complete networking solutions from WIND RIVER

WindRiver®

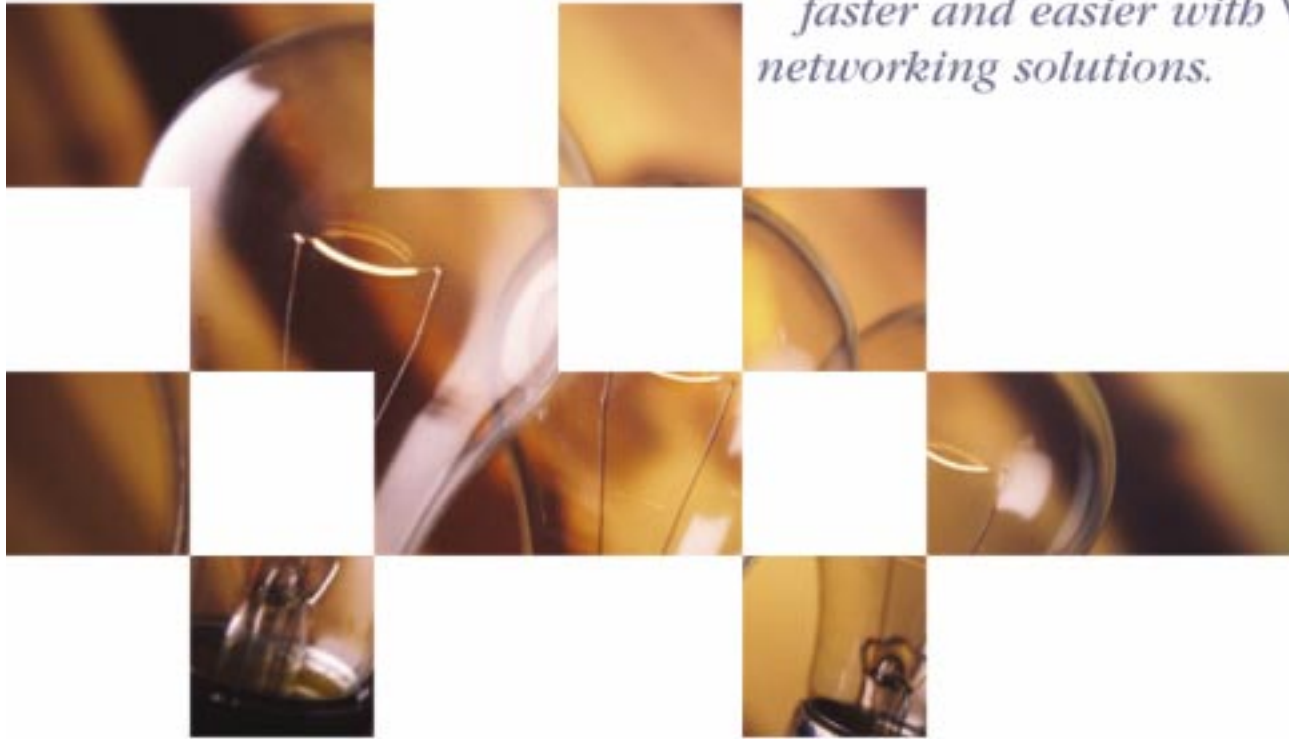*more* **INVENTION,** *less* **RE-INVENTION**

BETTER PRODUCTS, FASTER.

It's not enough to have better products. Or to get good products to market faster. You need to get better products to market faster so you can stay there longer and win the war for market share. And if you can't, someone else can.

With complete networking solutions from Wind River, these seemingly impossible goals and deadlines are suddenly possible. Because we are a single source for a wide range of pre-integrated solutions, you spend much less time getting things to work together and can shave months off your development schedules—time you can devote to innovation and product differentiation.

develop **UNIQUE** *network products*
faster and easier with WIND RIVER
networking solutions.

TEAM UP WITH THE LEADER IN EMBEDDED SOFTWARE AND SERVICES.

When you work with Wind River, you're dealing with a close partner, a company that understands your challenges and whose single focus is to solve them. We were founded in 1981 and have grown steadily ever since to become the leader in the embedded systems market. Our software is used in conjunction with the embedded microprocessors that make up over 90% of all computer chips sold today. So, chances are, you already depend on us.

To better serve our customers, we created solutions for many different markets— including networking technologies. We also offer the services of our experienced engineers to help you succeed despite increasing competition in familiar markets and to help you successfully enter new markets.

NO ONE KNOWS NETWORKING LIKE WE DO.

Network equipment presents different challenges to different people. To manufacturers of DSL routers for home use, it's how to handle the demand for more sophisticated gateway devices. To carrier-class switch manufacturers, it's how to design advanced gigabit and 10-gigabit Ethernet products that may use a wide range of switch fabrics and network processors.

Whatever your particular area of focus might be, Wind River understands your development concerns and technology issues. We're in all the devices that run the Internet today—from servers and storage devices to routers, hubs, bridges and switches. And we provide pre-integrated solution sets for every segment of a network: the SOHO/residential

market, servers and storage applications, enterprises, and metropolitan area networks.

Our understanding of issues common to all types of networking, such as how to simplify device management over the network, has resulted in a multitude of proven solutions for common networking protocols and device control. So, in addition to simplifying the creation of easy-to-manage products right now, we provide a de facto standard you can leverage when developing future products.

WORKING WITH THE BEST HAS ITS ADVANTAGES.

In order to become the leader in embedded software solutions, we spent hundreds of thousands of man-hours perfecting our solutions. We also worked diligently to develop partnerships with major hardware vendors and ensure compatibility with their microprocessors.

As a Wind River customer, all of this groundwork is available to you, plus the expertise that went into it. Instead of building core functionality, your staff can concentrate on developing features that differentiate your products and make them more desirable to your market. What's more, you can achieve your design goals while meeting or beating your time-to-market expectations.

From here, the benefits of working with Wind River begin to snowball. Getting to market faster with more desirable features ensures a longer shelf life for your products. This helps you gain more market share, remain competitive longer

and gives you more time to develop the next generation of products. And so on, ad infinitum.

Breadth of market knowledge is another advantage of working with us. Because we understand the nuances of the full spectrum of networking products—from home gateways, to servers, storage, enterprise-class, and carrier-class equipment—we can help you successfully develop products for new markets.

Finally, in today's free-agent workforce culture, hiring and retaining a staff with the necessary knowledge of embedded systems can create human resource problems and raise concerns about intellectual property stability. When you work with the leader in embedded systems software, the people you work with are very experienced and committed to solving the challenges you're likely to encounter.

GET A HEAD START ON YOUR NEXT PROJECT, TODAY!

With a successful track record dating back to 1981, a well-stocked arsenal of solutions, and development assistance from the industry's leading embedded solutions provider, Wind River is your best ally in the battle for market share. And because we are building solutions today to meet tomorrow's requirements, partnering with us now ensures prosperity in the future. To learn more about what Wind River can do for you, contact a Wind River representative at 1-800-545-WIND or visit us on the web at www.windriver.com.

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