

For Immediate Release

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## e-con System's, joins Windows Embedded SPARK Your Imagination Program

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e-con Systems Inc., a leading Embedded Design Services company based out of St Louis, USA & Chennai, India, and a Gold Level member of the Windows Embedded Partner Program, today announced its participation in Microsoft's Windows Embedded SPARK Your Imagination program.

As part of this program, e-con offers this low cost SPARK Your Imagination kit to hobbyist developers and the academic community with the features below:

- A robust and production ready hardware platform with proven reliability running Microsoft Windows Embedded CE 6.0 R2
- Full version of Windows Embedded CE 6.0 R2 and Visual Studio 2005 Professional Edition, for noncommercial use
- A professional grade product at an affordable price point, optimized for nonprofessional users

As part of the SPARK Your Imagination program, Microsoft offers Board Support Package (BSP) certification at no charge, for noncommercial use.

"The SPARK Your Imagination program is beneficial for the hobbyist as well as partner companies as it is creating a community, which is crucial for any innovative product idea. To nourish this community e-con is offering a low cost SPARK Your Imagination kit to assist the SPARK Your Imagination program participants, with their designs." commented Ashok Babu, president e-con Systems.

e-con's strength lies in working with customers to help shorten product development cycles and reduce the total time-to-market. By using flexible solutions, coined "**Productized Services**" around Windows CE, e-con has pioneered in addressing customer requirements and feels proud seeing their products in the market and make sure that customers and e-con create a value for everyone.

"The SPARK Your Imagination program provides a great opportunity for hobbyist developers and the academic community to try out Windows Embedded technologies at affordable prices," said Scott Davis, senior marketing manager Windows Embedded Academic & Community Programs at Microsoft Corp.

"We are pleased to have e-con Systems as a participating vendor in this program and make SPARK Your Imagination Program offers more widely available."

### About Spark Your Imagination

SPARK Your Imagination brings the benefits of embedded development on Windows Embedded CE 6.0 R2 and Visual Studio 2005 Professional Edition to hobbyist developers and the academic community. Currently, under its MSDN Academic Alliance (MSDN AA) Program, Microsoft provides software for students and faculty in the embedded technology and design fields. Through the SPARK Your Imagination community program, the company is adding complementary offerings and extending them to the greater nonprofessional developer community to continue its dedication to the industry and future talent pool.

Interested hobbyists and enthusiasts may visit <http://www.windowsembedded.com/spark> for information about program participation.



### About e-con Systems:

e-con Systems is an embedded product development services company focused on end-end product development. e-con Systems has expertise in mobile processors such as XScale PXA270, PXA320, AU1250 and has been using its product engineering services to help customers on development of products such as digital picture frames, point of sale terminals, handheld single board computers etc.

Besides this, e-con provides system integration services such as Windows Embedded CE or Linux BSP porting solutions and device driver development. Also e-con's design services have been used by customers across the globe for hardware design of their products. Visit [www.e-consystems.com](http://www.e-consystems.com)