



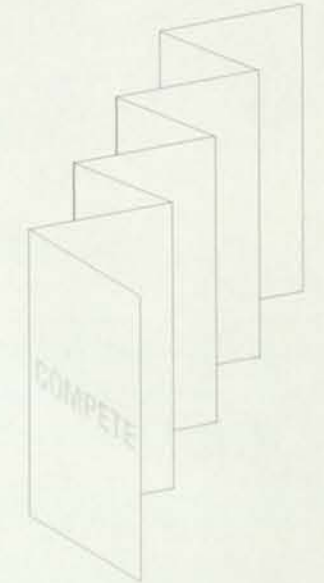
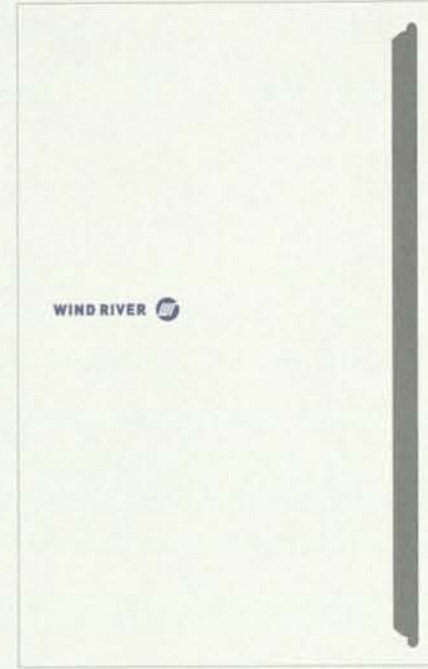
Wind River

complete

Concept: Compete

This direction uses the word "compete" to serve as a visual anchor in demonstrating Wind Rivers's unique ability to enable innovation, so their customers can realize maximum competitive advantage.

This form factor embeds the brochure to convey the nature of Wind River's embedded solutions.



Creating a sustainable difference is what it takes to win in today's competitive market place. By 2009, more than 14 billion devices will need to connect to each other and to enterprise applications. And device manufacturers are under ever-increasing pressure to build more intelligent and connected devices. Today, most companies use a device development model that is inefficient and insufficient. Their developers struggle with a mix of different silicon architectures, operating systems, middleware, and development tools. The increasing demand for products that are more intelligent, reliable and connected is having serious effects on how they are developed. Software is now the key determinant in producing differentiated and successful products.

COMPETE

extraordinary opportunities

competitive advantage

Our vision of new silicon devices is...
 This vision of new silicon devices is...
 This vision of new silicon devices is...

maximizing reliability

At the core of every extraordinary product is a platform that runs device software faster, better, at lower cost and more reliably. Our Device Software Optimization solution, the Wind River Platform, tightly integrates a rich set of market-leading operating systems, development tools, and middleware with services and support.

precision solutions

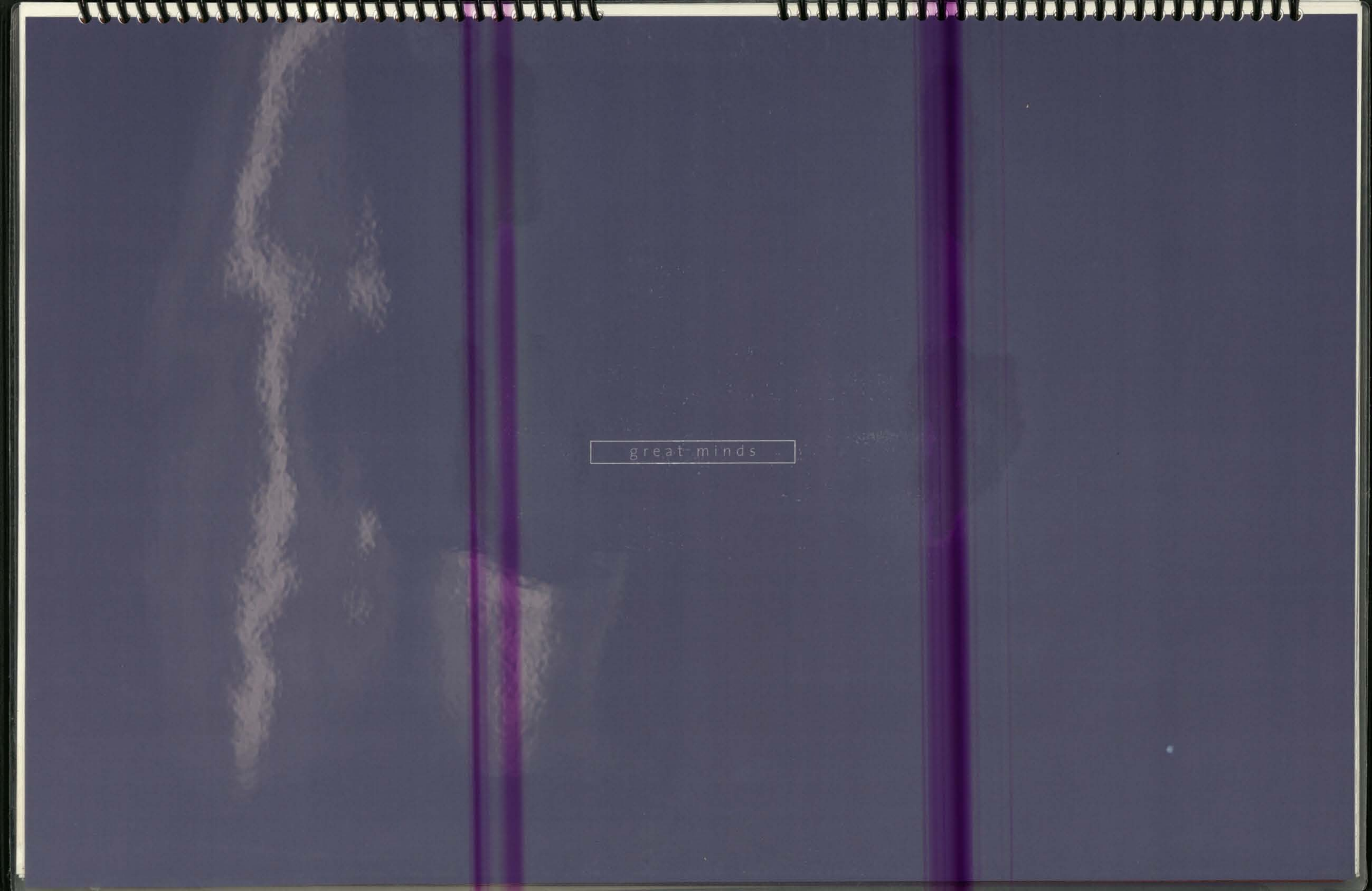
Lower system power...
 This vision of new silicon devices is...
 This vision of new silicon devices is...

efficient development

Lower system power...
 This vision of new silicon devices is...
 This vision of new silicon devices is...

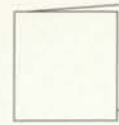
tightly integrated

Our vision of new silicon devices is...
 This vision of new silicon devices is...
 This vision of new silicon devices is...




great minds

ALL THOSE WHO HAVE ACHIEVED GREAT THINGS HAVE
 BEEN GREAT DREAMERS • THE SOUL OF MAN IS LARGER
 THAN THE SKY, DEEPER THAN THE OCEAN • ACHIEVED
 • KNOWLEDGE IS OF TWO KINDS, WE KNOW A SUBJECT
 OURSELVES OR WE KNOW WHERE WE CAN FIND IT • A
 HEAVEN FROM ALL CREATURES HIDES THE BOOK OF
 FATE, ALL BUT THE PAGE PRESCRIBED, THEIR PRESENT
 STATE • AT HOME IN THE ROLLING DEEP WHERE THE
 SCATTERED WATERS WAVE • ALL THOSE WHO HAVE ACH

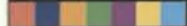


This concept is about great minds. Wind River enables its clients to realize their full potential in product development. By showing the range of testimonials supported by timeless quotes by great thinkers, we show how Wind River is part of the greater world and beyond. That it is part of the great scheme of things for the new millennia and can bring its clients there as well. The cover is a silver, brushed metallic with spot varnish for the type, to give the brochure a sleek, modern look.

100%	WIND RIVER 
<i>Integration</i>	<i>Reliability</i> <i>Optimization</i>

It's a new era of unlimited potential. Up to now, only 2% of products contained embedded software. What about the other 98% waiting for software innovation?

The one company that can provide 100% reliability, lower your software development costs, get you to market faster, promote innovation and differentiation is Wind River. We can help you get closer to the vision of 100% integration, innovation, and optimization of your new products.



