

Bsquare Joins GENIVI Alliance, Increases Focus on Automotive IVI Development at Connected IVI Global Summit

BELLEVUE, WA – February 12, 2013 – [BSQUARE Corporation](#) (NASDAQ: [BSQR](#)), a leading enabler of smart connected systems, today announced that it has joined the GENIVI Alliance, a non-profit industry association whose mission is to drive the broad adoption of an In-Vehicle Infotainment (IVI) open source development platform. In conjunction with this, the company will be launching its TestQuest for Automotive automated testing solution and co-sponsoring the Connected IVI Global Summit in San Mateo, CA, February 12-13, 2013.

The GENIVI membership, product launches and participation in key events spearhead an increased emphasis Bsquare has placed on the Automotive IVI industry.

“We are excited to be joining GENIVI and launching these new automated testing solutions,” said Mike Stipe, Senior Vice-President of Worldwide Sales and Marketing for Bsquare. “Bsquare has deep experience in IVI development with some of the world’s leading automakers and Tier 1 suppliers. With our unique combination of IVI development expertise and industry-leading products and tools, we have a great opportunity to shape the future of In-Vehicle Infotainment and to help manufacturers deliver innovative systems that delight motorists.”

The Bsquare TestQuest for Automotive automated testing solution will help Automotive OEMs and Tier 1s increase quality while reducing project length and cost. This industry-leading testing solution allows development teams to test IVI systems in the same way motorists interact with them. The solution is easily scalable and extensible and allows QA teams to efficiently perform robust system testing more quickly with lower costs. As part of this new automotive test solution, the TestQuest Test Control Interface is now available for use with GENIVI compliant systems, enabling TestQuest to test UI and HMI systems by simulating user interaction with automation at scale. In addition, TestQuest solutions enable supply chain engagement and cooperation among OEMs, Tier 1’s, and other suppliers to share test cases and test results in a distributed and collaborative manner not possible with other test automation systems.

John Traynor, Senior Vice-President, Products, Bsquare will be presenting and participating in a panel discussion at the Connected IVI Global Summit on February 13. The session is “Driving Forward Cross Industry Collaboration To Develop Shared Visions And Identify Potential Partnerships Within The Infotainment Ecosystem” and will focus on the shared learnings of key stakeholders in the infotainment eco system to identify potential partnerships and develop universal solutions.

Bsquare has deep embedded development expertise with all major embedded operating systems and hardware platforms and has provided extensive [IVI development](#) services and development tools that have allowed some of the world’s leading automakers to bring cutting-edge infotainment systems to market.

Bsquare will use this extensive experience and expertise to provide products, services, and tools that support the GENIVI goals to shorten development cycles, speed time-to market, and reduce costs for companies developing IVI equipment and software.



BSQUARE

About BSQUARE Corporation

Bsquare, a global leader in embedded solutions, applies experience and expertise on leading platforms to create new connections with customers, new business models and to enable new ways of working and communicating. Bsquare serves customers by forging connections among the partners, people, tools, and technology needed to create smart connected systems. For more information, visit www.bsquare.com.

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