

This brief applies to all Microsoft Volume Licensing programs.

Table of Contents

Summary	1
What's New in this Brief	1
Details	1
Introduction	1
Editions	2
Acquiring Windows Embedded 8 Licenses: Overview	3
Key Enterprise Features in Windows Embedded 8	3
Licenses Available through Volume Licensing	4
Software Assurance Benefits for Windows Embedded 8	6
Downgrade Rights	7
Volume Activation	7

Summary

Windows Embedded 8 is a trusted platform that enables enterprises to delight customers and extend the power and intuitive experience of Windows 8 to specialized devices. Previously, Windows Embedded software licenses have only been available to the OEM channel. As of July 2013, Windows Embedded 8 offerings are available through Microsoft Volume Licensing. This brief explains the options for licensing Windows Embedded 8 editions and key enterprise features.

What's New in this Brief

This is a new brief published July 2013.

Details

Introduction

Windows Embedded 8 is a trusted platform that enables enterprises to delight customers and extend the power and intuitive experience of Windows 8 to specialized devices. The ingenuity and flexibility of Windows Embedded 8 will help enterprises utilize actionable intelligence uncovered by Windows Embedded 8 devices and systems. Windows Embedded 8 delivers Windows 8 style apps, powerful connectivity, enhanced management, security and branding tools, as well as seamless integration with Microsoft enterprise management tools for businesses looking for lasting competitive advantage.

Licensing Windows Embedded 8

Editions

The Windows Embedded 8 editions include the following:

Edition	Description	Availability:	
		OEM	Volume Licensing
Windows Embedded 8 Standard	A modular operating system based on Windows 8 enhanced to meet the needs of Intelligent Systems. It includes key Windows 8 Pro functionality plus Embedded-specific technologies. It also has enterprise features included, but disabled, in the OEM version.	✓	
Windows Embedded 8 Pro	A full edition of Windows 8 Pro with restricted licensing terms and restricted for distribution only through the Embedded OEM channel.	✓	
Windows Embedded 8 Industry Pro*	A fixed image operating system based on Windows 8 Pro with specific technologies for industry devices.	✓	✓ (Upgrade only)
Windows Embedded 8 Industry Enterprise	An edition that includes all the capabilities of Windows Embedded 8 Industry Pro, plus premium features designed to meet the mobility, productivity, security, and manageability needs of today's large businesses. This edition is available only through Software Assurance.		✓

*Windows Embedded 8 Industry Pro Retail is also available through OEMs specifically for point-of-service (POS) devices used in retail settings.

This document provides an overview of the Windows Embedded 8 products and features available through Volume Licensing, information about the products that are eligible for upgrades and the key choices you have for utilizing Windows Embedded 8 in your organization.

Content included is for descriptive informational purposes only and is not meant to replace or override other licensing documentation such as the Windows Embedded 8 End User License Agreement, Product Use Rights or the Product List.

Licensing Windows Embedded 8

Acquiring Windows Embedded 8 Licenses: Overview

How you acquire your Windows Embedded 8 licenses depends upon whether you are purchasing the licenses for new devices or existing devices.

New Devices: OEM

When you purchase a new device from an OEM, it must come with the operating system preinstalled. The following Windows Embedded 8 editions are available preinstalled by the OEM:

- ▶ Windows Embedded 8 Standard
- ▶ Windows Embedded 8 Pro
- ▶ Windows Embedded 8 Industry Pro
- ▶ Windows Embedded 8 Industry Pro Retail

Refer to www.getwindowseembedded8.com for more information about these product editions.

Existing Devices: Volume Licensing





For existing devices, Microsoft Volume Licensing provides the path to:

- ▶ Upgrade a device's operating system to Windows Embedded 8 Industry Pro
- ▶ Enable enterprise features that are disabled in the preinstalled OEM version of Windows Embedded 8 Standard
- ▶ Enable Enterprise Sideloading for Windows 8 Apps on devices licensed for Windows Embedded 8 Pro or Windows Embedded 8 Industry Pro
- ▶ Access Windows Embedded 8 Industry Enterprise and other benefits of Software Assurance

These Volume Licensing options are covered in further detail in this guide.

Key Enterprise Features in Windows Embedded 8

Windows Embedded 8 offers premium enterprise features designed to provide the mobile productivity, security, and manageability of today's businesses. These key enterprise features include the following.

	Feature	Description
	DirectAccess	Allows remote users to seamlessly access resources inside a corporate network without having to launch a separate VPN. Learn more about DirectAccess.
	BranchCache	Allows users' device to cache files, websites, and other content from central servers, so content is not repeatedly downloaded across the wide area network (WAN). Learn more about BranchCache.
	AppLocker	Enables IT to specify what software is allowed to run on a user's device through centrally managed but flexible Group Policies. Learn more about AppLocker.
	Enterprise Sideloading	Enables direct deployment of touch-optimized Windows 8 apps to devices without going through the Windows Store. Learn more about Enterprise Sideloading.

How to Access License Enterprise Features

Each of these enterprise features are enabled in Windows Embedded 8 Industry Enterprise edition, which you may use on devices that are licensed for Windows Embedded 8 Industry Pro with Software Assurance.