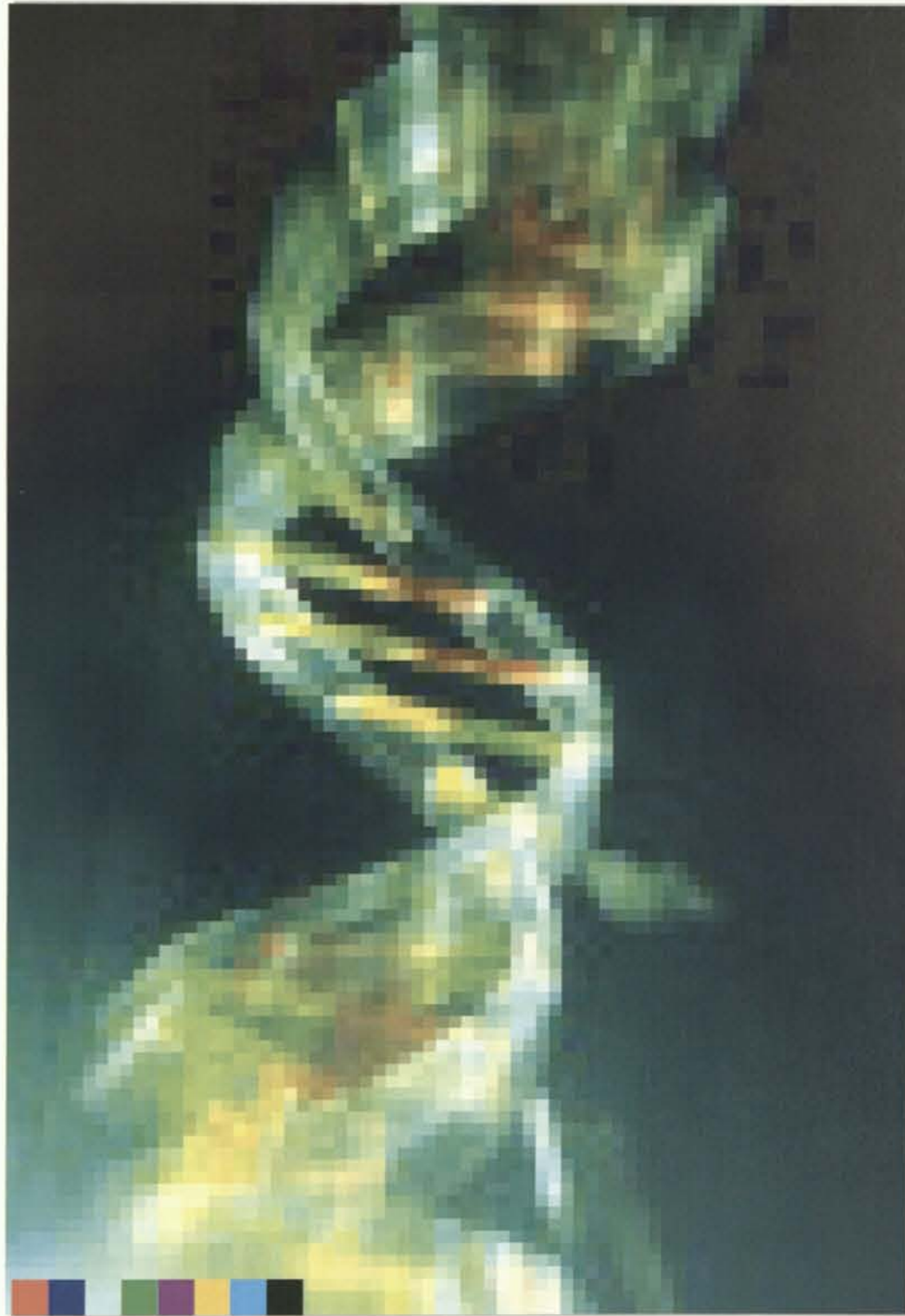
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*MBARI
Deep-sea
ROV Tiburon*

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SCATTERED WATERS RAVE • ALL THOSE WHO HAVE ACH



*Applied Biosystems
ABI PRISM 3700
DNA Analyzer*

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*NASA
Jet Propulsion
Laboratory*

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THE SOUL OF MAN IS WRIT LARGE UPON THE WORLD •

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THAN THE SKY, DEEPER THAN THE OCEAN • ACHIEVED

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WIND RIVER

*Wind River
10K Report*

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the framework for a connected, intelligent world



Cover (size: 9.5 x 14) with embossed logo



Shown here is a plastic folder that would house the brochure, 10k and other materials.

Folder has a side, die cut rectangle opening. (size: 9.75 x 15)

The Framework for a connected, intelligent world.

The world is constantly changing and with that change comes a desire and need for advanced technology, which is both intelligent and connected. Wind River provides the sophisticated framework from which developers can build better, intelligent, connected products. In this brochure, rectangular shapes and frames are graphically shown to represent this idea.



IN A WORLD WHERE PEOPLE RELY ON TECHNOLOGY WITHOUT GIVING IT A SECOND THOUGHT, IT IS **VITAL** FOR TECHNOLOGY TO WORK AND TO WORK FAST.

CONNECTED, INTELLIGENT SOFTWARE

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100%

fool proof

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enable

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empower

INTELLIGENT, CONNECTED SOFTWARE IS **ESSENTIAL** IN ORDER TO STAY AHEAD OF THE COMPETITION. WIND RIVER HELPS YOU DEVELOP AND RUN YOUR SOFTWARE LOREM IPSUM DELORES.

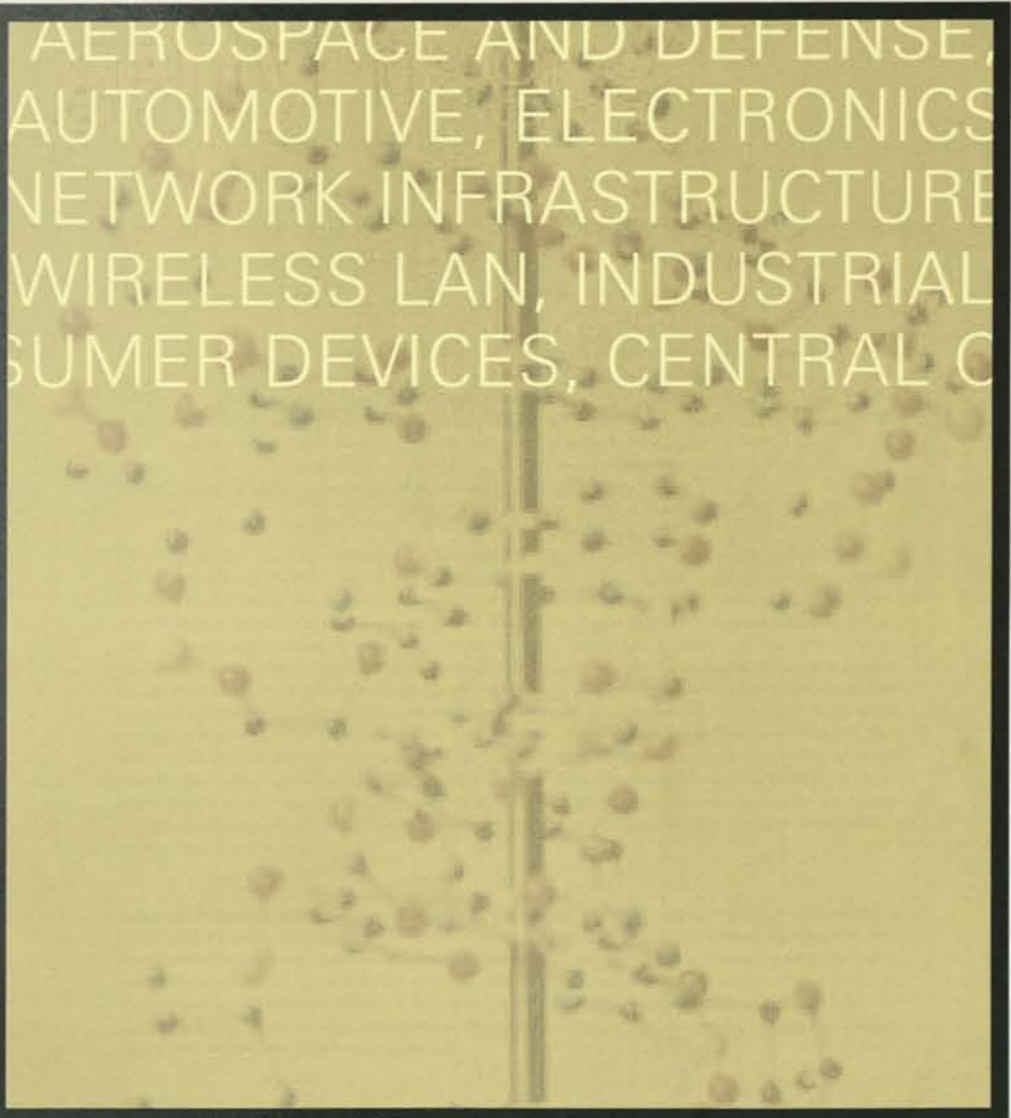
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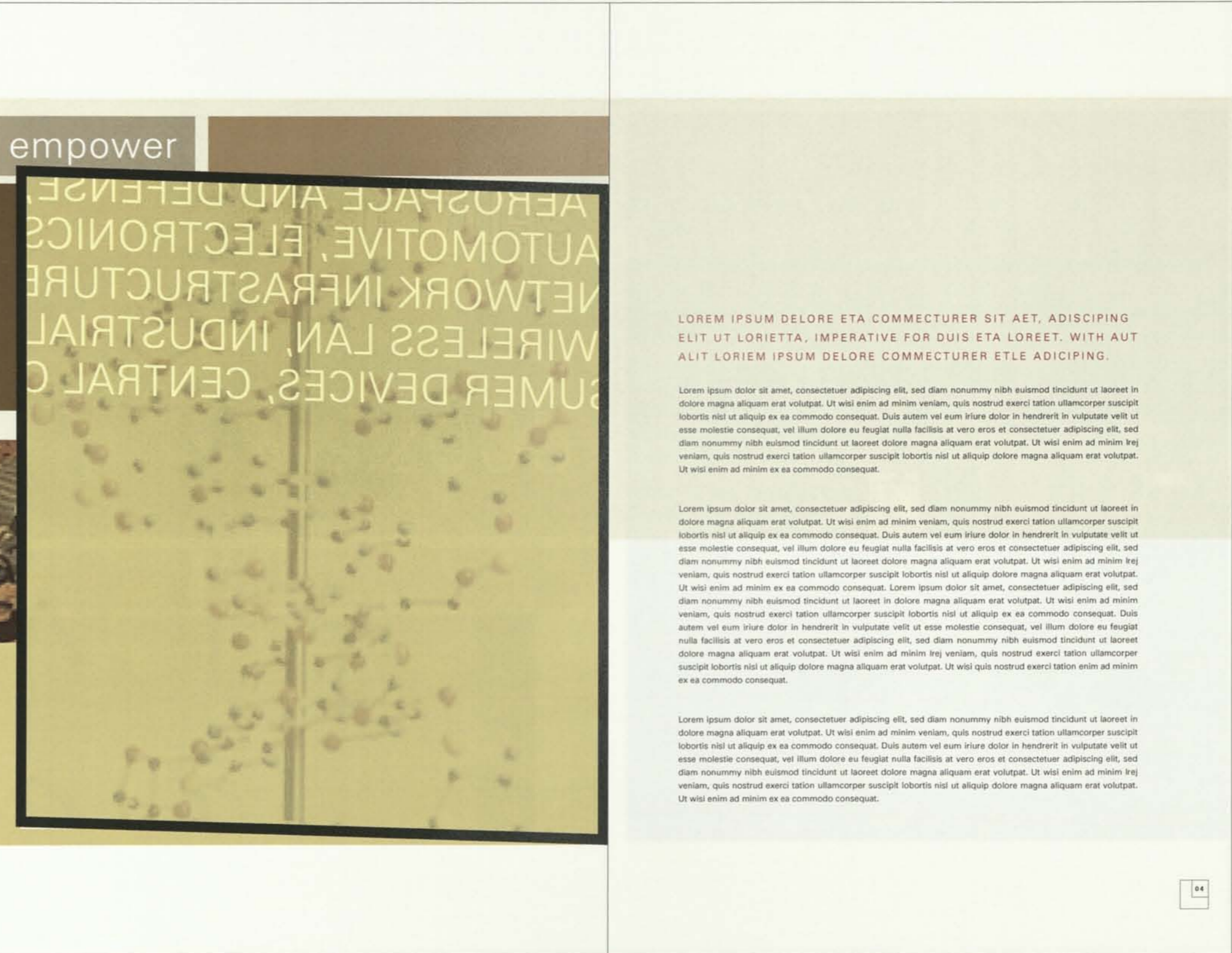


