

## Microsoft announces Windows Embedded partner awards

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Microsoft has announced winners of its 2008 Windows Embedded Partner Excellence Awards for North and South America. Presented this week at the company's TechEd developer conference, the awards recognize "visionary organizations around the world that use Windows Embedded technology in innovative and creative ways," says Microsoft.

Now in their seventh year, the Partner Excellence Awards were known as Partner of the Year Awards prior to 2007. The ten categories recognize partner contributions involving Windows Embedded CE, Windows XP Embedded, and Windows Embedded for Point of Service (WEPOS), according to Microsoft.

Two winners, Intrinsyc and Phytex, were also honored in the 2007 Windows Embedded Partner Excellence Awards. Lauded last year in the Systems Integrator category, Intrinsyc gained an award this year as Portable Device Navigation Partner. As for Phytex, it garnered Registered Partner plaudits in 2007, and Independent Hardware Vendor honors this time around.

Awards were listed by Microsoft as follows:

- Distributor -- [Bsquare](#), "for continuing to raise the bar on providing Microsoft customers with world-class professional services and logistics capabilities for connected devices"
- Independent Hardware Vendor -- [Phytex](#), "for driving adoption of Windows Embedded CE by providing single board computers and board support packages"
- Portable Navigation Device Partner -- [Intrinsyc](#), "for the impact it has had with its strategic OEM design engagements"
- Silicon Vendor -- [RMI](#), "for its innovative work in providing highly integrated system-on-chip modules"
- Systems Integrator -- [Bsquare](#), "for its leadership role in providing a broad range of engineering services for Windows Embedded CE and Windows XP Embedded"
- Training Partner -- [Adeneo](#), "for its leadership in providing a variety of innovative training deliverables"

- WEPOS (Windows Embedded for Point of Service) OEM -- [NCR](#), "for its commitment to leading how the world connects, interacts, and transacts"
- WEPOS partner -- [Odyssey Software](#), "for delivering innovative device management solutions to key strategic retail customers"
- Windows Embedded CE OEM -- [Magellan](#), "for its commitment to creating devices"
- Windows XP Embedded OEM -- [HP](#), "for its continued leadership in the thin-client space"

Ilya Bukshteyn, director of marketing for the Windows Embedded Business at Microsoft, said, "The accomplishments of our partner ecosystem play a key role in our success and we are absolutely committed to helping our partners continue to excel in their disciplines. I would like to extend my congratulations and thank each of the 2008 award winners."