



# 嵌入式设备的市场机遇

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# 专用设备世界的发展

用户们“.....越来越渴望把他们从一个屏幕上获取的信息及功能应用到日常使用的所有其他屏幕上” - 《纽约时报》



# 专用设备带来的机遇



WINDOWS 电脑

上亿用户  
数据来源: Partner



WINDOWS  
电话

上千万用户  
数据来源: IDC 消费电子协



WINDOWS  
专用设备

上千万用户  
数据来源: VDI 市场调研及 IDC



# 新一代嵌入式平台Windows Embedded Compact 7

## Connected Experiences



- Connected HD Media
- Connect to Windows 7
- Access to critical information

## Dynamic User Experiences



- Immersive User Interface
- Rich Browsing
- Natural Input

## Highly Reliable Platform



- Streamlined developer experience
- Leverage hardware innovations
- High performance infrastructure

# 微软大学资源中心

http://www.microsoft.com/education/facultyconnection/cn/Default.aspx?c1=zh-cn&c2=CN

The screenshot shows the Microsoft Faculty Connection website. At the top, the Microsoft logo and 'Faculty Connection' are displayed. Below this, there is a navigation bar with links for '主页' (Home), '教学资源' (Teaching Resources), '搜索' (Search), '链接' (Links), '选择国家和地区' (Select Country and Region), and '反馈' (Feedback). A dropdown menu is open under '教学资源', listing '资源中心' (Resource Center), '文章' (Articles), '软件' (Software), '教学资源包' (Teaching Resource Pack), '视频中心' (Video Center), '分享内容' (Share Content), and '活动' (Activities). The main content area features a video player on the left with a book cover and a 'Software' section on the right titled 'F7: Refinement Types for F# (2009)'. Below the software section is a 'Training' section with the heading 'Microsoft Collateral Materials'. The bottom of the page has a decorative bar of colored squares and the 'Windows Embedded' logo.

# 微软“创新杯”学生大赛

<http://www.msccampus.cn/imaginecup/Default.aspx>

The screenshot shows the Imagine Cup website interface. At the top, there is a navigation bar with the following items: 首页 (Home), 比赛项目 (Competition Items), 学习资源 (Learning Resources), 我的团队 (My Team), and 关于 (About). The main banner features the Imagine Cup logo and the text: "Imagine a world where technology helps solve the toughest problems". Below this, a man is shown holding a sign that says "YOU WIN. WE ALL WIN. REGISTER TODAY AT IMAGINECUP.COM". To the right of the man, there is a quote in Chinese: "一同努力，我们可以创造一个更美好的世界！" (Working together, we can create a better world!). Below the banner, there are two smaller images: one of a woman holding a sign that says "Oneworld Unlimited possibilities" and another of a man holding a sign that says "Competition 比赛项目". To the right of these images, there is a list of competition categories: 软件设计 (Software Design), 游戏开发 (Game Development), IT挑战 (IT Challenge), and 数字媒体 (Digital Media). At the bottom of this section, there is a button that says "更多比赛" (More Competitions).