

BSQUARE Unveils Software Development Platform for Developer Community Based on Snapdragon Chipset from Qualcomm

Launch of MSM8655-based Snapdragon Mobile Development Platform with Android OS and Brew MP Slated for Q4 2010

Bellevue, Wash., – June 30, 2010 – [BSQUARE Corporation](#) (Nasdaq: [BSQR](#)), the leading software solutions provider to the global mobile and embedded device community, today announced it will offer a software development platform based on Qualcomm's MSM8655™ Snapdragon™ chipsets to the application developer community. This MSM8655-based Snapdragon mobile development platform ([Snapdragon MDP](#)) is expected to become available in the fourth quarter of 2010.

Qualcomm's Snapdragon family of products is comprised of chipset solutions incorporating an enhanced microprocessor core, ubiquitous connectivity capabilities and powerful multimedia performance. Snapdragon chipsets are currently in more than 20 commercial smartphones, pocket tablets and smartbooks, with 120 additional designs in development. Initially BSQUARE will offer the MSM8655-based Snapdragon MDP with Android™, but models are also planned with other operating systems, including Qualcomm's Brew® Mobile Platform (Brew MP™).

BSQUARE will sell and support the MSM8655-based Snapdragon MDP, which is designed to accelerate the creation of innovative new smartphone applications. The Snapdragon MDP provides software application developers and device manufacturers a complete development, testing and optimization platform to leverage the powerful capabilities of the Snapdragon chipsets targeted for smartphones.

"Qualcomm is working with BSQUARE because of their mobile device software and hardware expertise as a leader in the mobile device market," said Tia Cassett, senior director of business development for Qualcomm CDMA Technologies. "We are very excited about MSM8655-based Snapdragon MDP becoming available to the developer community, building on the exceptional success that our Snapdragon solutions have already experienced in the marketplace to foster even greater innovation in software and applications."

"The Snapdragon MDP provides the Android and Brew MP application and device development community a feature rich pre-released device that allows developers to minimize integration work and optimize performance for middleware, application store apps and system software," said Michael Tidwell, vice president of market development for BSQUARE. "The MSM8655-based Snapdragon MDP is a cost-effective platform for development and we're excited to leverage Qualcomm's Snapdragon chipset technology combined with BSQUARE's [world class support](#), software [services](#) and [TestQuest testing automation tools](#)."

The MSM8655-based Snapdragon MDP will be available in the fourth quarter of 2010 but can be pre-ordered immediately for \$995 through BSQUARE. With each purchase of a Snapdragon MDP, purchasers will also receive an 8GB SD card, an HDMI cable, A/V, USB cable, battery charger, a Quick Start Guide and one hour of support from BSQUARE. BSQUARE's industry leading TestQuest testing automation product seamlessly supports the MSM8655-based Snapdragon MDP, speeds time to market and improves quality for ISVs and OEMs.

BSQUARE also will offer additional support via phone and email, access to the BSQUARE Knowledge Base, documentation, complimentary tools and MSM8655-based Snapdragon MDP software updates. To learn more about the Snapdragon MDP and BSQUARE visit <http://www.bsquare.com/qualcomm>.

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About BSQUARE

BSQUARE is an industry leader with a proven track record in providing engineering services, production-ready software products, and testing automation for the smart device market. Since 1994, BSQUARE has provided device manufacturers with software solutions for personal navigation devices, point-of-sale terminals, handheld data terminals, smart phones and many other device categories allowing them to get to market more quickly and cost effectively.

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