Licensing Windows Embedded 8

Note: Devices must be re-imaged when the Windows Embedded 8 Industry Enterprise edition is installed.

For devices that are licensed for Windows Embedded 8 Standard, you can acquire the Windows Embedded 8 Standard Enterprise Kit license to enable the DirectAccess, BranchCache and AppLocker features, which are present but disabled in the OEM version of the software.

Additionally, to enable Enterprise Sideload for Windows 8 Apps feature you can acquire the Windows 8 Pro Sideload license for devices that are licensed for Windows Embedded 8 Pro or the Windows Embedded 8 Industry Pro Sideload license for devices with Windows Embedded 8 Industry Pro.

Licenses Available through Volume Licensing

Microsoft Volume Licensing offers customized programs that help organizations purchase software licenses. Tailored for different organization type, size, and purchasing preferences, Microsoft Volume Licensing programs provide flexible and affordable solutions designed to help you manage your licenses with ease. Whether you have five or thousands of desktop PCs, there is a Microsoft Volume Licensing program for you.

You can purchase the following licenses through [Microsoft Volume Licensing](#):

License	Description	Availability by Volume Licensing Program			
		Open License	Open Value & Subscription	Select Plus	Enterprise Agreement & Subscription
Windows Embedded 8 Standard Enterprise Kit	Enables the DirectAccess, BranchCache, AppLocker, and Sideload enterprise features that are disabled in the OEM Windows Embedded 8 Standard edition software.	✓		✓	
Windows 8 Pro Sideload	Enables Enterprise Sideload for Windows 8 Apps on devices that are licensed for Windows Embedded 8 Pro.	✓		✓	
Windows Embedded 8 Industry Pro Upgrade	Licenses device with a Qualifying Operating System already installed to upgrade to Windows Embedded 8 Industry Pro. Including Software Assurance provides access to Windows Embedded 8 Industry Enterprise.	✓	✓	✓	✓
Windows Embedded 8 Industry Pro Sideload	Enables Enterprise Sideload for Windows 8 Apps on devices that are licensed for Windows Embedded 8 Industry Pro.	✓		✓	
Software Assurance	Adds Software Assurance to new devices purchased with Windows Embedded 8	✓	Included	✓	Included

Licensing Windows Embedded 8

for Windows Embedded 8 Industry Pro Industry Pro preinstalled by the OEM.

Note: You can Software Assurance only within 90 days of the purchase date of the device. After 90 days, you can add Software Assurance by purchasing the Windows Embedded 8 Industry Pro Upgrade with Software Assurance.

Qualifying Operating Systems

Windows Embedded 8 Industry Pro is available through Volume Licensing as an upgrade license only. It does not replace the need to purchase the initial licensed operating system software product preinstalled on new devices. Each device that runs the Windows Embedded 8 Industry Pro upgrade must first be licensed to run one of the qualifying operating systems identified below—otherwise the device will not have a valid, legal Windows Embedded license.

Each of these conditions must be met in order for a base device to be eligible for an upgrade license:

- ▶ Software under the qualifying operating system license must already be installed on the device that will be assigned the Volume Licensing upgrade. Refer to the list below of preinstalled OEM versions that are eligible for upgrade.
- ▶ You must remove the existing qualifying operating system from the device in order to deploy the Volume Licensing upgrade license, unless the device is covered by Software Assurance for Windows Embedded.
- ▶ If you wish to install or run more than one licensed operating system at one time (including the qualifying operating system), you may optionally attach Software Assurance to the Volume Licensing Windows Embedded 8 Industry Pro Upgrade license.

The following operating systems qualify for the Windows Embedded 8 Industry Pro Upgrade through Volume Licensing:

- ▶ Windows Embedded for Point of Service (WEPOS)
- ▶ Windows Embedded POSReady 2009 and POSReady 7
- ▶ Windows XP Professional for Embedded Systems
- ▶ Windows Vista Business for Embedded Systems and Windows Vista Ultimate for Embedded Systems
- ▶ Windows 2000 Professional for Embedded Systems
- ▶ Windows NT Embedded for Embedded Systems
- ▶ Windows 7 Professional for Embedded Systems
- ▶ Windows 7 Ultimate for Embedded Systems
- ▶ Windows XP Embedded
- ▶ Windows Embedded Standard 7, 2009 and Windows Embedded 8 Standard
- ▶ Windows Embedded 8 Pro
- ▶ Windows Embedded 8 Industry Pro (including Retail)

How to Acquire Licenses through Volume Licensing

Contact your Microsoft representative or Microsoft Volume Licensing reseller to acquire licenses through Volume Licensing.

To find a Microsoft Volume Licensing reseller:

- ▶ In the United States, call (800) 426-9400 or visit <https://solutionfinder.microsoft.com/>.

Licensing Windows Embedded 8

- ▶ In Canada, call the Microsoft Resource Centre at (877) 568-2495.
- ▶ Outside the United States or Canada, contact your local Microsoft subsidiary. To locate licensing information for your local subsidiary, visit <http://www.microsoft.com/licensing/index/worldwide.msp>.

