading OS and silicon platforms, including system integration and development on Microsoft Windows® Embedded Automotive, Linux and Android™ platforms. Those services extend to design and development including support for Adobe® Flash®, HTML5, Silverlight, Java and C++. The technical expertise and embedded experience of the Bsquare team make it uniquely qualified to provide quality devices for automotive customers. Bsquare has delivered market-leading IVI solutions for leading car OEMs and Tier 1 suppliers.

Consulting Services Save Time, Reduce Costs

Bsquare solution architects, program managers and partner relationships provide auto manufacturers expertise gained through delivering hundreds of successful mobile and embedded projects, as well as the most advanced IVI system ever implemented. Bsquare delivers expert advice on operating system selection and infotainment system architecture and works in all aspects of the automotive V-cycle development model to improve quality within product plans. Bsquare can deliver an initial IVI product plan and prototyping services, and then help automotive OEMs and Tier 1 suppliers customize that system to roll out through multiple, global models.

Center for Quality Assurance

Automotive systems require tests for the thousands of possible combinations of passenger and driver actions. Bsquare-led integration of in-vehicle systems anticipates consumer actions across hundreds of phones, portable media players and other devices. Bsquare, through its IVI Stability Lab, can test thousands of scenarios that lead to system stability including power state transitions, application loading and unloading, memory management and dozens of other parameters. Overall system testing includes testing integration and compatibility between head units, applications and consumer devices.

GENIVI Alliance Member

As a member of the GENIVI Alliance, a non-profit automotive industry alliance driving the broad adoption of an IVI reference platform, Bsquare has full access and insights into the Alliance's efforts to create an open reference platform for automotive infotainment. Bsquare supports the Alliance's work to develop a flexible, open platform that leverages Linux-based core services, middleware and open application layer interfaces to optimize automotive industry solutions.

Next Steps

Find out more at www.bsquare.com/auto Contact Bsquare at +1.425.519.5900 or +1.888.820.4500 or email sales@bsquare.com

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.

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