

BSQUARE Web Project

Home Page

[logo]

Tagline: **The mobile and embedded system experts**

Head: **Fast time to market, cost-effective development**

Body:

BSQUARE helps smart device makers worldwide get their products to market faster and less expensively. With our extensive engineering and licensing expertise and innovative software solutions, we can help you cost-effectively create Windows®-based smart devices tailored to your exact needs. We've helped companies such as HP, Motorola, Palm, Hitachi, and Samsung create cutting-edge smart devices—and we can do the same for you.

We maintain strategic alliances with Microsoft and all major silicon vendors. In fact, we partnered with Microsoft on the development of Windows CE. With our in-depth knowledge of Windows and silicon technology, expertise in all stages of device development, time-saving solutions, and licensing know-how, we can help you rapidly and efficiently take your smart device from concept to reality.

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Landing page: Professional Engineering Services

Head: Expert engineering services offer help with all stages of development

Body:

Our global team of experienced engineers is thoroughly versed in Windows Mobile®, Windows® CE, and Windows XPe. From design and development through testing, deployment, and support, BSQUARE’s engineering services can save you time and money. Adding the expertise of BSQUARE engineers to your development team will help you decrease project life-cycle costs, avoid unexpected problems that could delay your product’s launch, and get your smart device to market in the shortest possible time.

With BSQUARE’s engineering services, you get:

- **Extensive experience with Windows operating systems.** Our engineers have worked with Microsoft on Windows CE since its inception—and they also have in-depth knowledge of Windows XPe and Windows Mobile. In addition, they have expertise in such complex fields as audio management, power management (e.g., adjusting power consumption to the user’s needs), media player technology, and the Windows Mobile radio interface layer (RIL).
- **Skilled project management.** BSQUARE provides formal project management for each engagement. All our project managers have engineering backgrounds, and nearly two-thirds are senior managers with PMP (Project Management Professional) certification. By adhering to IEEE quality standards, software development best practices, and disciplined methodologies—such as the Carnegie Mellon Capability Maturity Model® Integration (CMMI) process improvement approach—they have achieved a remarkable success rate, with 95 percent of all projects delivered on time and on budget. (For more information on BSQUARE best practices, see our white paper on best practices of embedded software development at <http://www.bsquare.com/about/press/default.asp>.)
- **A consultative approach.** The BSQUARE team does more than write code: they add value as consultants as well, applying their expertise to help guide your project in the direction that will best accomplish your goals.
- **Hardware expertise.** In addition to their software expertise, our engineers are skilled in the design and development of both prototype and production hardware.
- **Quality assurance expertise.** BSQUARE’s dedicated QA team thoroughly understands the Windows Mobile test and certification process and can help you reduce the time and cost of certifying your Windows Mobile device.

Landing Page: Products

Head: BSQUARE products boost performance and slash development time

Body:

We offer a range of products that will not only help you add new features and higher performance to your smart device, increasing its competitiveness, but also enable you to get it to market in record time. Our products include:

- **Development tools to speed time to market.** BSQUARE's development tool packages include:
 - [Windows CE Platform Builder](#) for building customized embedded platforms for Windows® CE-based devices
 - [Target Designer for Windows XPe](#) for creating customized Windows XPe-based devices
 - [Schema BSP](#) software for creating custom board support packages (BSPs) for select Intel XScale® and TI processors
 - [Free BSPs](#) for AMD, Intel, and Sharp processors
- **SDIO drivers to extend device functionality.** Secure Digital Input/Output (SDIO) drivers give you an easy way to extend the functionality of devices with SD card slots—and BSQUARE's high-performance SDIO drivers are ideal for media-rich applications that require high throughput and quick response times.
- **Portable Media Players to quickly add media player functionality.** [Media+™](#), a portable media player software stack and framework based on the Windows CE core, makes it possible to quickly and cost-effectively add complete media player functionality to any device based on the AMD Alchemy Au1200 chip.
- **Development platforms to reduce time to market.** The robust [DevKitIDP](#) hardware development platforms, which run Windows CE 5.0, significantly reduce the time required to develop, validate, and prototype custom devices based on Intel XScale® processors.

Landing Page: Training and Support

Head: Professional training and support save you time and money

Body:

If you want to get your smart device to market as rapidly as possible, you don't have time to learn by trial and error. BSQUARE's Windows Embedded Training Center will get your engineers up to speed quickly on Windows® CE or XP Embedded—and our support services will give you fast answers to troubling technical issues that could otherwise disrupt your delivery schedule.

