

Further intensification of the technology partnership between Microsoft and Beckhoff



Microsoft nominates Beckhoff as Windows Embedded Gold Partner

→ As part of the Windows Embedded Partner program Microsoft awarded Beckhoff the status of Gold Partner. Gold status is the highest and most exclusive level of the Microsoft partner program – in Europe there are only 14 companies who have been awarded Embedded Gold status.

To qualify as Microsoft Windows Embedded Gold Partners, companies have to demonstrate above-average know-how and first rate embedded technology knowledge. Only companies offering specialized knowledge qualify for this partner status. With its PC-based control technology, Beckhoff can boast long-standing experience and advanced technologies in the embedded segment. The TwinCAT automation software enables real-time control systems to be realized under Windows XP Embedded and Windows CE. EtherCAT, the real-time Ethernet technology developed by Beckhoff, is successfully deployed in combination with Windows operating systems. Beckhoff uses embedded operating systems in IPCs for different performance classes – products include modular Embedded PCs, compact Panel PCs, and traditional Industrial PCs.

For Beckhoff the nomination as Windows Embedded Gold Partner is confirmation of the successful cooperation with Microsoft. "Microsoft and Beckhoff have already been cooperating in the area of technology devel-

opment for several years. This cooperation has been a significant factor for the success of our PC-based New Automation Technology", said Hans Beckhoff, managing director of Beckhoff Automation GmbH. "As a Gold Partner we gain even more intensive access to Microsoft technologies. This enables optimum integration of Beckhoff automation products into the 'Microsoft world'. In addition, we can direct Microsoft's focus towards the requirements of industrial control technology. This partnership will therefore continue to drive the technological convergence between IT and automation technology."

"The partnership leads to a significant increase in product development speed", said Hans Beckhoff. "As an example, we were able to present a preview of the new Windows CE 6.0 operating system running on our Embedded PCs at SPS/IPC/DRIVES in Germany at the end of November. Conversely, Microsoft utilizes the experience with PC-based control technology to optimize its products for the requirements of automation."

Microsoft congratulates Beckhoff on achieving "Gold Partnership" status: from left: Ilya Bukshsteyn (Director Embedded Marketing), Manoj Rami (Senior Marketing Manager, Mobile & Embedded Devices Group), both Microsoft Corporation; Stefan Hoppe (Program Manager HMI and System Connectivity) and Ramon Barth (Systems & HMI Software Development Director), Beckhoff.