we enable
98%
of the world's products.

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Spread 2 (right page shown is actually a vellum fly sheet / vellum short-sheets would appear randomly throughout brochure)



Spread 2 (left page shows vellum short-sheet, as if it were turned)

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exceed

THE DAY IS HERE WHEN VIRTUALLY EVERY AND ANY PRODUCT YOU INTERACT WITH EMPLOYS SOPHISTICATED, **BREAK-THROUGH** TECHNOLOGY. WIND RIVER MAKES THOSE PRODUCTS BETTER.

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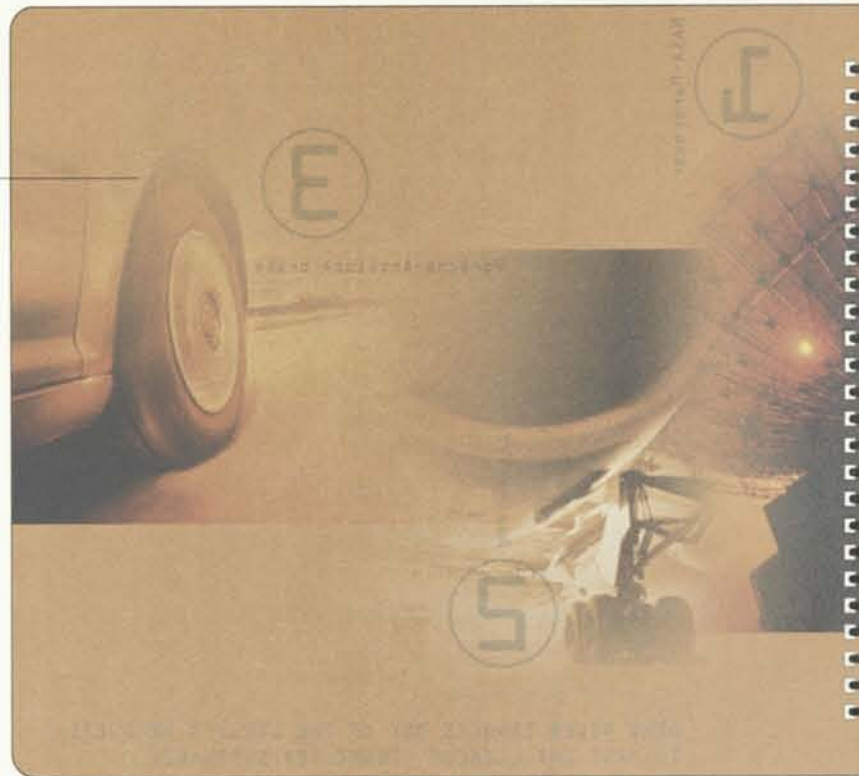
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anything is possible

Colored vellum sheet



Colored vellum sheet

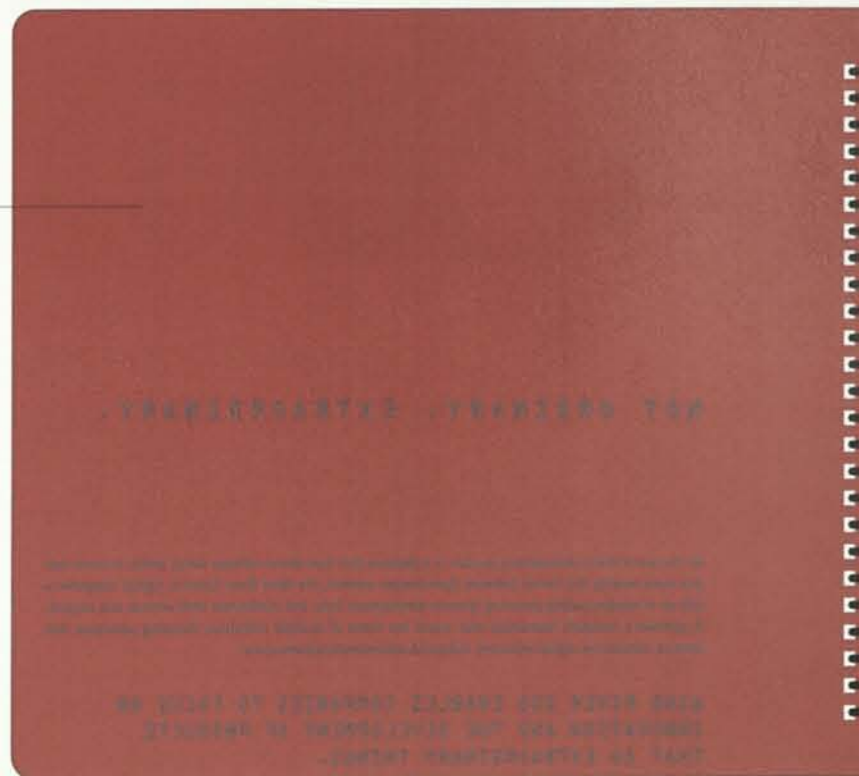
IMPOSSIBLE? NOT ANYMORE.

At the core of every extraordinary product is a platform that runs device software faster, better, at lower cost and more reliably. Our Device Software Optimization solution, the Wind River Platform, tightly integrates a rich set of market-leading operating systems, development tools, and middleware with services and support. It provides a complete foundation that meets the needs of multiple industries, including aerospace and defense, automotive, digital consumer, industrial, and network infrastructure.

WIND RIVER DSO ENABLES COMPANIES TO FOCUS ON INNOVATION AND THE DEVELOPMENT OF PRODUCTS THAT DO EXTRAORDINARY THINGS.

Spread 2

Colored vellum sheet



WIND RIVER

THE POSSIBILITIES...

A pair of eyeglasses that adapts to the shape of your retina, to light conditions, or to the task at hand, enabling you to comfortably see regardless of the situation or your vision impairment. Imagine the freedom and enhancement to your vision. This possibility is today.

An oven that can slowly and safely defrost your Thanksgiving turkey, cook it, baste it, and tell you when it is done. Imagine the convenience and time this will save you. This possibility is today.


Traveling to another planet, discovering that Mars once had plant life and bodies of water. Imagine the value of these discoveries and those to come. This possibility exists today.

WIND RIVER CAN MAKE ANYTHING POSSIBLE.

Spread 3



1 NASA-Marsrover

WIND RIVER 

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100% RELIABILITY.
43 MILLION MILES FROM HOME.

