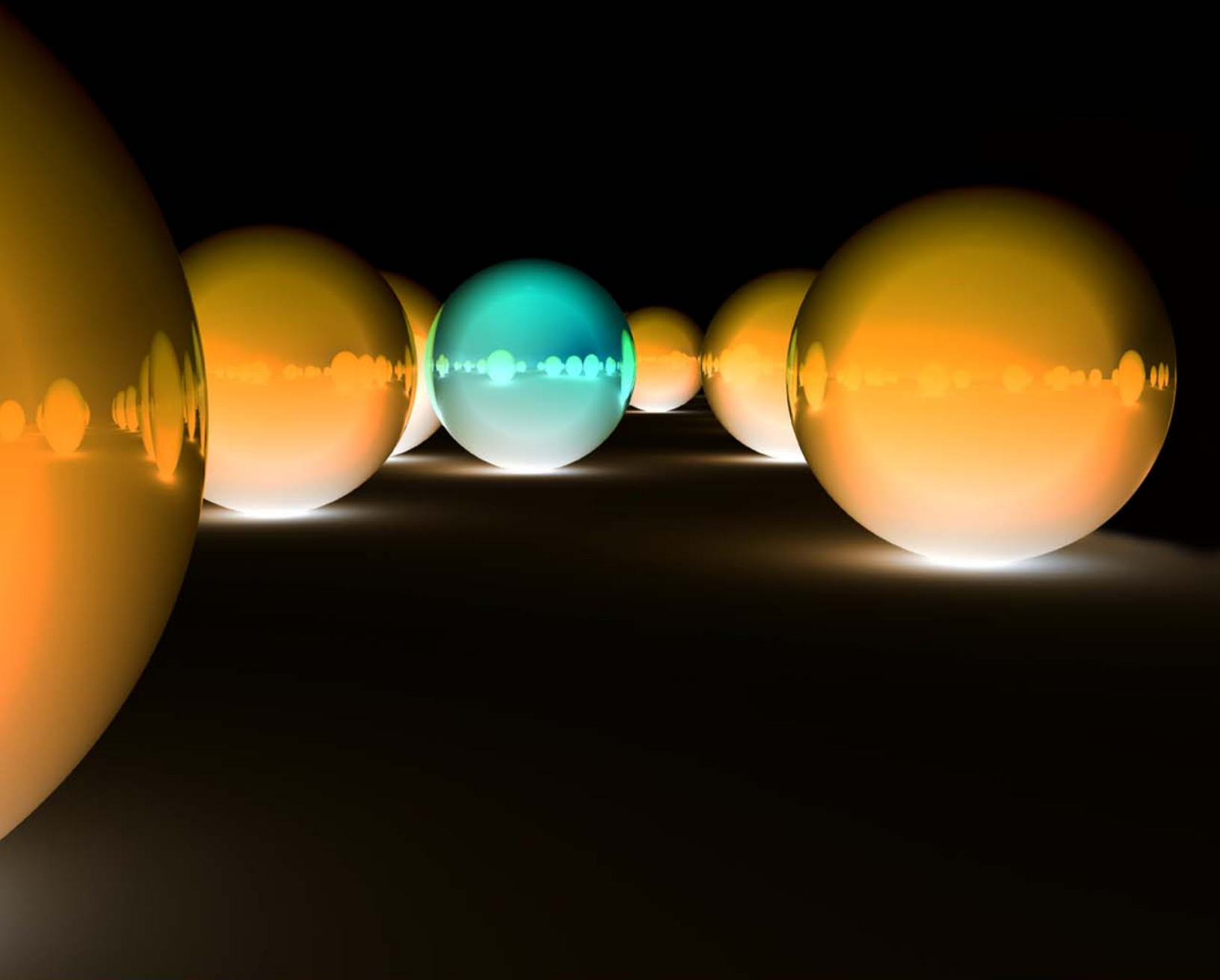


# TECH CHOICE AWARDS

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Tech  
Choice

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## eg3 Tech Choice Awards - Fall 2008

*The embedded world is often a confusing cacophony of news, new product announcements, seminars, conferences, technical hype, and marketing speak. Which technologies have the most “buzz?” What areas deserve your attention? And within the “hot” technologies, which companies and which new products are the most exciting? In alliance with our user community of over 43,000 e-clips subscribers, eg3.com is proud to announce our Fall “TechChoice” awards - both editors’ and users’ choice - across key technology categories.*

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# EG3 TECH CHOICE AWARDS: FALL, 2008

## ABOUT THE EG3 TECH CHOICE AWARDS

What technology represents the future? And what future is practical? To find out, the **eg3.com** editorial staff first identified four of today's most exciting technology areas (*Cortex-M3 from ARM / Tools, ESL ("Electronic System Level") Tools, embedded MCU/MPU's, and embedded software*). Within each category, we then selected the three most intriguing new product announcements of the previous six months. These were new products that are:

- **Imminent:** coming very soon to deployability;
- **Broad:** applicable to a broad range of designs and usages (not for the few, but for the many); and
- **Practical:** ones that have eval kits, demos, papers, seminars - ways that practical designers can learn about them and deploy them in their own designs. Not (just) "gee whiz" technologies but "how about that" technologies.

