



## Welcome

As we move into the final days of winter, Bluewater Systems is looking forward to Spring. We've had some adventures around the world over the last few months to amazing places such as Germany, Thailand, Brazil and Australia, with even more exciting prospects into the end of the year.

We've recently exhibited at two tradeshows, CeBIT and Defence+Industry 2009. In October, we'll be heading up to Wellington to participate in the New Zealand Defence Industry Association (NZDIA) tradeshow, making this our second concurrent appearance. We'll be showing off some fantastic new products, so if you're attending, please stop by and say hello and check out our latest designs.

## Company News

### Hello Europe! We have arrived...

We have a big announcement for everyone! Bluewater Systems has recently established a European office. We are all very excited about this expansion and there are a number of reasons for this move.

Project work and technical support seem to work very well with the 12-hour time difference. Clients in Europe can send a complex question as they leave for the day and often receive a detailed answer when they arrive in the morning.

However, commercially things are more difficult. Conference calls and meetings, so important when setting up a new relationship, are difficult due to the distance and the fact that no part of the working days overlap.

Bluewater has a growing amount of business in Europe and its products and services are well received there. The time seemed to be right to make this move.

Bluewater's founder, Simon Glass, has agreed to spend 2 years establishing the office, making contact with exciting suppliers and clients and reaching out

to new ones. Based in Tunbridge Wells in Kent, close to London and Gatwick Airport, this office is conveniently placed to serve both Europe and the UK.

The main goals of this new office are:

- To assist clients in Europe so that they are getting the most out of their relationship with Bluewater.
- To profitably grow Bluewater's European business .

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# Bluewater Updates and Product Releases

## Quality Systems Initiative

We currently are part way through a project to formalise our procedures with the aim of having a fully documented Quality Management System, compliant to ISO 9000:2008 standards within a 4 month time frame. To achieve this tight time frame, we have enlisted the help of Pacific Consulting Limited.

Progress has been going well with all of our current processes being evaluated. They are being brought together into one system while we identify and implement changes to any short-comings that become apparent.

This Quality Management System is due to go live within Bluewater Systems in mid August, just 2 months into the project. From here, we will use the new system for a period of 3 months and conduct internal audits to ensure that all areas and processes have been covered, making any required alterations as they arise.

## Update: Big-Eye Security Camera

Big-Eye is a high definition autonomous camera with built-in storage for up to 2000 photos. It is able to automatically take photos when there is movement, when an interesting event occurs or after a configurable amount of time.

Bluewater has successfully tested Big-Eye at a number of sites with positive results. We have used these tests to improve the speed of connecting and obtaining the images off of Big-Eye so that users can get the photos off even faster, even when there is a slow Internet connection.

We are improving Big-Eye by supporting more media, including recording audio and movies when triggered. We are also adding support for recording events with the photo so that the end user will know exactly why a photo was taken.



For more information or a brochure on Big-Eye, please contact Amanda Gardner on [agardner@bluewatersys.com](mailto:agardner@bluewatersys.com)

## Snapper 9260 Quick Start Kit Released

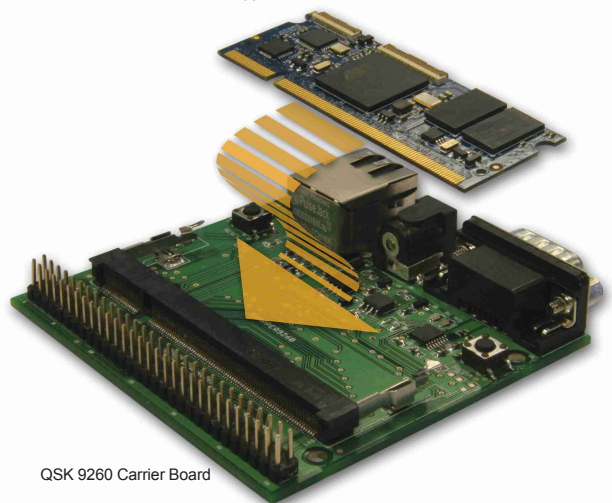
Bluewater has recently released the Snapper 9260 Quick Start Kit (QSK), which is aimed at developers looking to begin a project with the minimum of overheads and with a well supported, extensible base platform. Allowing instant access to the majority of the Snapper 9260 Single Board Computer Module features, as well as demonstrating the core baseboard principles required, the QSK is an excellent reference platform.

The Quick Start Kit has so far been sold to a number of countries including Germany, Australia, Singapore, Vietnam, North America, Tunisia and Italy. We have found the QSK to be very popular due to its level of functionality and sharp price. A new expansion to the Quick Start Kit, providing ready access to most standard interfaces, as well as WiFi and Bluetooth options, is to be released in Q3 2009.

Bluewater has established a support forum which provides up to date information regarding the Snapper 9260 and the Quick Start Kit.

