



A reliable platform for OEMs.
An unparalleled experience for end users.

01

High-performance devices start with a high-confidence platform

Optimize your design process by leveraging the high performance and reliability of the Windows Embedded platform—a familiar suite of tools and technologies that allow OEMs to quickly bring the next generation of embedded devices to market. Plus, with a global ecosystem of experienced partners, and an industry-leading 10-year Support Lifecycle Policy, you'll have all the support you need.

02

Reinventing the user experience yields endless possibilities

Windows Touch and gestures. Handwriting and voice recognition. Advanced 3D display control. User experiences are confined only by the limits of the imagination on the Windows Embedded platform. The API innovations enable OEMs to rise above the competition by bringing visionary products to market, and reducing the time and cost it takes to make it happen.

03

Uniting technology through devices that are Windows connected

Windows Embedded is designed for connectivity. It enables customers to seamlessly connect their embedded device to Windows PCs, servers, services, and other devices, giving them access to work documents, photos, music and videos anytime. From the handheld device to the web, and from the server to the PC, the world of Windows provides an experience that customers trust.

10 YEARS

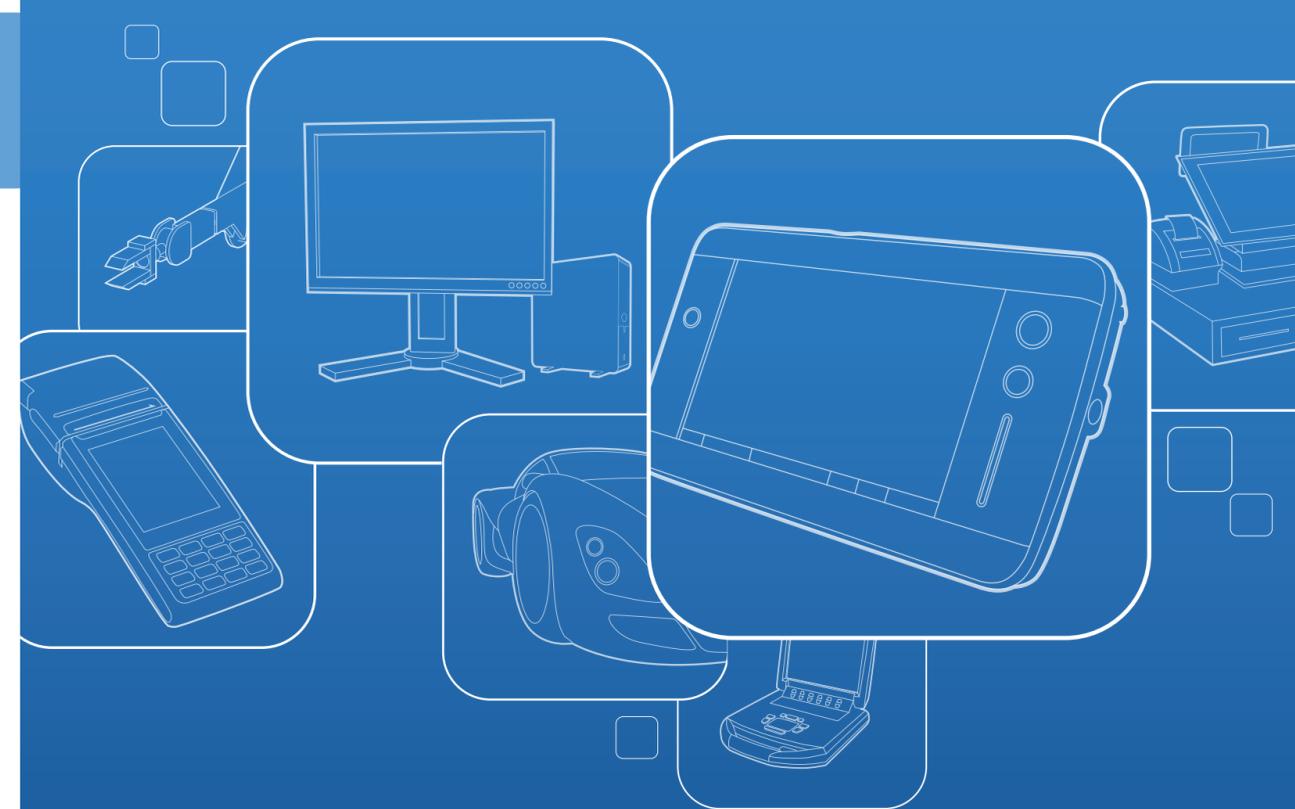
Windows Embedded products are covered by an industry leading 10-year support program plus a product availability of 15 years.



www.windowseembedded.com

Test drive Windows Embedded today

Experience the full power of the Windows Embedded family of products. Take advantage of fully-functional evaluation software, available at: www.windowseembedded.com/downloads



Windows Embedded

One Platform: Endless Possibilities.

