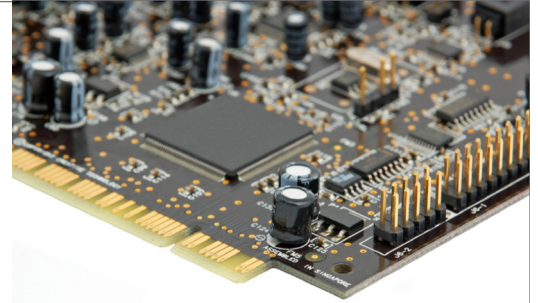


# Bsquare System Builder Program

A value-added program that enables Intel® Technology Providers to aggressively increase presence and competitiveness in growing markets.

## Highlights

- Fulfills the unique requirements of System Builders
- Targets the growing market for smart devices built with PC components
- Leverages familiar Microsoft® Windows® OEM business and licensing models
- Provides access to Bsquare engineering, products and technical support services



## Overview

The Bsquare System Builder Program is a value-added program that enables Intel® Technology Providers to easily leverage Microsoft® Windows® Embedded Standard 7 with designated Intel Desktop Board products.

The Program addresses the technical and business issues faced by System Builders today, enabling Intel Technology Providers to increase their competitiveness in the growing market for smart devices and vertical solutions with:

- Lower cost OS in relation to underlying hardware
- Lower power/green solutions with reduced footprints
- Improved security
- Easier product activation

Bsquare has created an easy to deploy WES7 solution designed around the unique requirements of System Builders. The solution puts delivery of a custom Windows Embedded OS solution for smart devices easily within reach.

The Bsquare solution includes custom WES7 runtime images for eligible Intel “PC-like Embedded” Desktop boards. These Intel Atom™ and Intel Core™-enabled boards are ideal for powering solutions such as digital signage, retail POS, digital surveillance and more.

Combined with favorable licensing and value-added products, support and engineering services from Bsquare, the Program enables System Builders to aggressively grow their market presence beyond the traditional PC desktop.

## Program Benefits

### Bring the power of Windows Embedded to vertical market solutions and smart devices.

Bsquare has created validated Windows Embedded Standard 7 run-time OS images for eligible Intel Desktop Boards. These images are easy to setup, install and deploy and are ready to run with vertical market applications that are compatible with Windows 7.

### Go to market faster and with less risk with a program designed around the unique needs of the System Builder.

Bsquare brings together a unique combination of targeted technology, technical support and professional services to help System Builders bridge the divide between traditional PCs and the next generation of smart devices.

### Receive favorable pricing and licensing options from Microsoft's leading Windows Embedded distributor.

Bsquare is the leading Windows Embedded distributor and offers a licensing model for smart devices that delivers significant business value.

## Why Bsquare?

Bsquare is an industry leader with a proven track record in providing production-ready software products, engineering services, solutions and automated testing for smart, connected devices.

With its deep technical experience with the Microsoft Windows Embedded platform, Bsquare enables device makers and solutions providers to develop and ship best in class products.

Bsquare engineers and designers can help customers manage all phases of device design from platform selection to prototyping, testing and production - ensuring products reach the market in a timely fashion with the best possible component and feature sets.

Since 1994, Bsquare has provided end-to-end product development support including platform consulting, hardware and software development, quality assurance and testing and technical support services that enable OEMs, ODMs and System Builders to get their products to market faster and with less risk.

## Eligible Intel Desktop Products

WES7 images have been developed and validated by Bsquare for the following Intel Desktop Boards: DH61AG, D525MW, DQ67EP.

## Program Components

Program participants receive:

- WES7 run-time image in compressed format, built for a designated Intel Desktop Board
- Bsquare deployment utility tool to unpack
- and easily install the WES7 image to a hard disk
- Bsquare QuickStart Guide and Intel board drivers

PLUS:

- Access to a variety of free and paid Bsquare technical support and knowledge base resources
- Windows Embedded Standard 7 toolkits (available to ITPs via the Intel Flex+ Program)

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For more information, please visit [www.bsquare.com](http://www.bsquare.com). Or email us at [sales@bsquare.com](mailto:sales@bsquare.com)

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## 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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[sales@bsquare.com](mailto:sales@bsquare.com)

## Get Started

### Here's how the program works:

- System Builder must be a member of the Intel Technology Provider Program and have an ITP # or other method of showing proof of membership
- The System Builder contacts Bsquare Corporation via email at: [sales@bsquare.com](mailto:sales@bsquare.com)
- Bsquare Sales engages with the System Builder and confirms they have a Microsoft Windows Embedded license agreement in place
- A Bsquare Account Manager is assigned and helps the System Builder register for the Program
- Bsquare Sales engages cooperatively with the System Builder for joint selling and business development support

## Program Availability

The Program is available only to Intel Technology Providers in North America and EMEA.

## Next Steps

Contact Bsquare via email at [sales@bsquare.com](mailto:sales@bsquare.com). For email, please use the subject line "System Builder Program".

Find Program information at:  
[www.bsquare.com/systembuilder](http://www.bsquare.com/systembuilder).