Better habits for Earthlings

The Shads, Embedded Development

A

Better

Consume

- The Shads:
  - Alexandre Reiss
  - Sebastien Mornas
  - Caroline Vigouroux
 - Jonathan Ghalmi

The Consumer Assistant

Recycle vs Waste

30%

70%

Why ?
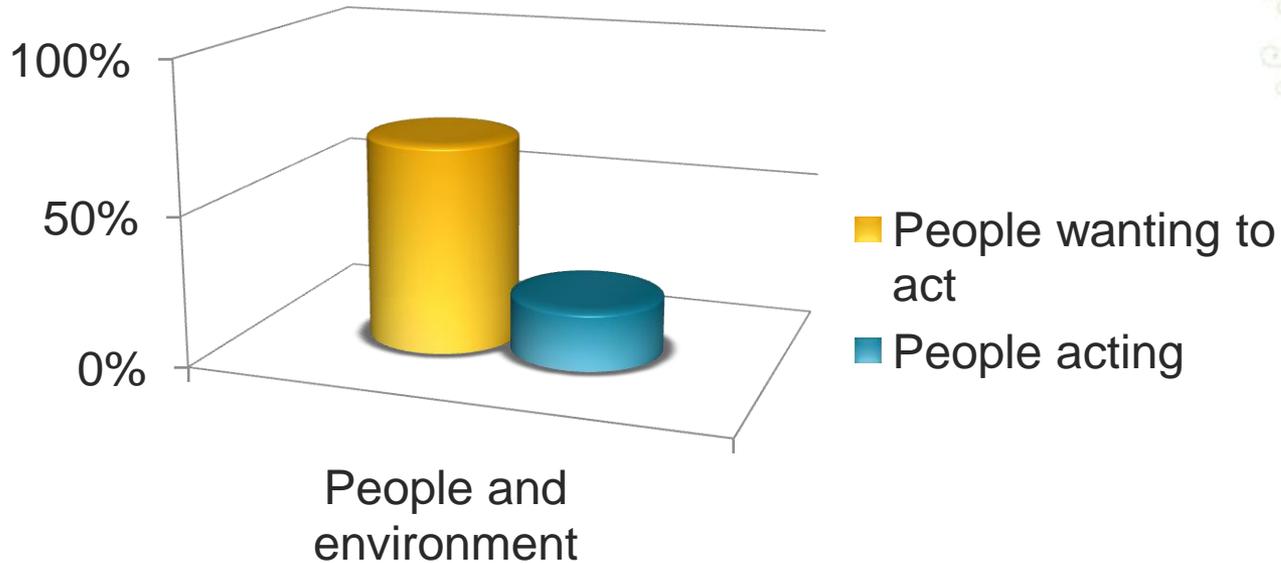
- With will, without actions
  - Not always possible
 - Complicated

Microsoft

Consumer centric strategy

- Less waste
- Waste more recyclable
- Ecology : a new competition weapon

Avoidance and Minimisation

Reuse

Recycling

Recovery

Disposal

Maximum Conservation of Resources

Our solution

Product A

Product B

ABC

Product B

Microsoft
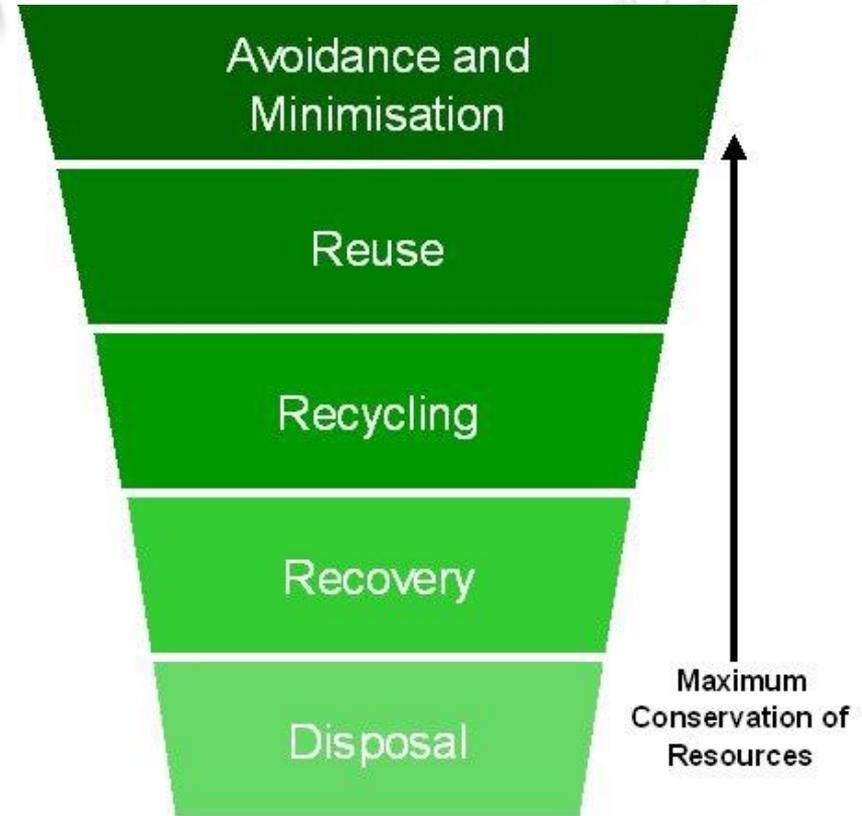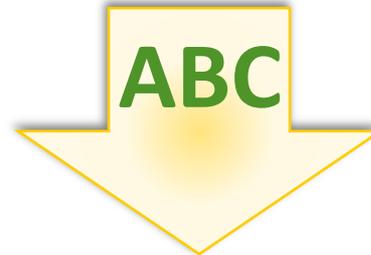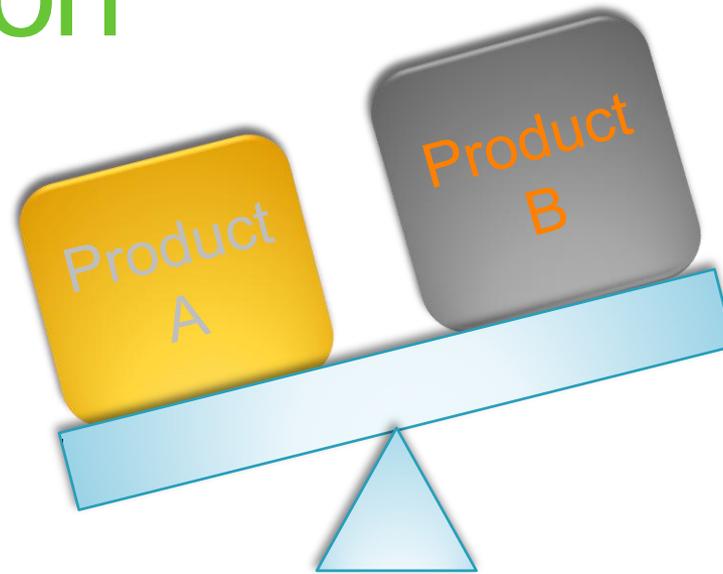
Customer friendly

