



April 29, 2010

Qualnetics announces their Windows Embedded Automotive Development Kit (for in-vehicle application development)

Bellingham, WA (April 29, 2010) – Qualnetics™, a seven year veteran in Windows® Embedded software development, announced today a new licensing agreement with Microsoft to offer a Windows Embedded Automotive Development Kit (WE-ADK), a hardware development platform for Microsoft Auto 4.1. It will also support Windows Embedded Automotive 7 when the product is released this year. WE-ADK equips development teams with the tools to produce exciting new platforms and applications for in-vehicle use.

This Automotive Development Kit is a developer-friendly platform which gives significant freedom and flexibility to design end-user product experiences. Microsoft's Windows Embedded Automotive software platform is proven technology used in such systems as Ford SYNC®, Ford Work Solutions™, Kia UVO™, Fiat Blue&Me™, and new Kenworth™ and Peterbilt™ infotainment systems. The Windows Embedded Automotive software platform features enabling technologies for creating state of the art communication, entertainment, navigation and connected services. This Windows Embedded Automotive Development Kit from Qualnetics includes the Windows Embedded Automotive Reference hardware platform which highlights: Freescale IMX35 processor, digital AM/FM/HD radio, CD Player, 6 Channel Audio Output, Bluetooth for audio streaming and hands-free phone, DVI video output with touch-screen support, USB and Wi-Fi. For more detailed product information, please visit <http://www.qualnetics.com/WE-ADK>.

According to Mark Moeller, co-founder/CEO of Qualnetics, "this licensing arrangement with Microsoft paves the way for more developers to seize the fast emerging market for automotive applications and work with our entrepreneurial-minded company".

"We see Qualnetics rollout of their WE-ADK as an effective way of making our automotive technology available to a wider range of developers," said Mukund Ghangurde, director of product management, Microsoft Windows Embedded marketing group. "Timing couldn't be better for this to happen as automotive manufacturers are recognizing the importance of adding richer information and entertainment content in their vehicles."

Qualnetics WE-ADK will be available in two configurations: Full development package at \$4,899 which will include the base unit and the deployment kit. The base unit will be offered at \$4,299. The deployment kit which includes the touch screen display, headphones, microphone, and essential cabling can be purchased separately for \$695.

Thirty days of hardware support is included with the purchase of WE-ADK. Qualnetics will be providing pre-paid hourly support agreements that can be scaled to meet individual customer

needs. Qualnetics also offers contract engineering services to customers desiring custom software as well as custom versions of the WE-ADK.

WE-ADK will be available for initial shipment in the third quarter of 2010*. Developers interested in the WE-ADK may establish their reservation position by going to <http://www.qualnetics.com/WE-ADK> and completing the registration form. Qualnetics will be contacting registrants within two months of the initial delivery date to firm their order and accept payment.

About Qualnetics

Founded in 2003, Qualnetics is a Windows Embedded Partner and solution provider to the world-wide Windows Embedded market. In addition to contract engineering services for Smartphones, the Company has expertise on a wide variety of platforms such as telematics devices, personal navigation devices, mobile Wi-Fi and others. Qualnetics also provides low-volume contract manufacturing of the Windows Embedded Auto Reference Platform.

* WE-ADK will be available for license worldwide except for countries restricted due to current U.S. export laws or other countries' import restrictions. This product has not yet been approved by the FCC for sale.

"Ford SYNC" is a registered trademark of the Ford Motor Company.

"Ford Work Solutions" is a trademark of the Ford Motor Company

"UVO" is a trademark of KIA Motors America, Inc.

"Blue&Me" is a trademark of Fiat S.P.A.

"Kenworth" is a trademark of Kenworth Truck Company

"Peterbilt" is a trademark of Peterbilt Motors Company

Contact:

Mark Moeller, CEO & Principal Architect
markmo@qualnetics.com

Qualnetics Corporation
PO Box 28788
Bellingham, WA 98228
<http://www.qualnetics.com>