



# Windows Embedded Standard 7



→ Windows Embedded Standard 7 brings the technology and rich user experiences of Windows 7 to enterprise and media centric devices. Its enhanced features and familiar tools help OEMs make the journey from concept to creation faster than ever. Visit [www.windowseembedded.com/standard](http://www.windowseembedded.com/standard).



## High performance embedded solutions share a high confidence platform

Windows® Embedded Standard 7 provides OEMs with a powerful, highly secure, and flexible platform on which to build innovative products. Enhanced features and tools significantly reduce costs and accelerate time-to-market.

### EMBEDDED TOOLS

Windows Embedded Standard 7 includes an easy-to-use Image Build Wizard (IBW) and other embedded tools which speed up image development and prototyping, allowing developers to innovate on new hardware configurations.

### FLEXIBLE OPTIONS

Windows Embedded Standard 7 includes more than 150 intuitive feature packages and 500 driver sets—everything developers need to build fixed function devices.

### SIMPLE INTEGRATION

IPv6 support, including a new TCP/IP stack, and added security through Network Access Protection (NAP), enable easy integration into the enterprise network.

### A WORLD OF SUPPORT

OEMs will benefit from the vibrant development and partner ecosystem of Microsoft® and Windows Embedded. These industry-leading IHVs, ISVs, and distributors can help to ensure the timely delivery and marketability of embedded devices.

In addition, Windows Embedded Standard 7 includes built-in navigation to technical resources.

## Smart, compelling devices that offer endless possibilities

Windows Embedded Standard 7 gives embedded devices the power of Windows 7 technologies, and OEMs the ability to create exceptional user experiences.

### RICH MEDIA

The addition of Internet Explorer® 8 and Windows Media® Player 12 brings the Web capabilities and multimedia experiences of the desktop to embedded devices.

### COMPELLING EXPERIENCES

Support for 64-bit hardware and high end graphics, combined with multi-touch gestures and context aware applications, make it possible for developers to create immersive user interfaces.

### INNOVATIVE FEATURES

“Green” smart power management, custom shell, custom branding support, and lock down features like AppLocker™ and BitLocker®, are all built-in features.

## Windows Connected

The robust networking, remote management capabilities, and interoperability of Windows Embedded Standard 7 make it easy to seamlessly connect to other devices, servers, and services. Powerful new features like **Remote Desktop Protocol 7.0**, **DirectAccess**, and **BranchCache™** take embedded device connectivity to a new level.

→ Download a free 180-day trial of Windows Embedded Standard today at:  
[www.windowseembedded.com/downloads](http://www.windowseembedded.com/downloads)

# Windows Embedded Standard 7 Features at a Glance

## High-Confidence Platform

### Focus on core competencies to deliver a differentiated offering

- Differentiate product offerings based on hardware/software/applications instead of platform development

### Reduce development costs using embedded features

- Features such as VHD boot, Hibernate Once Resume Many (HORM), custom shell support, OEM branding experience, notification, and popup suppression
- Lockdown features like Enhanced Write Filter, File Based Write Filter, AppLocker, and BitLocker

### Increase flexibility to build special purpose devices

- Flexibility to configure and assemble the image on the device
- Add features, drivers, and language packs either directly to the device or to the image on the developer machine

### Integrate into secure enterprise networks

- Full certified support for IPv6 in addition to IPv4 support
- Latest wireless networking and added security through Network Access Protection (NAP)

### Take advantage of embedded technical resources during development

- Large, active developer and partner community with deep expertise on Windows Embedded Standard technology

### Use industry standard tools for embedded application development

- Compatibility with Windows tools and resources gives OEMs access to the skills of the Windows developer community

## Endless Possibilities

### Provide rich immersive user experiences on embedded devices

- A more compelling experience on an embedded device with multi-gesture touch interfaces and context aware applications

### Build premium devices that utilize high end hardware capabilities

- Support for 64-bit (x64) CPUs in addition to the 32-bit (x86) to build high end embedded systems
- Intuitive and innovative Aero interface, Windows Flip 3D navigation, improved task bar functionality, and jump lists

### Customize to support customer requirements

- Custom shell support to include customer branding and unique user experiences
- Easily use a broad range of applications and connect to specific sets of peripherals

### Target new markets with innovative solutions

- Security features like BitLocker, BitLocker-to-go™, and AppLocker provide ability for OEMs to build additional security into embedded systems

### Develop “green” solutions through smart power management

- Offers smart power management APIs for developers to build applications that can improve the idle time on the CPU

### Extend Web capabilities to embedded device through Microsoft cloud services

- Provides increased security while connecting to the Internet through IE8 protected mode and phishing filter

## Windows Connected

### Access the latest Windows desktop technology innovations

- Including secure browser; Internet Explorer 8.0, enhanced media experience; Windows Media Player 12, improved client server experience; Remote Desktop Protocol 7.0, and the latest .NET Framework

### Increase Interoperability and seamless experience for client/server scenarios

- Access a server-based infrastructure like Remote Desktop Services or Virtual Desktop Infrastructure (VDI) on a hypervisor

### Connect devices into existing enterprise desktop infrastructure

- Embedded devices can be added to domains and allow Active Directory® group policies to be applied
- Microsoft System Center Configuration Manager (SCCM) and other third party management software allows OEMs to reuse existing investments
- Improved enterprise remote connectivity through features like DirectAccess and BranchCache

### Cut complexity and costs from deployment and servicing

- Choose from any of the Windows deployment tools like Windows Deployment Services, Sysprep, ImageX, or boot from USB
- Choose from direct OEM servicing or take advantage of automatic servicing options like Windows Update or Windows Server® Update Services



Windows Embedded products are covered by an industry leading 10-year support program **plus a product availability of 15 years.**

### Windows Embedded Standard 7 is available in three licensing options:

- WS7C:** Designed exclusively for connected media devices in the consumer market such as networked TVs, set top boxes, and DVD players.
- WS7E:** Designed to enable next generation enterprise class devices such as Thin Clients, multifunction printers, MRI machines, and other device categories.
- WS7P:** Designed to enable high end enterprise and consumer class devices like digital signs, kiosks, and other device categories.

To find out which is best for your device, visit: [www.windowembedded.com/standard](http://www.windowembedded.com/standard)