

## Enabling Smart, Connected Devices from Concept to Market

Bsquare brings mobile products to life with best-in-class application development and porting solutions.



### Highlights

- Human machine interface (HMI) screen design
- Cross-platform support for modern mobile apps
- Porting of legacy apps to new platforms: Windows 8 (including Embedded platform), Android and iOS
- Application architecture including SaaS and PaaS
- McAfee Embedded Security

### Overview

By engaging Bsquare services early in the development cycle, you will avoid costly rework later – resulting in less development risk, faster time to market and lower costs. An effective application development plan must address four critical areas: User experience, device management, data management and security.

That may sound like a tall order but Bsquare has the skills, tools and expertise to deliver new modern apps as well as port legacy vertical market applications to popular platforms.

Our professional services team has extensive experience with Microsoft Windows (including Embedded), Android™, Linux, QNX and iOS and can work closely with your development team to make sure your application plan addresses all relevant development and deployment

concerns. Our experience spans all types of embedded and mobile devices from smartphones to tablets, ruggedized handsets and beyond.

### Bsquare Applications Solutions

An app development or porting engagement with Bsquare can include some or all of the following engineering solutions:

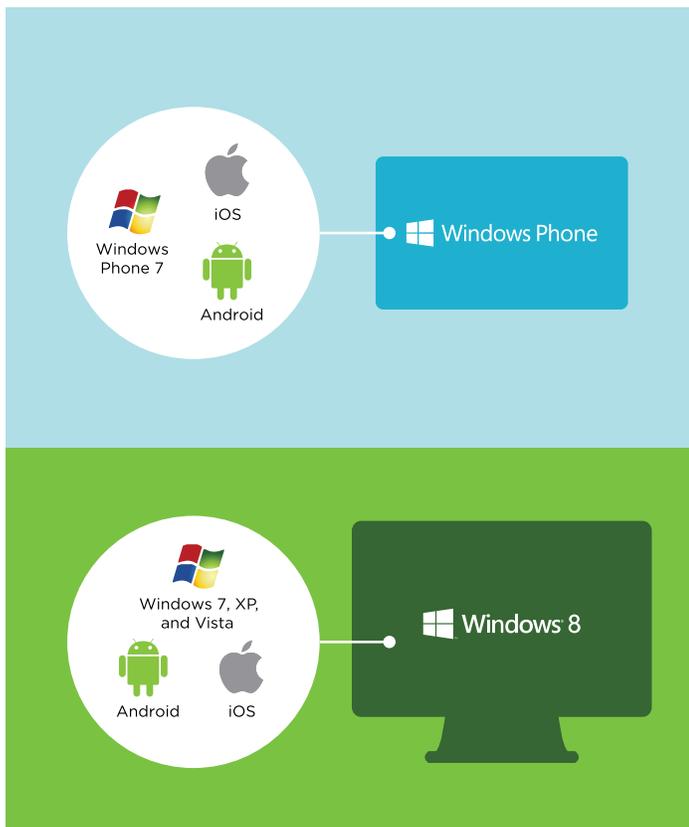
- Application architecture design and consulting including SaaS and PaaS architectures (plus MBaaS - Mobile Backend as a Service)
- User Experience (UX) design
- Hardware acceleration software
- MobileV™ UX, the software solution from Bsquare that is designed for vertical ruggedized mobile computing
- Device management and data management

## Bsquare Application Porting Services

From design through to support, Bsquare application porting services can save you time and money to port your legacy based applications from one platform to another. We offer a turnkey solution that provides robust, high-quality, dynamic applications that take full advantage of the unique features and capabilities of the operating system. We even offer full support programs that include certification and ongoing maintenance.

The top porting opportunities include:

1. Legacy Win32 and Windows Mobile applications to Windows 8
2. iPad to Windows 8 and other mobile/tablet form factors
3. iPhone and Android to Windows Phone 8



## Mobile Application Development

### Cross-platform Design

The growing number of mobile platforms, form-factors and device types is an incredible challenge for publishers and content providers. The engineering experts at Bsquare design, develop, test and deploy mobile apps for all operating systems including Windows, Android, iOS and Linux and for all types of embedded and mobile devices from smartphones, tablets, durable handsets and beyond.

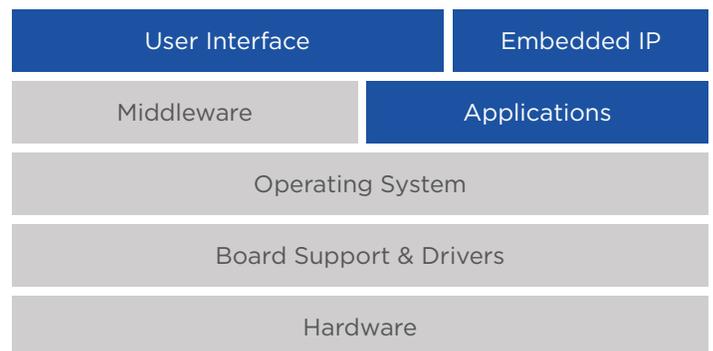
In particular, Bsquare are experts in Xamarin, a Microsoft Partner whose development platform delivers fully native mobile apps for iOS, Android and Windows from a single code-base. Bsquare can eliminate the costs of project startup, tools and lost time to speed development and reduce time to market.

### Deliver Apps that Delight Users

Bsquare has the solutions and the expertise needed to deliver innovative mobile user experiences.

Our experts will tackle your business requirements and help your team work through all the device requirements including UX design, app framework options, devices and data management, connected services and comprehensive testing support and security.

Figure: Bsquare Application Development Model:



### Security Considerations

Mobile and embedded devices may store sensitive information. For example, ATMs and Point of Service (POS) terminals may store credit card numbers and portable medical devices may store patient medical data. It is critical that an app development plan address security issues in balance with the specific performance requirements.

Bsquare can help you choose the most appropriate encryption technology and apply it in the best way to meet the needs of your application. We can help you meet regulatory requirements ensuring that your device complies with all applicable regulations. Authentication methods range from passwords to smart cards to biometric methods.

Bsquare has extensive experience in developing custom shells – a means of preventing users from unauthorized activity (changing key settings, running an application, using a browser). Our McAfee Embedded Security

software ensures that only authorized applications can run on a device. In addition, device activities are tracked. If you need a secure data transfer solution we have in-depth experience with password protection, digital certificates, and SSL or WPA encryption methods.

## IoT Development Services

In the era of the Internet of Things (IoT), machines, sensors and systems are deployed that collect enormous amounts of data. This data could be shared with other machines, systems and people to drive insights that enhance lives, increase corporate efficiencies and drive new revenue opportunities.

Bsquare has the engineering expertise and experience to develop systems that turn raw device data into useful, meaningful, actionable data.

For more information, please visit [bsquare.com](http://bsquare.com)  
or email us at [sales@bsquare.com](mailto:sales@bsquare.com)



For over two decades, Bsquare has helped its customers extract business value from a broad array of assets by making them intelligent, connecting them, and using data collected from them to improve business outcomes. Bsquare software solutions have been deployed by a wide variety of enterprises to create business-focused Internet of Things (IoT) systems that can more effectively monitor assets, analyze data, predict events, automate processes and, in general, optimize business outcomes. Bsquare couples innovative software with advanced professional services that help organizations of all types make IoT a business reality.