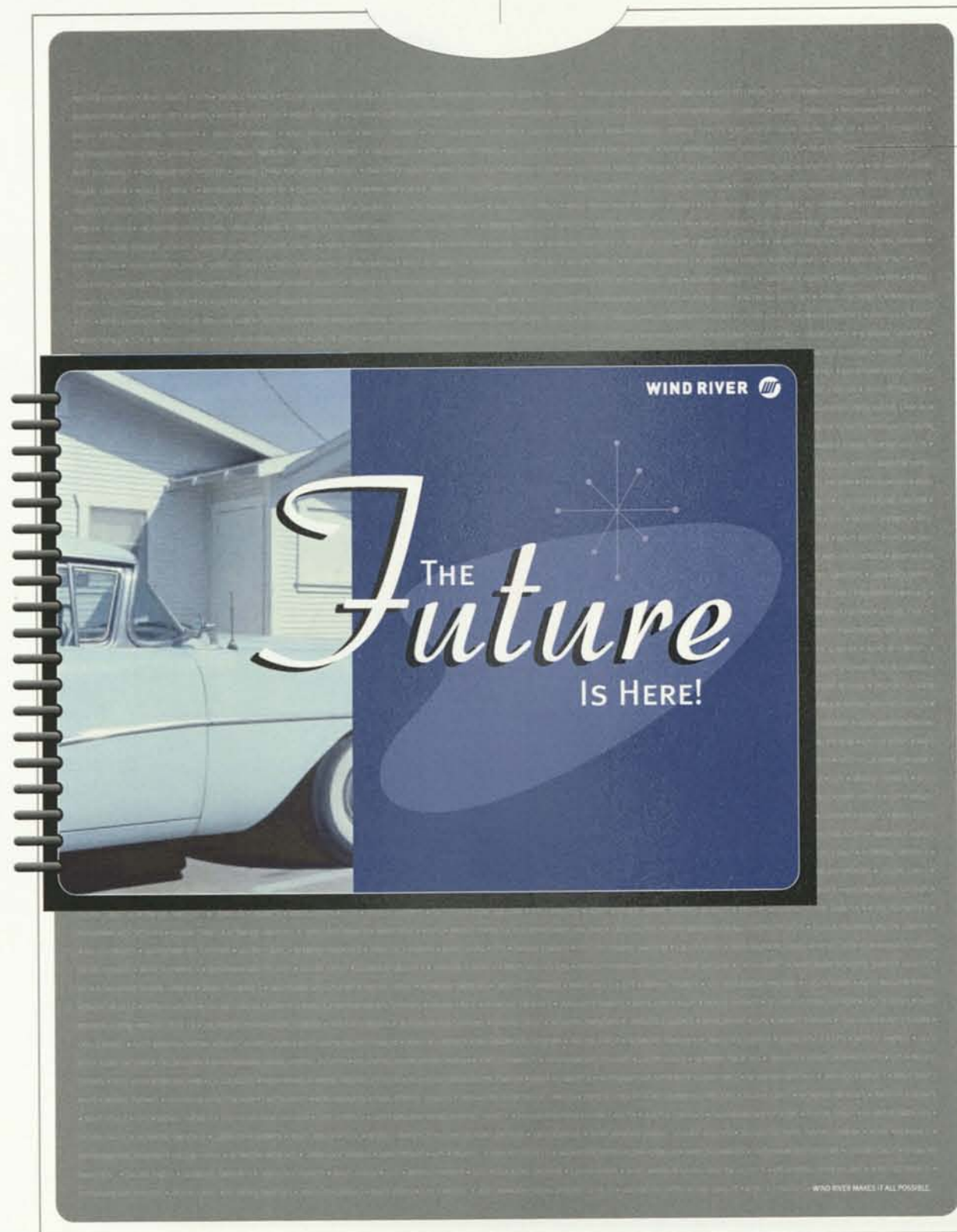
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welcome to the future

FORM 10-K OR DATASHEETS SLIP INTO POCKET BEHIND BROCHURE

THOUSANDS OF APPLICATIONS FOR WIND RIVER'S DEVELOPMENT TOOLS



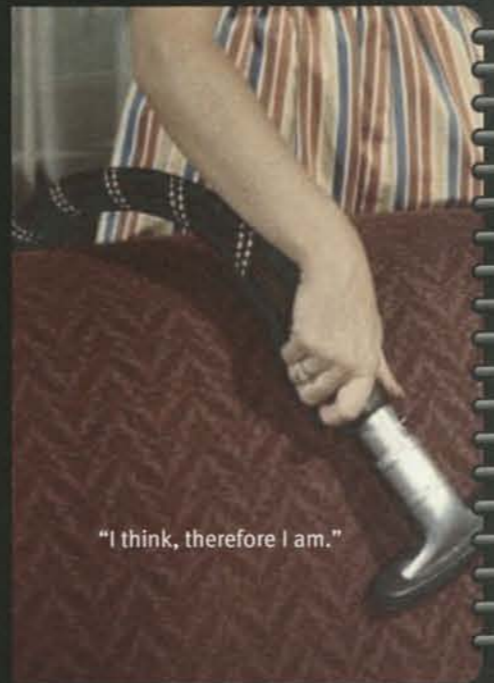
WIND RIVER MAKES IT ALL POSSIBLE

Welcome to the Future

This approach uses vintage images to remind the reader of an era when products all promised to convenience and modernity. In actuality, products were anything but that, and the promises were never delivered. Manufacturers and consumers all shared a naive fantasy about a technological future. By reminding us of this era, the contrast of today's intelligent and connected products, made possible by Wind River development tools, is demonstrated and we once again have a sense of wonder. Wind River proves the kind of technological life we used to dream about is indeed a reality.

COVER OPTION 2

THERE WAS A TIME
WHEN TECHNOLOGY
WAS DUMB,
UNCONNECTED AND
UNDEPENDABLE...
SO MUCH HAS
CHANGED SINCE
THEN AND NOW THE
WORLD DEMANDS
INTELLIGENT DEVICES
THAT WORK.



"I think, therefore I am."

ANTI-LOCK BRAKES • MAPS ROUTE • GPS • MOBILE PHONES • SELF-REGULATING VACUUM • CALCULATORS • AUTO MANUFACTURING ROBOTIC DEVICES • HIGH-RESOLUTION DIGITAL CAMERA • AUTO TELEMATICS • INSTRUMENTS



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Welcome!

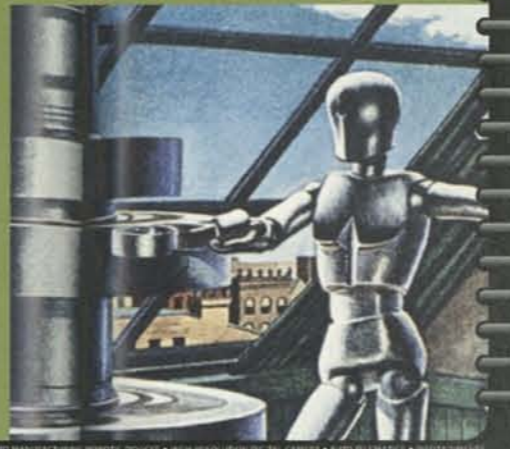
LITERALLY MILLIONS OF PRODUCTS, MANY OF THEM UNEXPECTED, RUN ON INTELLIGENT SOFTWARE, GIVING THEM A MARKET ADVANTAGE. WIND RIVER MAKES THIS SOFTWARE POSSIBLE.

ANTI-LOCK BRAKES • MAPS ROUTE • GPS • MOBILE PHONES • SELF-REGULATING VACUUM • CALCULATORS • AUTO MANUFACTURING ROBOTIC DEVICES • HIGH-RESOLUTION DIGITAL CAMERA • AUTO TELEMATICS • INSTRUMENTS

WIND RIVER MAKES IT ALL POSSIBLE.

MANUFACTURING

INCREASINGLY, MANUFACTURING DEPENDS ON INTELLIGENT ROBOTIC DEVICES. AUTOMOBILES, CIRCUIT BOARDS, CELL PHONES. WITH AUTOMATED SYSTEMS THAT RESPOND TO UIS AUTEM VEL EUM LORUM IP.



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BORDER FEATURES
RELEVANT PRODUCTS FOR
EACH MARKET SECTOR

AIR-LINK BRACKETS • BIAS POINTS • EPS • MOBILE PHONES • SELF-REGULATING VACUUM • CALCULATORS • AUTO-MANUFACTURING ROBOTIC DEVICES • HIGH-RESOLUTION DIGITAL CAMERA • AUTO-TELEMATICS • INPUT/OUTPUTS
 AIR-LINK BRACKETS • BIAS POINTS • EPS • MOBILE PHONES • SELF-REGULATING VACUUM • CALCULATORS • AUTO-MANUFACTURING ROBOTIC DEVICES • HIGH-RESOLUTION DIGITAL CAMERA • AUTO-TELEMATICS • INPUT/OUTPUTS



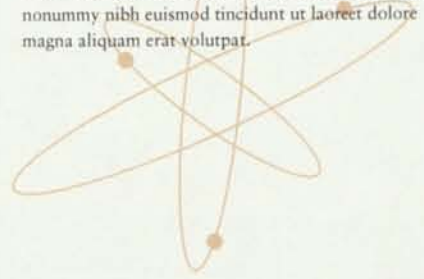
AEROSPACE AND DEFENSE

THE RECENT VICTORY OF THE MARS ROVER HAS INSPIRED CONFIDENCE IN REMOTE AND AUTOMATED SYSTEMS BUILT WITH WIND RIVER'S DEVELOPMENT TOOLS. THE SKY IS THE LIMIT, IN OTHER WORDS.