Software Assurance Benefits for Windows Embedded 8

Software Assurance includes a core set of benefits to help improve workforce productivity, streamline software deployment, and reduce costs.

Software Assurance also provides the greatest flexibility for how you use Windows Embedded 8 as it includes access to enterprise offerings and use rights not available through other licensing programs.

Key Benefits of Software Assurance for Windows Embedded 8

Note: "Licensed device" refers any device covered by Software Assurance for Windows Embedded 8 Industry Pro.

	Benefit	Description
Access to Enterprise Offerings	New Version Rights	With New Version Rights, you have access to new releases of Windows Embedded on any licensed device as soon as they are released for no additional cost.
	Windows Embedded 8 Industry Enterprise Edition	Windows Embedded 8 Industry Enterprise edition includes all the capabilities of Windows Embedded 8 Industry Pro, plus premium features designed to meet the mobility, productivity, security, and manageability needs of today's large businesses.
Flexible Use Rights	Virtualization Rights	Run up to four instances in virtual Operating System Environments (OSEs) and one instance in the physical OSE locally on the licensed device. Note: Virtualization Rights do not allow access to Windows Embedded running on a server.
	Enterprise Sideload of Windows 8 Apps	Receive the necessary use rights and license keys required to enable direct deployment touch-optimized Windows 8 apps directly to devices within an organization as opposed to being installed through the public Windows Store.

Customers with Software Assurance for Windows Embedded 8 Industry Pro also have access to the following benefits:

- ▶ TechNet benefits through Software Assurance
- ▶ Extended Hotfix support
- ▶ 24x7 Problem resolution support
- ▶ Enterprise Source Licensing Program
- ▶ E-Learning
- ▶ Training Vouchers
- ▶ Spread Payments

Licensing Windows Embedded 8

Notes:

- ▶ The rights above apply only to Windows Embedded and license requirements for other software still apply.
- ▶ Benefit eligibility varies by Volume Licensing program and products. Refer to the [Microsoft Volume Licensing Product List](#) to verify eligibility by program and products.

Acquiring Software Assurance for Windows Embedded

You can cover your Windows Embedded licenses with Software Assurance for Windows Embedded 8 Industry Pro in the following ways:

- ▶ When purchasing a Windows Embedded 8 Industry Pro Upgrade license through Volume Licensing, you may also acquire Software Assurance for that license.
- ▶ Software Assurance is automatically included in certain Volume Licensing programs such as Enterprise Agreement, Enterprise Subscription Agreement, Open Value, Open Value Subscription, and Enrollment for Education Solutions.
- ▶ For new devices with Windows Embedded 8 Industry Pro preinstalled by the OEM, you can purchase Software Assurance for Windows Embedded through the Open License or Select Plus programs within 90 days of the device purchase.

When you license a device with Software Assurance, the Software Assurance benefits for that device are available for the term of the Software Assurance coverage only. Note, when acquired under a non-subscription license, Windows Embedded 8 Industry Enterprise use rights are perpetual for the licensed device even after Software Assurance coverage ends as long as Windows Embedded 8 Industry Enterprise was installed on the device at the time Software Assurance coverage ends. Perpetual use rights for Enterprise Edition are tied to the licensed device and end once the device is retired.

Downgrade Rights

Customer with a valid license for Windows Embedded 8 Industry obtained through Volume Licensing program are eligible to use Embedded POSReady 7 and Windows Embedded POSReady 2009 in place of the version they have licensed. The customer is not be able to use the operating system on any other device other than the licensed POS device.

ATM Limitation. This Product may not be distributed on an Embedded System with automated teller machine ("ATM") as the primary functionality.

Volume Activation

Windows product activation is a set of technologies enabling customers to confirm that their copy of Windows is properly licensed. Product activation is required for all editions of Windows Embedded 8 Industry.

Volume Activation allows enterprise customers to automate the activation process and make it transparent to users. Volume Activation applies to computers that are covered under a Volume Licensing program, and for customers using Volume Licensing media that were first introduced with Windows Vista and have since been enhanced. It is used strictly as a tool for activation, and it is not tied to license invoicing or billing.

Activation through Key Management Service and Multiple Activation Key

Key Management Service (KMS) allows organizations to activate computers within customer environment through an internally hosted service (KMS), and Multiple Activation Key (MAK) activates computers on a one-time basis by using the hosted activation services provided by Microsoft. Customers can use either or both key types to activate computers in their environments.

Licensing Windows Embedded 8

Activation through Microsoft Active Directory

During Active Directory-based activation, any Windows 8 or Windows Server 2012 computers connected to the domain will activate automatically and transparently during computer setup. These clients stay activated as long as they remain members of the domain and maintain periodic contact with a domain controller.

Learn more about volume activation at <http://www.technet.com/volumeactivation>.

Note: If you purchase the Windows Embedded 8 Standard Enterprise Kit, you will receive a key that enables the DirectAccess, BranchCache, AppLocker, and Enterprise Sideload enterprise features that are disabled in the OEM Windows Embedded 8 Standard edition software.

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