**Company:** SilverPAC, Inc.

**Web Site:** www.silverpac.com

**Country or Region:** United States

**Industry:** Consumer Electronics

**Partner:** Freescale

**Partner Web Site:** www.freescale.com

Company Profile

SilverPAC is a developer of innovative and cutting edge products and solutions for the consumer electronics market.

Software and Services

* Microsoft Visual Studio
* Windows Embedded CE 6.0 R2
* Microsoft Visual C#
* Microsoft Visual C++
* Microsoft .NET
* Windows SideShow
* Windows Live FrameIT

Hardware

* Freescale processor
* 1GB Flash Memory
* 256 MB RAM
* 4.3" color touch LCD, 480x272
* 28 device support
* 802.11g Wi-Fi

For more information about other Microsoft customer successes, please visit:

www.microsoft.com/casestudies

www.microsoft.com/embedded

“No other embedded software platform gives you access to the cutting-edge technologies of Windows.”

Peter Mor, VP of Product Development, SilverPAC

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| SilverPAC Evolution 5500 Puts Everything Under ControlThe SilverPAC Evolution5500 is the only universal remote control in the world that streams SideShow Gadget content from a Windows® PC. Users can catch up on reading email, check the weather and stock quotes, control lighting systems, or keep in touch with popular social networking services like Facebook and Twitter —all from the comfort of a living room couch, or anywhere else in the home. A built in Green Button launches Microsoft® Media Center for instant access to music, video, photos, and more. All of these innovations and the connections to Windows systems and technologies are possible because the Evolution5500 extends the power of the PC with the Windows Embedded CE operating system. |

Situation

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Companies like SilverPAC and Microsoft are leading the revolution in the world of digital entertainment. SilverPAC differentiates its products by building on Microsoft Windows technologies that enable endless possibilities of innovation.

SilverPAC was founded by a group of technology industry veterans with the vision of shaping the future of how people enjoy digital entertainment. They also share a common knowledge of and experience working with Windows technologies.

“A number of us have been using Microsoft products to bridge the gap between computers and home entertainment devices for years,” says Peter Mor, Vice President of Product Development, SilverPAC.

For its first product, the company decided to build a universal remote control. The remote control market is currently $4 billion, according to IDC. To standout in a

crowded marketplace, SilverPAC wanted to differentiate its remote by making the product far easier to learn and operate than existing home media centers and universal remote controls, which tend to be overly complicated and difficult to use.

“We want our device to appeal to multiple markets, including Original Equipment Manufacturers (OEMs), luxury consumers, and professional home theatre installers,” says Mor. “Having the right interface and user experience is very important.”

The remote was also designed to be a PC companion device, so SilverPAC was looking for a highly reliable and productive software development platform that would lower its risk of failure, while speeding time to market.

Solution

SilverPAC selected Windows Embedded CE 6.0 R2 as the operating system (OS) for its Evolution5500 Universal Remote Control. Windows Embedded CE is a componentized

OS for a wide range of smart, connected, small footprint devices like the 5500.

Global familiarity with Microsoft developer tools like Visual Studio, .NET, and Windows Embedded CE 6.0 Platform Builder made it possible for SilverPAC to outsource systems integration work to India and more easily hire application developers in the U.S.

“We had a team of 20 engineers in India working on the Board Support Package for the Freescale processor,” states Mor. “We were able to leverage their knowledge of Windows Embedded technology to cut months from our development schedule.”

Benefits

By choosing the validated, proven Windows Embedded CE platform, SilverPAC gave its developers confidence in the performance and reliability of the underlying OS.

“Many of us have a history of delivering successful products on Windows Embedded CE, so this was a low-risk choice,” says Mor. “The availability of a BSP for the Freescale processor was another major benefit of using CE 6.0 R2 rather than an open-source alternative like Linux.”

SilverPAC also benefited from the active and established community of resources around Windows. According to Mor, “MSDN and Microsoft Publishing provided several top-notch technical resources, including an excellent book on CE 6.0 R2 that was our ‘bible’ during the build.”

Familiar Windows application development tools like Visual Studio and .NET are fully integrated with CE 6.0 Platform Builder and embedded tools like PerfMon, AppVerifier, Runtime License Checker, and Hopper for CE. This made it easier for SilverPAC developers to build a beautiful interface that was also more intuitive than those
of competitors.

Confident in the technical underpinnings of their software platform, SilverPAC’s developers were free to innovate using the latest Microsoft technologies. “Windows Embedded gave us endless possibilities to build rich immersive customer experiences,” declares Mor.

Windows SideShow® technology, for example, supports a secondary screen on an auxiliary device such as a universal remote control. Users can view information such as email from a Windows 7 or Windows Vista PC, whether the machine is on, off, or in sleep mode.

Another example is Windows Live™ FrameIt, which lets users customize their device’s home screen with an interleaved mash-up of photos, RSS feeds, news headlines, webcam images, and more.

“No other embedded software platform gives you access to the cutting-edge technologies of Windows,” claims Mor. “We plan to upgrade to CE 6.0 R3 for the new Silverlight for Windows Embedded technology, which will let us create interactive interfaces that use animation and gesture. Windows Feature Packs will allow us to easily add these new capabilities to devices in the field.”

**SilverPAC Evolution5500 Universal Remote Control**



For SilverPAC, the final benefit of Windows Embedded was built-in secure networking and the ability to connect with other Windows technologies. For example, one touch of the Green Button launches Windows Media Center and turns the 5500 into the digital media hub of the home.

“Windows makes it so easy to connect to everything,” concludes Mor. “With support for UPnP, IR, Wi-Fi, and many more
network and consumer electronics standards, Windows Embedded CE 6.0 R2 enables the Evolution5500 to control up to 28 media devices while also serving as
a PC companion device. It is a truly innovative home entertainment and computing product.”

In sum, Windows Embedded CE 6.0 R2 delivers the following benefits to SilverPAC:

* Save Investment
* Fast time to market
* Windows Connected
* Powerful integrated tools and technologies for device innovation

Keyword: Connected Media Devices; Smart Media Control