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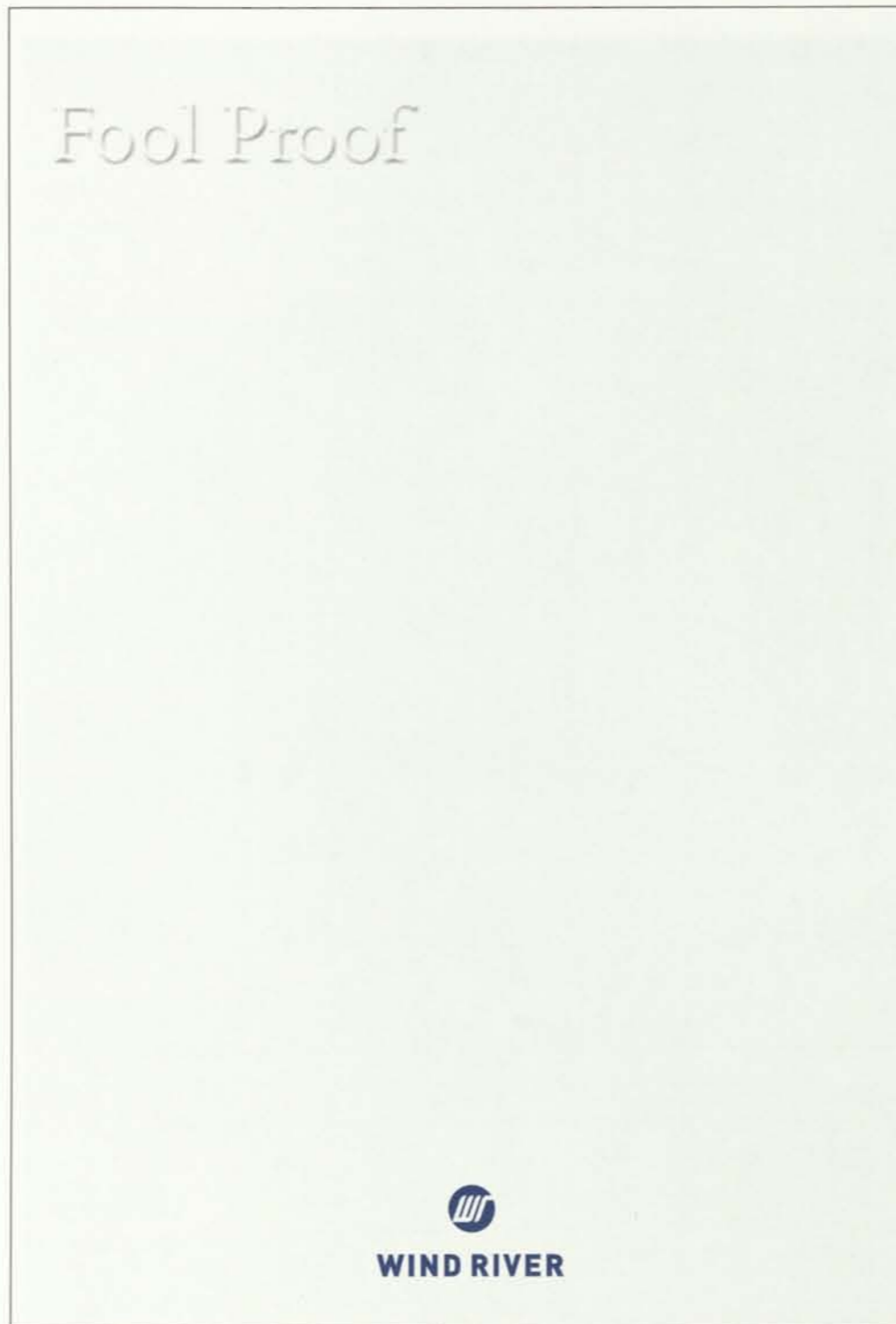
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WIND RIVER MAKES IT ALL POSSIBLE



fool proof



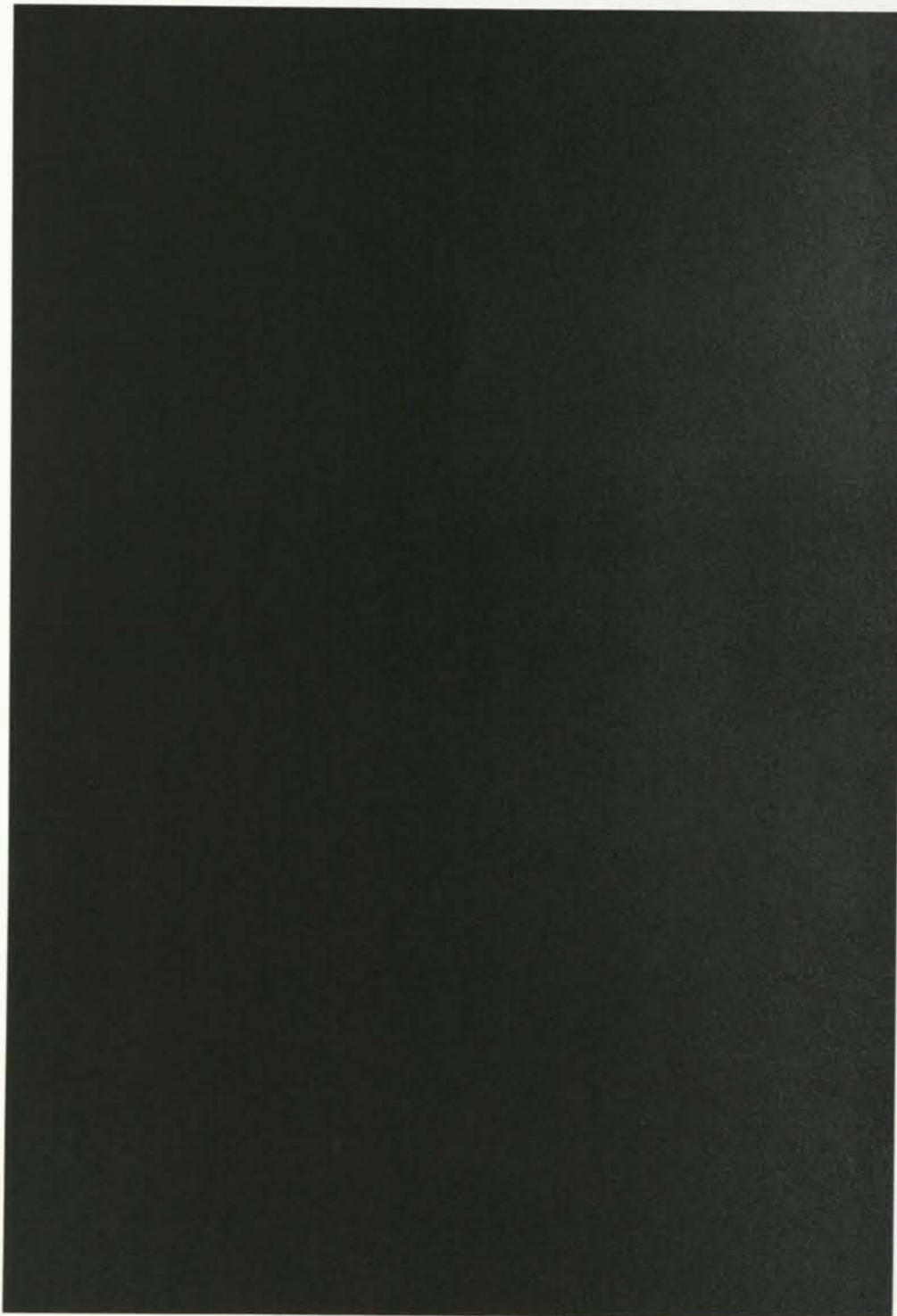
Cover (full size)



Concept: FOOL PROOF

Wind River develops software, tools and middleware that literally save lives. This is a compelling story to tell. We made a small sophisticated book, with elegant French folds, to tell this strong story visually through typography. Each spread contrasts simple word combinations such as "black and white", "life and death", "fast and slow". Below the bold typography is a key customer story which shows how Wind River is enabling embedded devices in complex, precise environments.


The small book format is intimate and draws the reader in. It pulls out of a simple envelope. Additional collateral pieces such as datasheets, product family overviews and benefit information can be added to the envelope. The brochure will sit in the envelope on top of the 10K.



If we fail, people die.
That's the bottom line
when it comes to
developing the software
that makes devices like
air bags, brakes, and
pacemakers work right
every time.

Wind River sets the
standard.

www.windriver.com



Today's executives are faced with big decisions, complex problems, and huge investments. The key differentiator between success and failure is intelligent, connected software, and Wind River sets the standard.

Here are a few of our customers' stories...

black

Redlake: MotionXtra™ HG-100K High-Speed, High-Resolution Camera. In rigorous crash tests, the result is **black** and **white**. Redlake needed to design a network-based, high-speed digital camera which captures extreme events in harsh environments such as vehicle impact testing. To accelerate design and delivery, the Wind River Professional Services Team provided a combination of key Wind River Platform technologies and embedded expertise

white

to ensure quick time to market for this incredible product. Enhanced vehicle safety depends on it. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tationer ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.

fast

Maserati: Even information systems need to be **fast**, not **slow**, in a Maserati. To speed the product development life cycle, Magneti Marelli turned to Wind River Platform technology. By standardizing on Wind River technology, they were able to meet their primary design goals of supporting a range of processor architectures, hardware flexibility, and a real-time operating system with the ability to handle numerous tasks simultaneously.

slow

And deliver a prototype in less than nine months. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.

