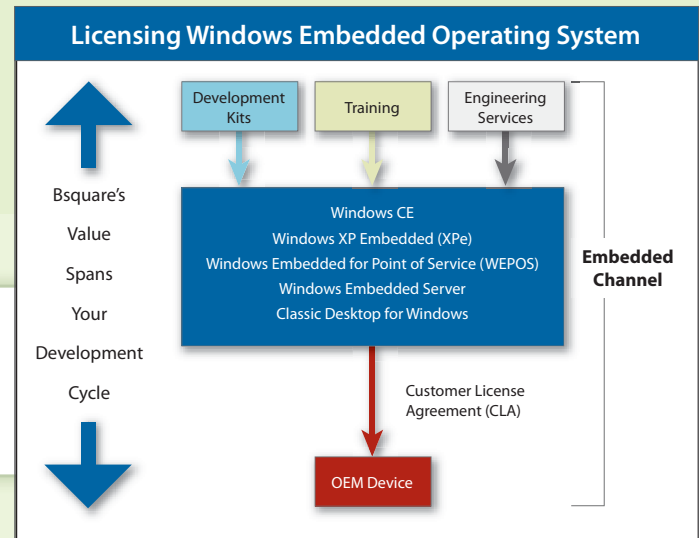# Windows® Embedded Operating Systems

Turn to the licensing experts at Bsquare

HIGHLIGHTS

- Windows Embedded expertise
- Dedicated account management
- Top notch technical support and services
- Industry-leading training

Licensing Windows Embedded Operating System

Development Kits • Training • Engineering Services

Bsquare's Value Spans Your Development Cycle

Windows CE
Windows XP Embedded (XPe)
Windows Embedded for Point of Service (WEPOS)
Windows Embedded Server
Classic Desktop for Windows

Embedded Channel

Customer License Agreement (CLA)

OEM Device

OVERVIEW

As a leading provider of Windows® Embedded licensing, Bsquare has the knowledge and experience to help you navigate safely through the entire software licensing process. As an industry-leading systems integrator and distributor of Microsoft Embedded licenses, we are able to answer your technical questions, provide expert guidance, and help you select the tools you need for maximum productivity.

Bsquare's Licensing Team is 100% dedicated towards selling and supporting the full lineup of Windows Embedded Operating Systems (OS). The expertise we provide enables OEMs to save money, maximize operational efficiencies and gain full leverage from Microsoft.

Select products available:

- Windows XP Pro for Embedded Systems
- Windows Embedded Standard
- Windows Embedded CE
- Windows Embedded Point of Sale Ready (POSReady)
- Windows Embedded Server
- Classic desktop versions of Windows
- Development tools

WHY CHOOSE BSQUARE AND THE MICROSOFT EMBEDDED CHANNEL?

OEMs have a choice of two channels for buying Microsoft® operating systems: the Embedded Channel and the System Builder Channel.

The Embedded Channel is the only Microsoft channel for buying certain products—Windows XP Embedded®, Windows CE®, Windows Embedded POSReady and MS-DOS®. Other operating system products can be purchased from either the Embedded Channel or the System Builder Channel.
Only the Embedded Channel offers:

- Lowest pricing. Embedded versions cost less because of their restricted use to a dedicated device.
- Longest product availability and support lifecycle. Embedded Channel products are available and supported for up to 15 years.
- No need for Windows Product Activation (WPA). If you qualify, we'll show you how to bypass WPA and save valuable time in the OS provisioning process.
- Single-image recovery media. If you purchase through the Embedded Channel, you can create a single recovery image containing not only the OS, but also all the applications and drivers.
- Third-party usage. When you buy through the Embedded Channel, you can use a contract manufacturer or systems integrator for OS integration services or use Microsoft-approved third parties to buy embedded licenses on your behalf.
- Windows shell customization. Buying through the Embedded Channel gives you the ability to customize the Windows shell so you can control the user experience.

WHY LICENSE THROUGH BSQUARE?

Bsquare has the knowledge and experience to help you navigate through the entire licensing process. The benefits you get by licensing through Bsquare include:

- Expertise. Bsquare has worked with Windows Embedded operating systems and development tools since 1994. With our guidance, you can be confident that you are making the right licensing decisions.
- Responsiveness. Superior customer care is our top priority. Our licensing sales team only sells Windows Embedded licensing – not hardware or components like other distributors. Your account manager will ensure that all your needs are met. Our experts will guide you through the licensing process, making sure that you receive and understand the appropriate legal agreements and that your run-time licenses are delivered promptly.
- Technical support. Our close relationship with Microsoft enables us to deliver the best support, development tools and Microsoft-certified training at your facility or ours—so we can serve as a single source for all your device development needs.

HOW TO BECOME AN OEM

Interested in becoming an Embedded Channel OEM? Follow these steps to acquire Windows Embedded licenses:

1. Review and sign a Microsoft OEM Customer License Agreement (CLA). This is a one-year agreement that automatically renews for a second year. It doesn't require any commitment to product, volume or price— it simply makes you eligible to buy from the Embedded Channel.
2. Decide if you want to use a third party (such as a contract manufacturer) to install the OS. If so, sign the Third Party Installer Agreement.
3. Bsquare provides the tools you need to get started. These include OEM Preinstallation Kits for the desktop, server, and POSReady products, and toolkits for Windows CE and Windows Embedded Standard.
4. Once you're ready to launch your product, you specify the OS product(s) you want and how many licenses of each (one per device), and Bsquare will send you a Certificate of Authenticity (COA) sticker for each device.

NEXT STEPS

Contact your Bsquare Account Manager or call Bsquare at +1-888-820-4500 or +1-425-519-5900 or email sales@bsquare.com for more information or to request a demo.