- **[Windows Embedded Training Center](#)**. Our Windows Embedded Training Center offers Microsoft-certified classes that will help you reduce time to market, improve communication with technical teams, and better understand customer requirements.
- **[Professional support services](#)**. Unexpected technical issues can wreak havoc with product delivery schedules—but when you sign up for BSQUARE's telephone or e-mail support services, you'll get fast answers that will have you quickly moving forward again. With BSQUARE's professional support services, your engineering team can avoid getting bogged down with technical problems and can focus on adding value instead.

Landing Page: Licensing

Head: Get licensing help from the experts at BSQUARE

Body:

BSQUARE is an authorized Value-Added Provider of Windows® Embedded operating systems and toolkits, including Windows CE, Windows XP Embedded, Windows Embedded Server, and WEPOS (Windows Embedded Point of Sale). We have the knowledge and experience to help you navigate safely through the entire software licensing process—and our in-depth knowledge of Windows licensing and long-term client relationships have made us a leading provider of Windows Embedded licensing.

At BSQUARE, responsive customer care is our number one priority—and we've built our reputation on guaranteeing customer satisfaction. Your customer representative will answer your questions about Windows Embedded tools and operating systems, make sure you receive and understand the appropriate legal agreements, and ensure prompt delivery of products.

Our licensing staff is thoroughly versed in the operating systems and the Microsoft licensing process. They can explain the new features in the latest releases, help you choose the option that's best for you, tell you about volume discounts and special pricing, and guide you through the steps in the licensing process—from signing the OEM Customer License Agreement and ordering products to manufacturing and distributing your device.

Landing Page: Partners

Head: Strategic partnerships offer great opportunities for collaboration

Body:

BSQUARE has long-standing relationships with industry leaders in all aspects of smart device development, enabling us to work together to develop complete solutions that meet all our customers' needs. For example, we actively partner with Microsoft's [Windows Mobile®](#) and [Windows® Embedded](#) groups, well as with all the major silicon vendors—[Intel](#), [TI](#), [AMD](#), [ST Micro](#), [Freescale](#), and [Sharp](#). Our partnerships include:

- Microsoft Gold Level Partner
- Member of the Intel Storage Community
- Bronze-level member of the Intel Communications Alliance
- Member of the Freescale Alliance
- Member of the Texas Instruments OMAP Technology Center

Because we work closely with our partners, we have in-depth knowledge of their technologies, enabling us to provide our customers with cutting-edge tools and techniques that will help them get their products to market faster. These strong, long-term partner relationships also enable us to serve as a trusted intermediary between the OEM, silicon vendor, Microsoft, and other third parties. As a result, we can create a collaborative environment for solving technical issues without disclosing our customer's proprietary software or source code.

In addition to our silicon vendor partnerships, we also:

- Develop custom drivers for our Wi-Fi vendor partners ([Conexant](#) and [Philips](#))
- Resell software for our software vendor partners (including software from [Intel](#), [Datalight](#), and [Java](#), as well as reselling licensing and development tools for [Microsoft](#))
- Sell our own products through our distribution partner, [Arrow](#).

If you are interested in partnering with BSQUARE, e-mail XXX or call YYY.

Landing Page: About

Head: About BSQUARE

Body:

BSQUARE provides software and engineering services to developers of Windows®-based embedded devices worldwide. Our customers come to us for our Windows Mobile® and Windows Embedded expertise—which we apply to help them create innovative software solutions for intelligent computing devices used in homes, offices, cars, and factories.

Our teams can collaborate with customers at any stage of device development, helping them develop applications, engineer platform software, and design hardware and software to run a wide variety of products—from Pocket PCs, Web pads, and set-top boxes to industrial automation devices and Windows-based terminals. We have helped such industry leaders as Compal Electronics, Dell, Hewlett-Packard, Hitachi, HTC, IBM, JVC, MITAC, Motorola, Palm, and Samsung create devices based on Microsoft mobile and embedded operating systems.

As a complete solutions provider, BSQUARE offers not only engineering services and products to speed device development, but also Windows CE and XP training, technical support, and Windows Embedded licensing. By partnering with BSQUARE, an OEM can efficiently take a smart device from concept to reality.

Early in its history, BSQUARE worked as an engineering consultant to Microsoft on the Windows CE platform. Our close relationship with Microsoft has continued over the years, with our attainment of Microsoft Gold Level Partner status, being named Microsoft's first authorized Smartphone systems integrator, and—more recently—being singled out as Microsoft Windows Embedded Systems Integrator of the Year for 2006.

Founded in 1994, BSQUARE maintains its corporate headquarters in Bellevue, Washington, with offices in San Diego, California; Akron, Ohio, Taiwan, and Vancouver, BC. The company has 150 employees.