life

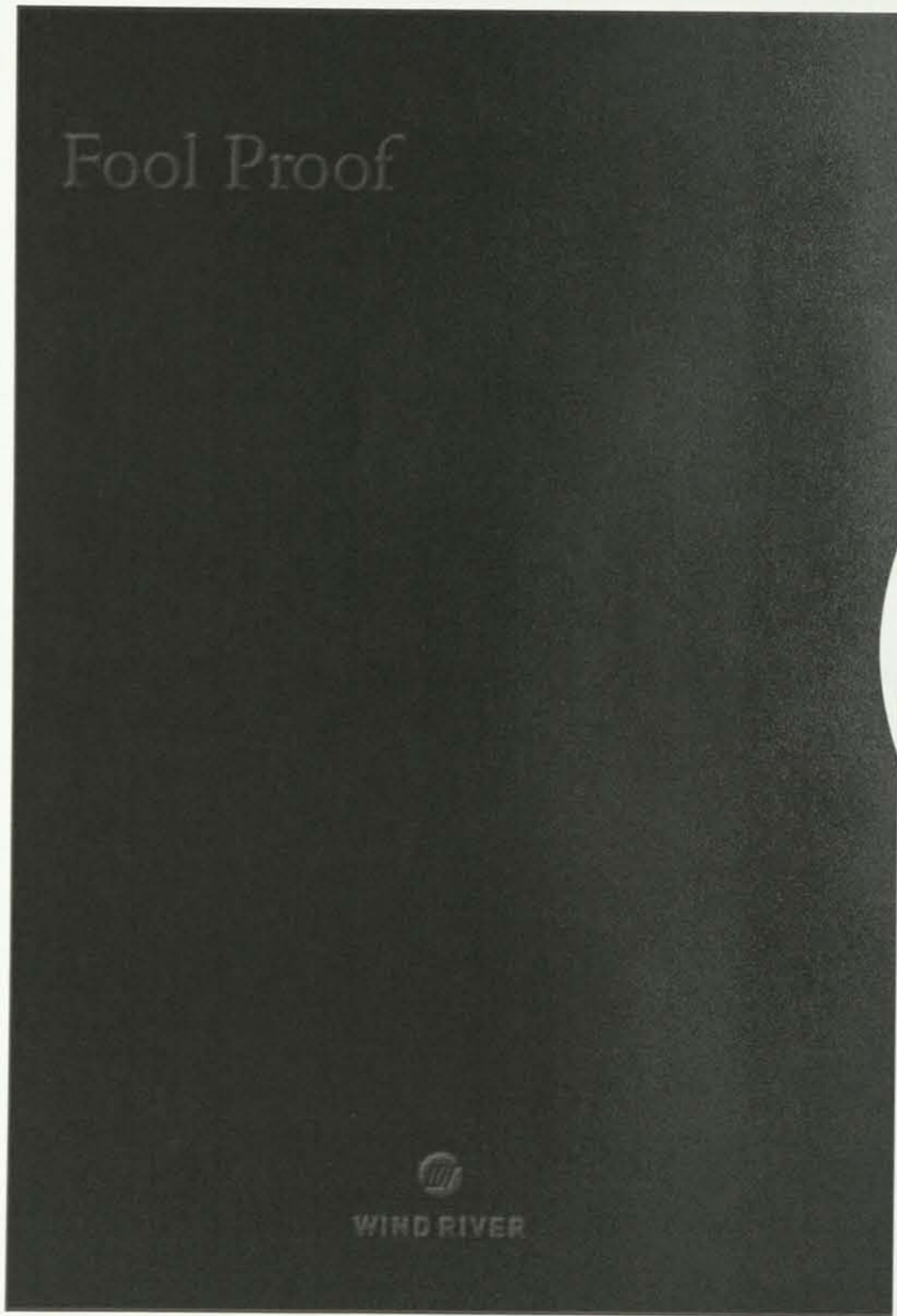
Applied Biosystems: ABI Prism 3700 DNA Analyzer Mapping the human genome can be the difference between life and death. To uncork our very own human gene- "genie," research teams at Celera Genomics and the publicly funded Human Genome Project determined the complete nucleotide sequence of human DNA. To convert the raw genetic material into information suitable for the supercomputers to digest,

death

both teams turned to a Wind-River powered DNA analyzer developed specifically for production-scale DNA analysis. What used to take months now takes days. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero



Wind River is the global leader in device software optimization (DSO). We enable companies to develop and run software faster, better, less expensively and more reliably.



Envelope



Brochure attached to 10K warp



existence

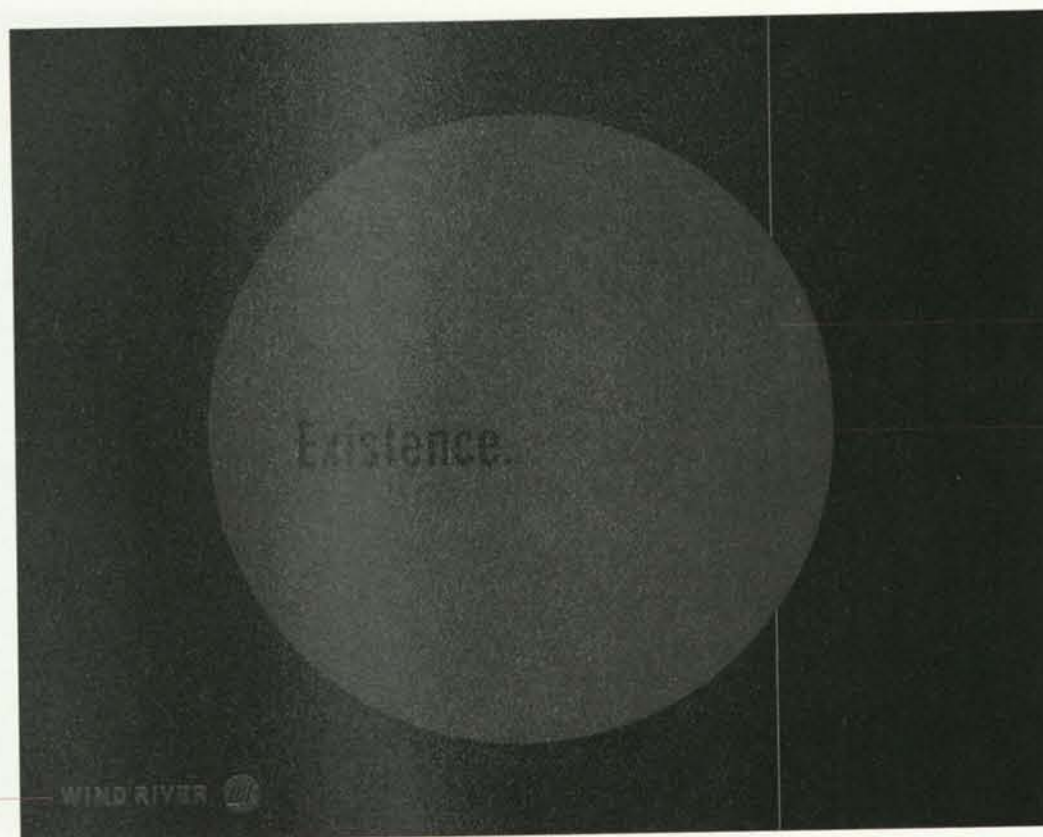
CONCEPT: Existence

This concept plays off the idea of Wind River's technology as ubiquitous. Wind River exists in space, underwater, in your home, in your business and inside the devices we use on a day to day basis. Wind River is truly everywhere. Although you may not know it, Wind River is constantly thinking and/or innovating, continuously aware of their contribution to peoples individual lives and businesses through technology. A quote from Aristotle is used on the inside front flap to support this idea.

"To be conscious that we are perceiving or thinking is to be conscious of our own existence."
— Aristotle

This flap acts as a constant "sidebar reminder" of this idea.

Wind River technology works so seamlessly customers and users are virtually unaware of its existence. However, they can rely upon and be confident of the performance of this smart technology in their day to day lives because Wind River exists everywhere.



Blind Emboss

Cover (11" X 8.5")

