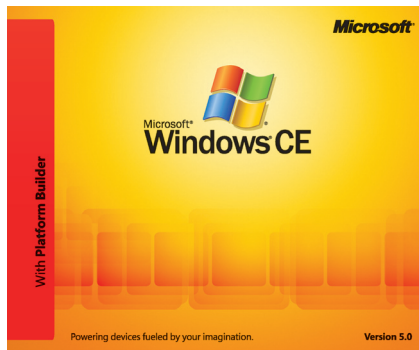


Powering Devices Fueled by Your Imagination



Windows CE integrates reliable, real time capabilities with advanced Windows technologies to rapidly build a wide range of innovative, small-footprint devices.

With core operating system components and powerful development and testing tools, Windows CE provides embedded developers with a unified set of tools to build, debug, and deploy customized Windows CE-based devices. This fully integrated development environment (IDE) also includes emulation technology to enable simultaneous hardware and software development.

For developers who create Web services and applications for Windows CE-based devices, it supports both familiar development tools: Microsoft eMbedded Visual C++® and Microsoft Visual Studio® .NET. These tools provide a familiar development environment so developers can rapidly build next-generation XML Web services and applications on the latest hardware.

Discover the technologies that are supported in Windows CE 5.0 and let Windows CE help you create the future.

For More Information

Please visit the Windows Embedded Web site at: www.msdn.microsoft.com/embedded

SHARED SUCCESS

Share the broad, knowledgeable partner base and comprehensive technical resources committed to supporting you in both technical and business development at minimal cost.

- Low upfront capital investment through free evaluation tools and low cost licensing to reduce total cost of development
- Extended support for up to 10 years
- Worldwide partner base and community collaboration to assist in development efforts
- Freedom to innovate through broad source access and flexibility to create commercial derivatives

GREATER PRODUCTIVITY

Increase development efficiencies by using familiar tools and proven Windows integration to significantly reduce time to market.

- Extensive CPU and driver support for wide-range design options
- Unified development environment and design templates to simplify operating system customization
- Native Windows integration to provide in-the-box support for the latest applications, such as Windows Media Player, Internet Explorer, and Windows Messenger
- Emulation environment for parallel software and hardware development to reduce design cycles
- Powerful application development tools to enable rapid deployment of distributed XML Web services and applications

INTEGRATED RELIABILITY

Design powerful devices that are built on a reliable foundation to enable interoperability between devices, PCs, servers, and Web services.

- Componentized, hard RTOS to enable low latency, bounded deterministic performance
- System wide reliability and manageability through Windows CE error reporting and integrated test tools and scenarios
- Flexibly connect smart devices with robust local and network security technologies for storing and transmitting data
- Wide support for industry standards, such as XML, Bluetooth, and Universal Plug-n-Play



Windows CE 5.0 Includes:

New Features

Embedded developers will find a broad range of new and enhanced features including: unified build environment, automated testing and servicing through Windows CE Test Kit enhancements and Windows CE error reporting, Direct3D Mobile, multimedia performance enhancements, extensive security technologies, and 25 percent more source with the ability to create commercial derivatives.

Platform Development Tools

Platform Builder is the integrated development environment (IDE) that enables you to build customized Windows CE-based embedded devices. It includes wizards and tools for designing platforms and features, a full set of resource editors and compilers, a kernel debugger, and add-in CPU configuration support.

Application Development Tools

To write applications for Windows CE, Microsoft offers a familiar set of programming languages that use managed or unmanaged code, including:

- Visual Studio .NET takes full advantage of the .NET Compact Framework, which uses public Internet standards to enable integration with new and existing applications running on any platform. Supported languages include Visual C#®, and Visual Basic® .NET.
- eMbedded Visual C++ is a standalone integrated development environment (IDE) that brings a new level of productivity to Windows CE development without compromising flexibility, performance, or control.

How to Get Started

There are several ways you can learn more about the benefits of licensing Windows Embedded software and development tools from BSQUARE:

Research

Explore the Microsoft Windows licenses section at www.bsquare.com/licenses.

- Get in-depth information about individual Windows Embedded and Classic operating systems
- Learn how to choose the right operating system for your specific embedded device
- Explore datasheets, white papers, and FAQs in our technical resource center

Analyze

Have one of our experts analyze your Microsoft Windows licensing needs and provide you with the information and tools you need to make the right choices.

- Call BSQUARE today at **888-820-4500**
- Go to www.bsquare.com/licenses and click on the Rapid Support link

Evaluate

A free Software Evaluation Kit provides an opportunity to experience first-hand the power and ease of developing with Windows Embedded.

- Call BSQUARE today at **888-820-4500**
- Go to www.bsquare.com/licenses and click on the Rapid Support link or complete an Evaluation Request form

About BSQUARE

BSQUARE is a leading global provider of software, engineering services and consulting for the smart device market. Since 1994, BSQUARE has provided world-class device makers with the building blocks necessary to design, develop, and test innovative products quickly and cost effectively. A sample of BSQUARE customers includes Motorola, Hewlett-Packard, Texas Instruments, Vodafone U.K., HTC, Microsoft and others. BSQUARE is one of Microsoft's largest value-added partners worldwide for Windows Embedded software, a Gold-level Systems Integrator of the year, and a leading Windows Mobile solutions provider for Smartphone and PocketPC. The company's SDIO Now! technology has been adopted by over 50 top-tier smart device makers.