

SELECTING AN EMBEDDED RTOS



FEATURED INTERVIEW:

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BSQUARE - RTOS PRODUCTS & SERVICES, 2009

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Q. First of all, tell us a little bit about yourself and your responsibilities at Bsquare.

A. I am responsible for BSQUARE marketing worldwide.

Q. If you would, please give us a very brief, bulleted outline of your products. What sorts of real-time operating systems (RTOSes), tools, and/or services does your company offer?

- A. BSQUARE is a Microsoft Windows Embedded system integrator and distributor. We offer the following:
- *Windows CE RTOS:*
 - Products
 - *SDIO Hx high-performance software stack*
 - *TI OMAP3 Windows CE 6.0 R2 BSP (distributed by TI for TI OMAP3 EVM)*
 - *Device Validation TestSuite for TI OMAP3 EVM*
 - *3G Wireless Dev Kit for TI OMAP3 EVM*
 - *Adobe Flash Lite 3 and Flash Lite Extender*
 - *Technical Support and Training*
 - Engineering Services
 - *Program management*
 - *Application development*
 - *System level software development*
 - *Hardware design*
 - *Quality assurance testing*
 - BSQUARE recently acquired TestQuest Incorporated, the leader in test automation and management solutions for mobile devices and applications. This expands BSQUARE's geographic footprint in Asia and Europe. It also brings established enterprise and mobile operator customers, including customers running multiple operating systems (including Linux, RIM and Symbian).
 - It provides test automation technology, services and methodology to help network operators, device manufacturers, component providers and application developers reduce test cycle times, improve test accuracy, collaborate to accelerate new products to market and ensure a quality end-user experience in an increasingly complex mobile and wireless world.
 - Products include:

- *TestQuest Pro*: testing automation tool that gives users ultimate flexibility and control while requiring them to program the tests.
- *Countdown*: testing automation tool that provides an easy to use an intuitive graphical interface.

Q. What is Bsquare's "unique value proposition" for the embedded systems engineer or programmer who is considering an embedded RTOS? What do you and your products do to help him get his product to market faster, cheaper, better?

By offering a single source for OEMs to get Windows Embedded products, services and licensing from a team with unparalleled expertise, BSQUARE enables OEM teams to get high quality devices to market faster.

With the acquisition of *TestQuest*, BSQUARE now offers one-stop shopping for the highest quality device development available.

Q. How are you different as a company from competitors? What sets your products apart from those of other RTOS companies?

- A. BSQUARE focuses on Microsoft Windows Embedded exclusively and so is able to offer a level of expertise in these operating systems not available elsewhere. For example, TI chose BSQUARE to develop a *Windows CE 6 BSP* for its *TI OMAP3 EVM board*. (<http://focus.ti.com/pr/docs/preldetail.tsp?sectionId=594&preId=sc08158>)

Q. What embedded architectures do you support - e.g., Intel architecture, MIPS, ARM, PowerPC, etc.?

- A. x86, MIPS, ARM and SH architectures

Q. What additional software do you offer such as networking, file systems, TCP/IP, security, IDE, GUIs etc.? What about development tools? Are there particular partnerships with other software companies that are especially helpful?

- A. We offer:
- Microsoft toolkits including *Platform Builder* and *Target Designer*
 - *Adobe Flash Lite 3*
 - *Solidcore S3 Embedded solutions*

Q. How are your products sold? What is a typical fee arrangement? Is it royalty free? Per unit royalty?

- A. BSQUARE requires a license agreement for most products except for Microsoft toolkits such as *Platform Builder* and *Target Designer*. Typical fee arrangements for *SDIO Hx*, *Device Validation TestSuite* and *3G Wireless DevKit* include an upfront charge and per unit royalties. The *Windows CE 6 BSP* for the *TI OMAP3 BSP* is distributed by TI free of charge to OEMs who purchase the *TI OMAP3 EVM*.

Q. Finally, what sort of “try before buy” experiences does your company offer? Are there free demo downloads, webinars, seminars? What web URL’s can you point us to for more information?

A. BSQUARE offers evals for *Microsoft Platform Builder* and *Microsoft Target Designer*. Visit <http://www.bsquare.com/licenses/licensesandproducts/default.asp>

Q. Thank you for this product interview.