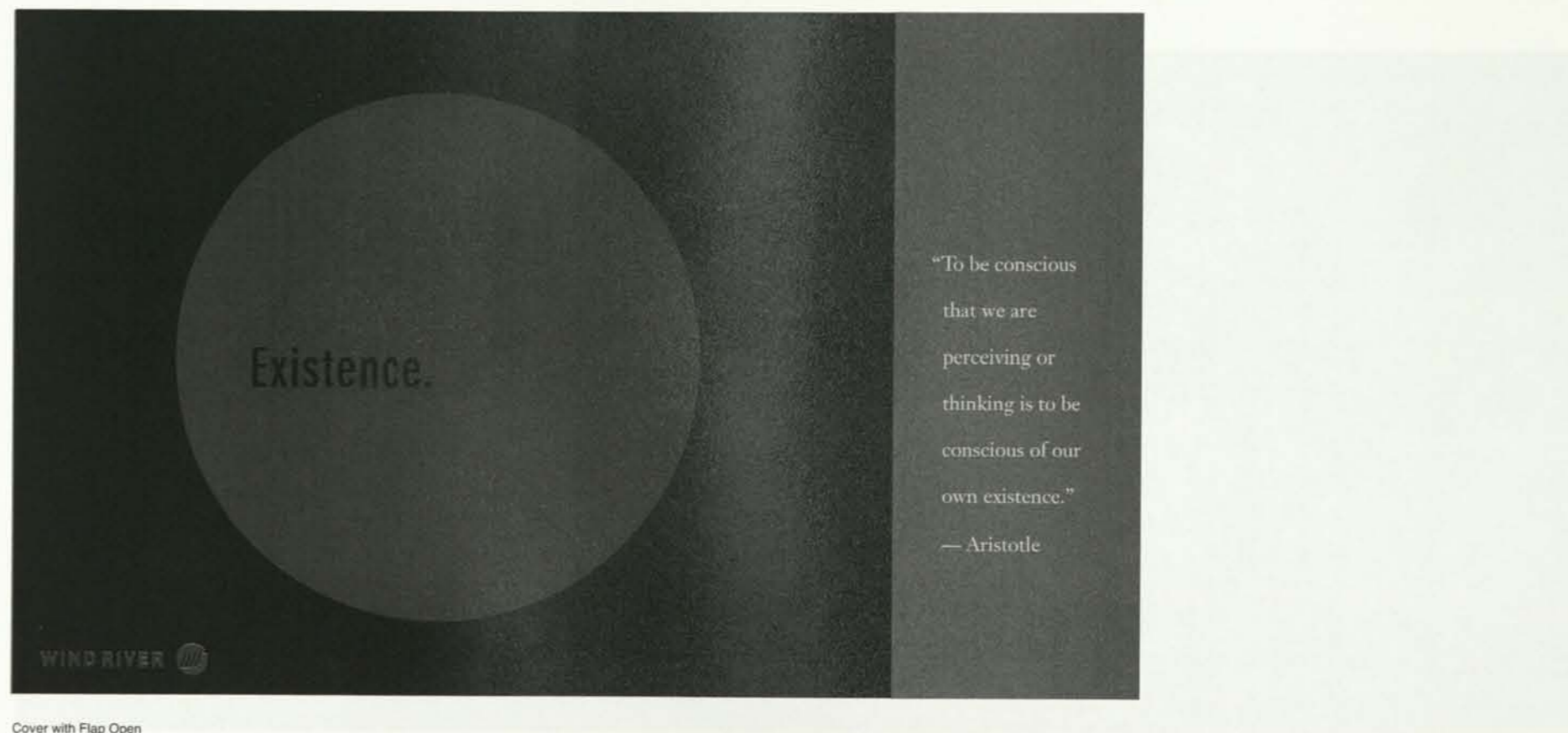
Spot Varnish

Diecut that Flap Tucks Into

Pocket in Back Cover for 10k or Other Collateral



Flap that Wraps to Front



Cover with Flap Open

On the edge of innovation

Wind River is the worldwide leader in embedded software and services. From Rovers on Mars to the technology in your living room Wind River provides market-specific embedded platforms that integrate real-time operating systems, development tools and technologies. Wind River's products and professional services are used in multiple markets including aerospace and defense, automotive, digital consumer, industrial, and network infrastructure. Wind River provides high-integrity technology and expertise that enables its customers to create superior products more efficiently. Companies from around the world turn to Wind River to create the most reliable products and to accelerate their time to market.

- aerospace
- defense
- automotive
- digital consumer
- industrial
- network infrastructure

we exist **H E R E**

"To be conscious
that we are
perceiving or
thinking is to be
conscious of our
own existence."
— Aristotle

I N T E G R A T E D

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We are a part of your everyday life.

(although you'd never know it)

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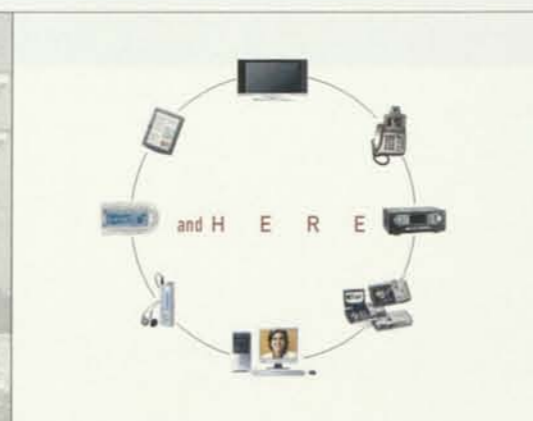
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"To be conscious that we are perceiving or thinking is to be conscious of our own existence."
— Aristotle

Editorial Spread

Vellum



"To be conscious that we are perceiving or thinking is to be conscious of our own existence."
— Aristotle

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O P T I M I Z E D

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DSO takes advanced technology to new limits

[going beyond]



the mars rover

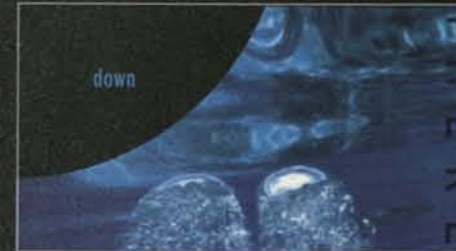
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we exist

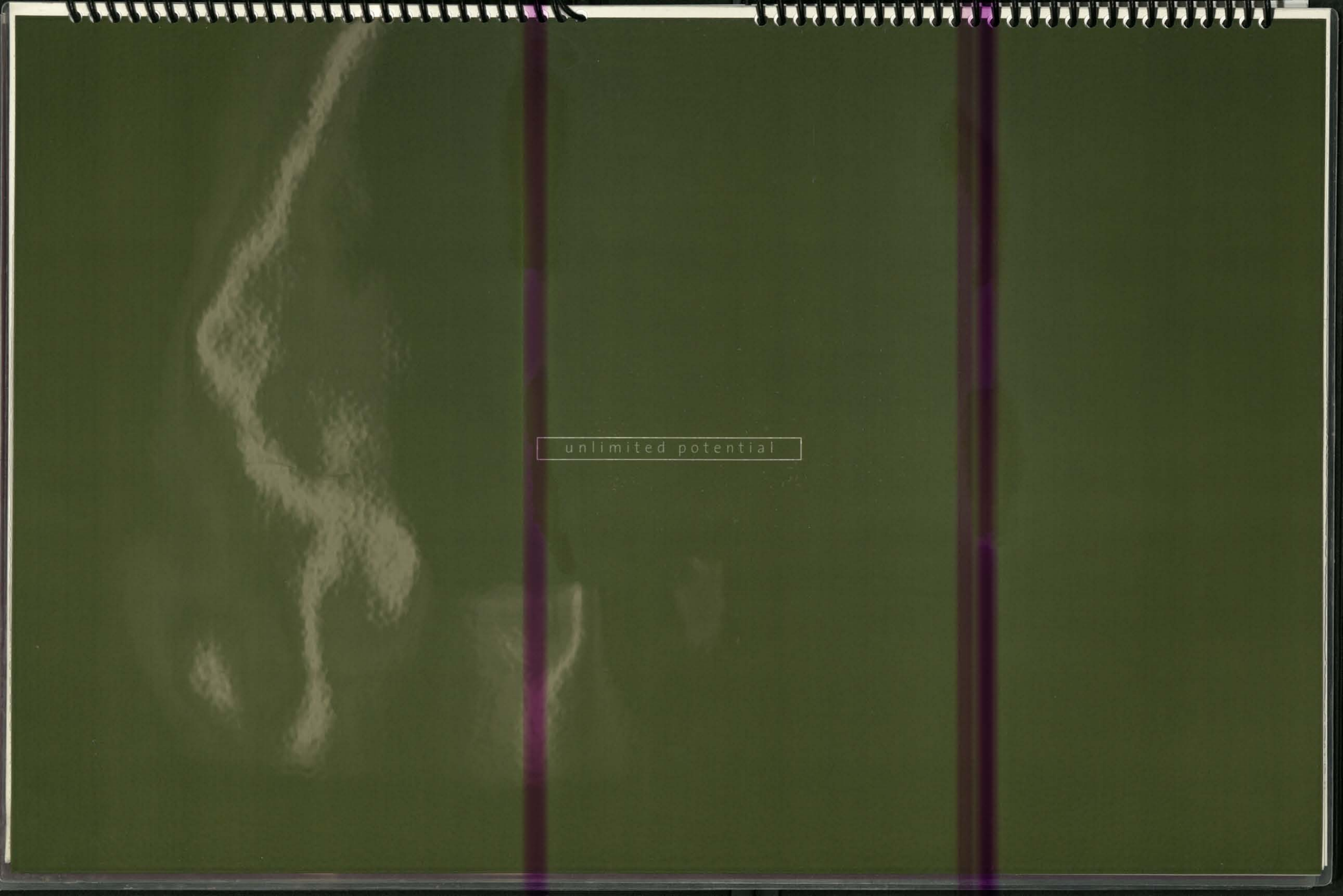
the tiburon rover

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"To be conscious that we are perceiving or thinking is to be conscious of our own existence."
— Aristotle

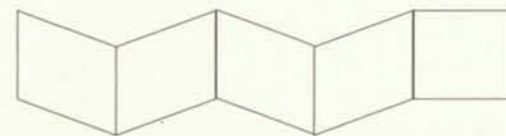
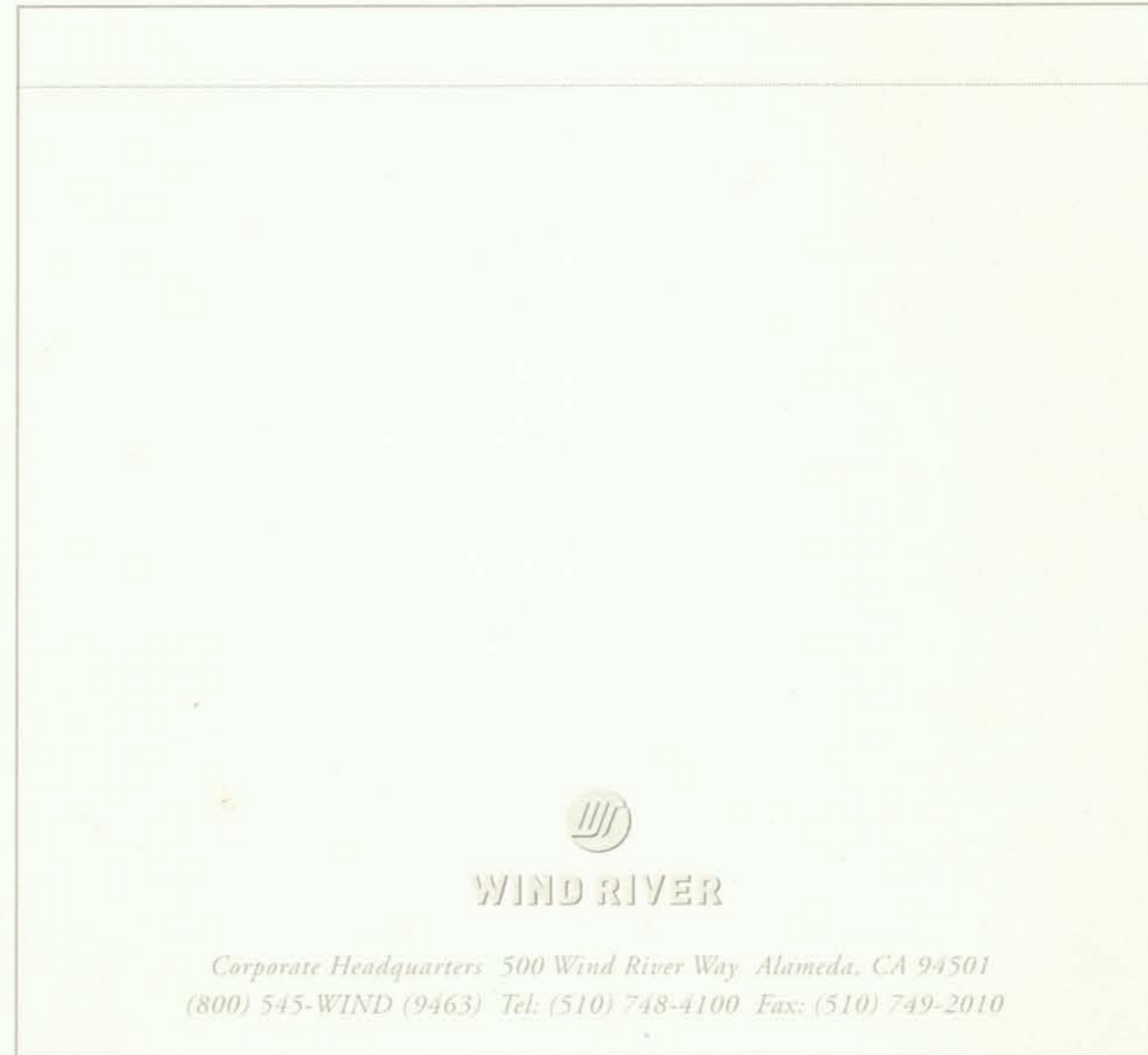
The image shows an open spiral-bound notebook with a dark green cover. The left page features a faint, ethereal image of a person, possibly a woman, in a light, misty or smoky environment. The right page is mostly blank. In the center, spanning across the gutter, is a small white rectangular box containing the text "unlimited potential" in a lowercase, sans-serif font. The notebook's spiral binding is visible at the top edge.