Full schematics and layout are provided with the kit so that users can quickly, easily and cost effectively create their own custom carrier board. The Snapper 9260 QSK supports both Linux and Windows CE 6.0R2, with comprehensive Board Support Packages provided as well.

Snapper 9260 Module



QSK 9260 Carrier Board

For more information on the QSK, please visit [www.bluewatersys.com/quickstart](http://www.bluewatersys.com/quickstart). For sales information regarding the QSK, please contact us on [sales@bluewatersys.com](mailto:sales@bluewatersys.com).

# Bluewater + Defence Industry

We've had continued success through the year with our work in the defence industry. After winning our first contract with the Royal New Zealand Navy, renewing our contract with the Defence Science and Technology Organisation (Australian Department of Defence) we've added the Defence Technology Agency (DTA) here in New Zealand to our list of partners. Together with the DTA, we have successfully created a product that is now available to the market and is known as the SOLO Case C30.

## SOLO Case C30

The SOLO Case C30 is a secure communications platform designed to bring versatility and mobility to new and existing users of the General Dynamics Sectera Wireline Terminal (SWT) with Black Digital Interface (BDI). Using SOLO Case C30, users can deploy the secure encryption capabilities of the Sectera quickly and without complicated reconfiguration to provide voice and/or data communications over a number of communication mediums.

The SOLO Case C30 provides support for standard telephone (PSTN), GSM cellular, ISDN and serial data (for Iridium satellite or other) communications, all at the touch of a button.

The SOLO Case C30 was born out of a collaborative design effort between Bluewater Systems and the Defence Technology Agency (DTA); a civilian-staffed R&D branch of the New Zealand Defence Force. The DTA initially conceived the design and developed a proof-of-concept prototype before contracting Bluewater to complete the design and bring the product to market.

The SOLO Case C30 is a continuation of Bluewater's ongoing efforts to partner with the defence industry on new and exciting technology projects.

## SOLO Case C30 Features and Benefits

- Utilises the NSA-certified SWT for protection of classified info using Type-1 encryption
- Designed to comply with TEMPEST criteria
- Built-in analogue land line, GSM cellular and ISDN connectivity (handset included)

- Convenient one-touch configuration between communication mediums (land line/cellular/ISDN/Iridium)
- Portable and self-contained
- SWT is easily removable, rendering the SOLO Case C30 completely unclassified
- Built-in battery for 30+ minutes of operation without external power
- Internal battery operation automatically re-charges when connected to external power

**DTA** 



For more information or a brochure on the SOLO case C30, please contact Amanda Gardner on [agardner@bluewatersys.com](mailto:agardner@bluewatersys.com)

## 2009 Ministry of Defence Awards

Bluewater Systems has been nominated by the Royal New Zealand Navy for the 2009 Ministry of Defence Awards. This nomination is in response to the work we did for the RNZN in developing a replacement for land-based communications stations in their Combat System Tactical Trainer that is supportable into the future and allows for the Navy to conduct full Command Team Training. We are thrilled over the nomination and have already completed an interview with a panel of members from the awards committee. The award winner will be announced in October 2009 in Wellington.

## ARM's Mali

Bluewater has been working the multimedia side of the electronics industry for some years. Recently we have designed a few cameras, produced a multimedia platform with camera and video features (Snapper-DV 3530) and created an efficient embedded GUI library available to our customers.

It is interesting to see where the embedded industry is heading - in two words, it is hardware acceleration. While it might be feasible to burn 65W in a desktop PC this is not an option in most embedded environments, either due to battery life, fan noise, reliability or consumer acceptance. Even if it were, encoding H.264 at DVD resolutions is beyond today's PC.

ARM has released a fairly technical webinar on this topic looking out to about 2013. The sound quality is close to unbearable, but the content is good. If you are interested in OpenGL or H.264 it is worth a look.

<http://techonline.com/learning/livewebinar/218102031>

## Luminary Micro and TI

Many of you would have heard of Texas Instrument's acquisition of Luminary Micro. Bluewater has completed several designs based on various Luminary products and have always been impressed with the small errata, good documentation and software. They also have an excellent range of development boards.

As part of TI, obviously some things are going to change, but overall we believe it is good for customers. TI has a broader sales reach which promises to make these products even more accessible and popular. Luminary has a very wide range of products already, with new products including Ethernet and USB. They have made a name for themselves as the leading supplier of Cortex-M3-based technology. We expect that with TI behind them, the company (as a part of TI) will go from strength to strength.

You can find Luminary's easy-to-use product selector here:

[http://www.luminarymicro.com/products/product\\_selector\\_guide.html](http://www.luminarymicro.com/products/product_selector_guide.html)

For more information regarding ARM Tools, please contact Helen Down on [hdown@bluewatersys.com](mailto:hdown@bluewatersys.com)



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