Easy to use!

High-Tech!

Fun to use!

Ecologic!

$1.00

Microsoft

Insentive

~ $700

~ $250

Modernity

Advertise

Fidelity

The price of our product is about 26% of the price of a cart.

Competition

Technical Components

ABC Application	
Windows Media	.NET Compact Framework

MSXML	HID Driver	Connectivity

Customized DOS Loader	Touch Screen Management

Database

Microsoft
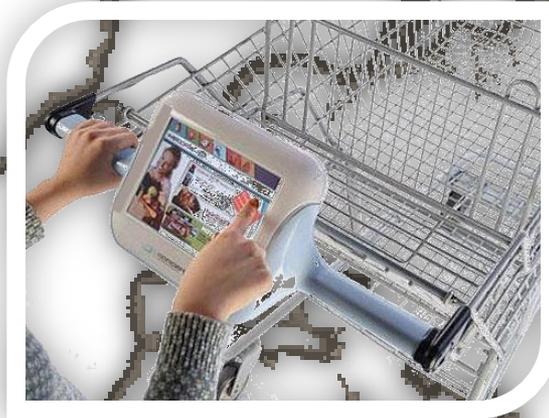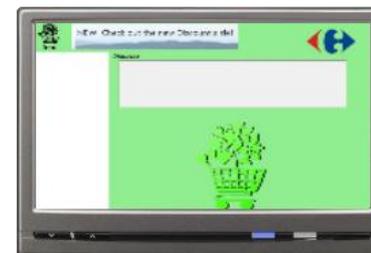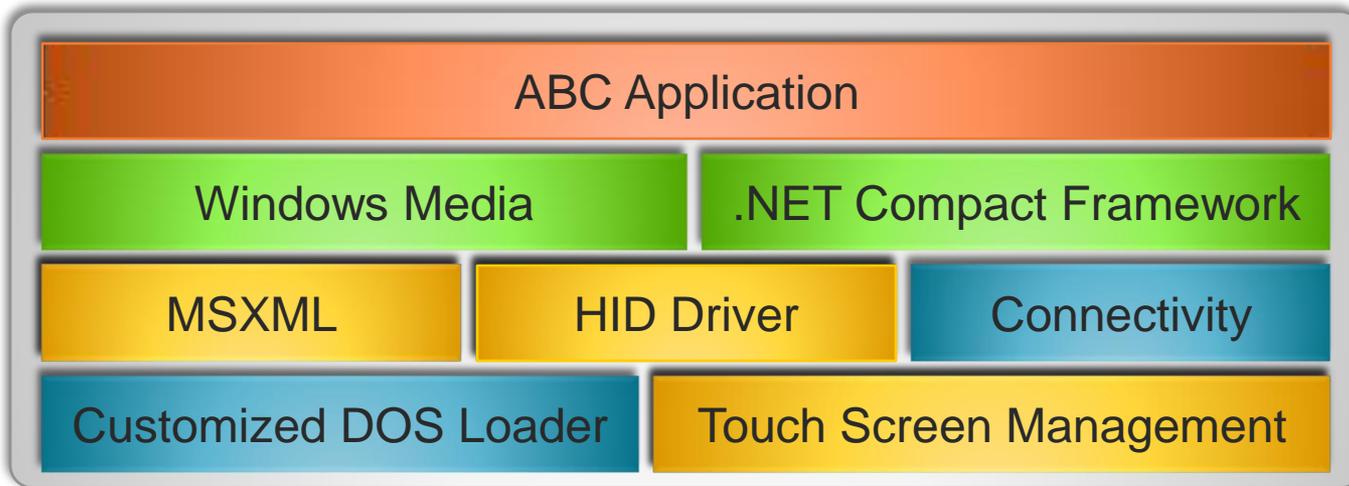
Technological choices

Specifically designed for embedded devices

- Windows Embedded CE 6.0
  - Footprint (RAM and ROM)
  - Low energy consumption
  - Quick launch
  - Connected
  - Multimedia
  - Data protection
  - Native support of .NET Compact Framework
  - Easy development with Microsoft Visual Studio
  - Database support
  - Robustness

Microsoft

Conclusion

Any questions?