unlimited potential

FRONT



BACK



This concept is one of unlimited potential. Building on the idea of Eam's 'Power of Ten' idea, this accordion fold-out piece shows how Wind River can help optimize their clients products that are used in every aspect of life, in every part of our world and beyond. The potential is unlimited. The images reinforce the idea of connection and integration, by showing how the senses we use to perceive our world will be similar to the way new products will be integrated to not only perceive, but expand our world.



WIND RIVER

Wind River provides technology and expertise that enable our customers to more efficiently build superior products for the new frontier; the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.



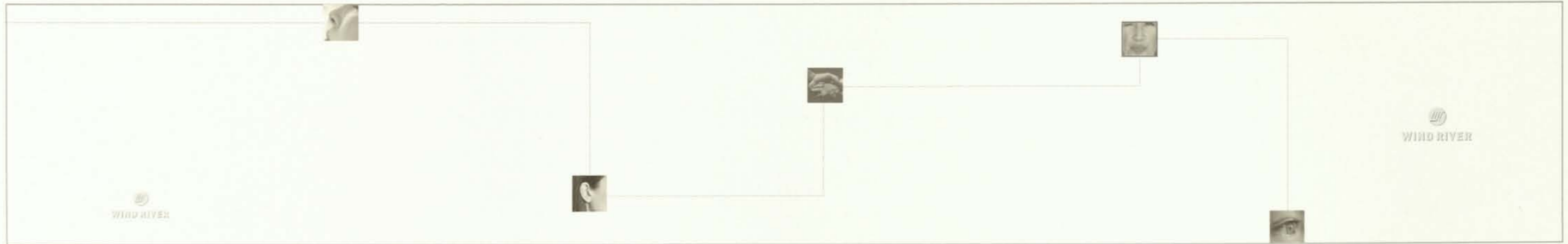
Magneti Marelli Auto Telematics and Infotainment System

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MBARI: Deep-sea ROV Tiburon

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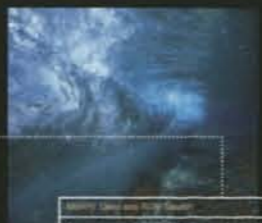


Wind River provides technology and expertise that enable our customers to more efficiently build superior products for the new frontier, the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.



Support World Auto Electronics and Infotainment Systems

Wind River provides the software solutions that enable our customers to build superior products for the new frontier, the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.



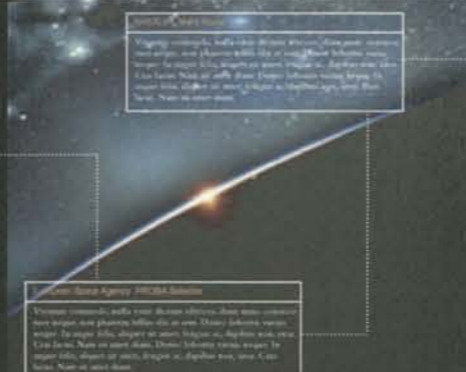
Support Global Air Traffic Control

Wind River provides the software solutions that enable our customers to build superior products for the new frontier, the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.



Support Commercial Aircraft

Wind River provides the software solutions that enable our customers to build superior products for the new frontier, the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.



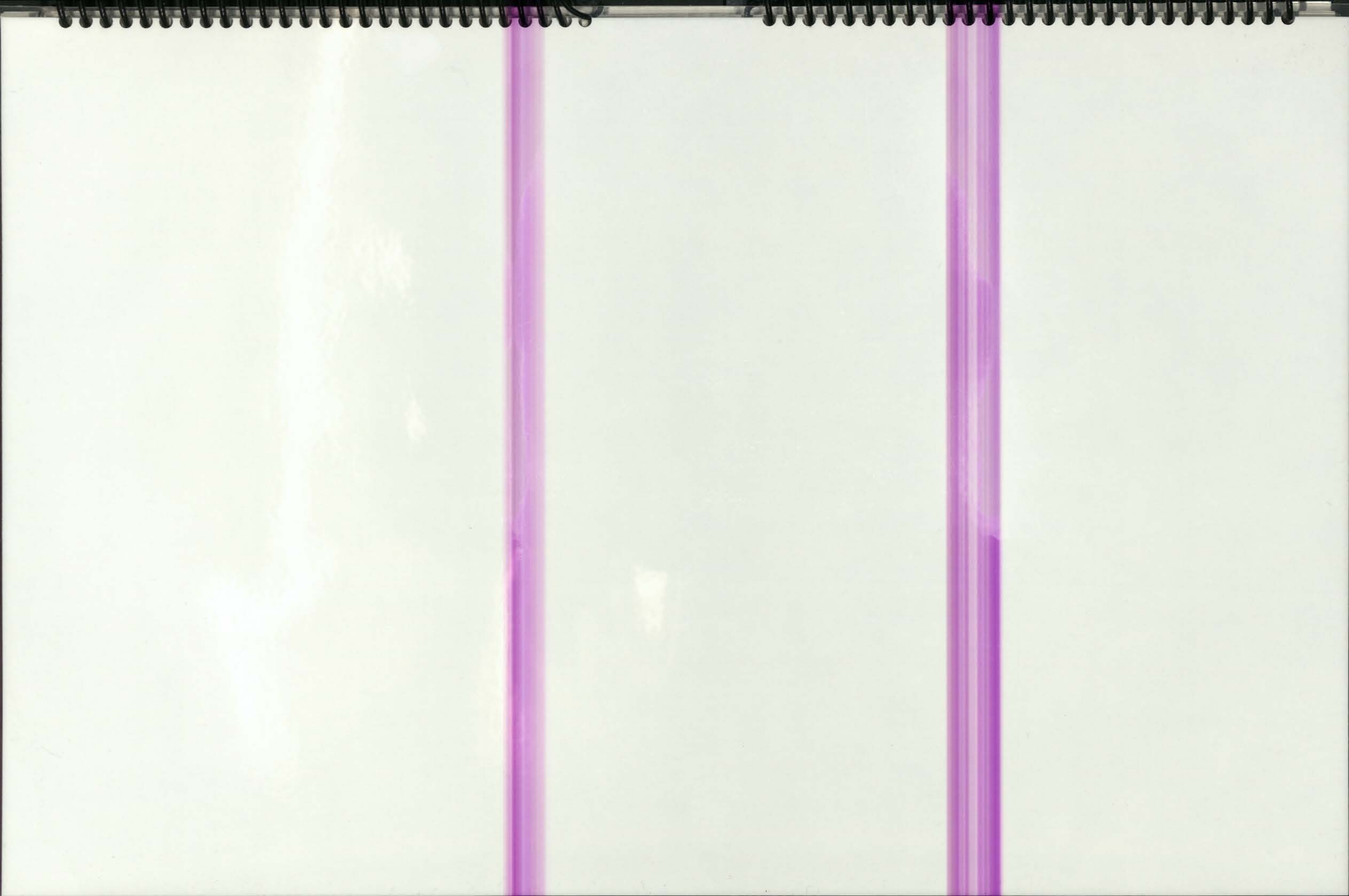
Support Space Agency Payload Solutions

Wind River provides the software solutions that enable our customers to build superior products for the new frontier, the connected world. New products for all we know and all we perceive. We are your partner in tapping the unlimited potential in software integration, reliability, and optimization.

Wind River can provide 100% reliability, lower your software development costs, get you to market faster, and promote innovation and differentiation. We are your partner in product integration, innovation, and optimization.



WIND RIVER



eleven**eighty**fivedesign