Powering a world of possibilities

Start building for a world of connected experiences

You're constantly striving to create breakthrough products for your market; balancing product features with customer demands and business opportunities with cost. The Windows® Embedded family of products provides the tools and innovative technologies you need to bring your next great device to life. Windows Embedded is a reliable, high-performance platform used by visionary developers to deliver products that stand out through rich user experiences and seamless connections to the world of Windows.

The Windows Embedded family of products brings the advanced technology and usability of the Windows 7 operating system to embedded devices. The family includes **Windows Embedded CE**, **Windows Embedded Standard**, **Windows Embedded Enterprise**, **Windows Embedded Server**, as well as the category solutions **Windows Embedded POSReady** and **Windows Embedded Automotive**.

Windows Embedded also comes with the support of an extensive and active development community. These industry-leading IHVs, ISVs, SIs, distributors and other experts can help to ensure the timely delivery and profitability of your embedded device.

Windows Embedded Software + Services Platform

www.windowsembedded.com

Services:

Developer Services

Device Services

End User Services

Software:

Client Platform

 **Windows Embedded Enterprise** → The same technologies and features in the Windows operating system are available for embedded OEMs

 **Windows Embedded Standard** → Delivers the power of the Windows 7 operating system in componentized form to specialized devices

 **Windows Embedded CE** → Powers industry-leading small footprint devices

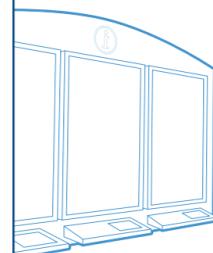
 **Windows Embedded Server** → Develop and deliver best-of-breed dedicated server solutions and appliances

Category Solutions

 **Windows Embedded POSReady** → Powers robust point of service systems

 **Windows Embedded Automotive** → Powers in-vehicle infotainment devices

Devices:



Digital Signage
▸ Standard



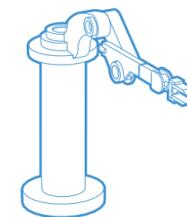
Connected Media
▸ CE
▸ Standard
▸ Server



Handheld Devices
▸ Windows Mobile
▸ CE



Thin Client
▸ CE
▸ Server
▸ Standard



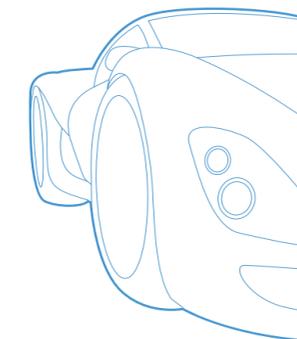
Automation
▸ CE
▸ Standard
▸ Enterprise
▸ Server



Medical
▸ CE
▸ Standard
▸ Enterprise
▸ Server



Retail
▸ POSReady
▸ CE
▸ Standard
▸ Enterprise
▸ Server



Automotive
▸ Automotive

Resources:

→ Developer Resources

The Windows Embedded Developer Center, supported by the Microsoft Developer Network (MSDN®), provides detailed technical information, training, and community support to help you bring your next embedded device to market.

www.msdn.com/embedded

→ Visual Studio 2010 Professional Edition with MSDN Embedded

For device developers, Visual Studio® 2010 Professional Edition with MSDN Embedded will provide access to the Windows Embedded family of products, the Visual Studio development environment (including older versions), and a variety of benefits enabling device makers to easily build innovative devices.

www.windowsembedded.com/msdnsubscription

→ The Windows Embedded Partner Program

The Windows Embedded Partner Program (WEPP) is a strategic worldwide program that powers your business with increased visibility, credibility, resources, and networking opportunities. The program delivers a suite of powerful benefits that will help you promote your business, network with industry professionals, and gain strength in a crowded marketplace. It's powerful stuff.

www.windowsembeddedpartners.com

→ Windows Embedded Training

The Windows Embedded Training Program provides developers with advanced, hands-on training on Windows Embedded Technologies. The program provides valuable benefits, including access to official Microsoft training materials, official Microsoft certificates of completion, and promotional support of training services.

www.windowsembedded.com/training