

How to Buy Windows Embedded Operating Systems

Windows Embedded products are designed for customers such as original equipment manufacturers (OEMs) and original design manufacturers (ODMs) who plan to build a device that is based on a Windows Embedded operating system. Enterprise companies typically will work with their hardware OEM of choice to ensure the operating system enables the features that are needed for their application and device form factor. In some instances, an enterprise may want a custom device to be built to their specification. In those instances, enterprises can work with a Windows Embedded partner who best meets their needs. Find Windows Embedded partners and additional information at www.msweb.com.

A customer purchasing experience, from evaluation through to device deployment, typically follows these four steps:

Step 1

Determine which technology best meets your needs.

Is Windows CE or Windows XP Embedded the optimal operating system for your device? Visit our [decision tree](#) to find out.

Step 2

Evaluate the product.

Get the Evaluation Kit, which you can either [download](#) or [order](#) from the Microsoft Web site, or contact a [Microsoft authorized distributor](#). The Evaluation Kit enables you to build devices that use Windows Embedded technologies for 120 days.

Step 3

Purchase development tools.

After your evaluation is complete and you are ready to begin development, you should engage with a Distribution partner. The distribution partner will assist you in purchasing the full packaged product (FPP) for either Windows CE or Windows XP Embedded tools. You will also receive a courtesy copy of the Additional Licensing Provisions, which define distribution rights and restrictions that are specific to each Microsoft embedded licensed product, and fundamentally gain a deeper understanding of the licensing process. The suggested retail price for Windows Embedded FPP is \$995 US. You can perform unlimited field testing and prototyping on any number of device prototypes before you ship commercially. For US and Canadian customers, purchasing the toolkits provides you with two complimentary support incidents to use throughout your development process.

Step 4

Acquire runtime licenses for commercial shipment.

When you have completed testing and development and you are ready to bring your embedded system to market, you must acquire runtime licenses and certificates of authenticity from your distributor for each unit that you ship. The cost for each runtime license may vary, based on the volume of licenses that you purchase over a given period of time. Please see the pricing table that is included below for estimated retail pricing and contact a [Microsoft authorized distributor](#) for additional details.

Why Buying from Microsoft Is Good for Your Business

We don't make money until you do. Microsoft embedded technologies allow you to evaluate and test your embedded system at no cost. There are no hidden requirements for paid support or consulting contracts. You are also never alone in bringing a device to market because we have developed a large network of partners and comprehensive technical resources. Learn about getting to market faster with embedded technology and our model of shared success by visiting the [Windows Embedded Introductory Kit Web site](#).

Windows Embedded Development Tools and Operating System Estimated Pricing

| Windows CE | ERP* | What is included? |
|--|-----------|---|
| Emulation Edition (non-commercial use) | No charge | Enables you to build and test your designs without requiring target hardware. |
| Evaluation Kits (non-commercial use) | No charge | The tools that you use to build runtimes and operating systems. Tools expire after 120 days. |
| Development tools | \$995 US | The tools that enable you use to build runtimes / operating systems. Tools do not expire |
| Runtime license cost per unit: | | Runtime licenses for each operating system that is shipped. Runtimes never expire. |
| <i>Core SKU</i> | \$3 US | The Core SKU is a subset of the Windows CE Core operating system features. |
| <i>Professional SKU</i> | \$16 US | The Professional SKU is a higher-end license that is ideal for devices that require rich multimedia and graphics. |
| Windows XP Embedded | ERP | What is included? |
| Evaluation Kits (non-commercial use) | No charge | The runtimes and operating systems you build. Usage expires after 120 days. |
| Development tools | \$995 US | The tools that enable you use to build runtimes and operating systems. Tools do not expire. |
| Runtime license cost per unit | \$90 US | Runtimes licenses for each operating system that is shipped. Runtimes never expire. |

*Runtime pricing is based on purchase volume of one unit. Volume discounts are available. Local taxes and tariffs may apply. Please contact a [Microsoft authorized distributor](#) for details.