Once we had our twelve nominees across four technology categories, we then polled our audience to arrive at one "readers' choice" new product for each.

**To receive either an "Editors' Choice" or "Readers' Choice" award is a great honor.** In some cases, you may find the editors' choice more intriguing; in others, the readers' choice may suit your design needs better. But every product on this list represents the *best* of the *best* for the last six months - chosen from the over 1500 news submissions in the **eg3.com** database.

Most media awards claim to identify the newest, most technologically sophisticated products. The Tech Choice awards are do this as well, for sure. But they are also about "buzz." The technologies that have "buzz," and within them the new products that enjoy the most "buzz." Indeed, by having readers vote (over 450 of them) on what they think is cool, the readers' choice award essentially goes to the "buzziest" product of them all!

### THANK YOU

We would like to thank the nominees and the over 450 people who took the product survey as part of our broad embedded community. Without their help and promotion, we would not have been able to bring our audience the insights represented by these eighteen new products.

For comments, criticisms, and suggestions, please do not hesitate to contact me directly at [info@eg3.com](mailto:info@eg3.com) or Tel. 510-713-2150.

Jason McDonald  
Senior Editor, eg3.com  
December, 2008

## CATEGORY: CORTEX-M3 FROM ARM / TOOLS



### **IAR Systems - New Version of IAR Embedded Workbench for Cortex-M3**

IAR Systems has announced the launch of version 5.20 of IAR Embedded Workbench® for ARM®, its integrated development environment (IDE) for building and debugging embedded applications. This latest version of the IAR Systems tools for ARM based devices includes a significant number of improvements focusing on the ARM Cortex-M3 core. On the debug side, support has been implemented to handle trace packets sent over the SWO channel which is...

> > Click for More Details @

[http://www.iar.se/website1/1.0.1.0/617/1/index.php?item=art\\_art-s1/200&group=art\\_art\\_grp-s1/10](http://www.iar.se/website1/1.0.1.0/617/1/index.php?item=art_art-s1/200&group=art_art_grp-s1/10)



### **Macraigor Systems - New On-Chip Debug Solutions and Full GNU Toolsets for Cortex-M3**

Macraigor Systems LLC has ported their proprietary On-Chip Debug Technology (OCDemon) to the ARM Cortex-M3 processors and is now offering full GNU toolsets to be used with these processors and Macraigor Systems interfaces. Engineers developing applications for these new processors can control and debug their hardware designs and application software without the use of other system resources such as UARTs, Ethernet ...

> > Click for More Details @ [http://www.macraigor.com/downloads/Cortex\\_PR.pdf](http://www.macraigor.com/downloads/Cortex_PR.pdf)



### **Micrium - RTOS and Tools Support for ARM Cortex Processors**

Micrium has announced that nearly all of its embedded software products have been ported to the ARM® Cortex-M1 and Cortex-M3 processors. Compatible offerings now include the uC/OS-II RTOS (complete with the recently introduced memory protection unit (MPU) package), uC/TCP-IP, uC/USB and uC/FS. "Given ARM's focus on meeting the requirements of a small core footprint, code density that enables smaller memories, reduced pin count and low...

> > Click for More Details @ [http://www.micrium.com/news/2008-10-07\\_ARM-Cortex.html](http://www.micrium.com/news/2008-10-07_ARM-Cortex.html)

## CATEGORY: EMBEDDED MCUs / MPUS



### **Texas Instruments - New MSP430F5xx MCUs With Breakthroughs in Power Performance**

Texas Instruments has announced a breakthrough generation of ultra-low power MSP430 microcontrollers (MCU), offering the industry's lowest power consumption for devices that can provide up to 25 MHz peak performance, increased Flash and RAM memory and integrated peripherals such as radio frequency (RF), USB, encryption and LCD interfaces. With as low as 160 uA/MHz (microamp per megahertz) active power consumption and 1.5 uA in standby,...

> > Click for More Details @

<http://focus.ti.com/pr/docs/preldetail.tsp?sectionId=594&preId=sc08060>



### **AMCC - AMC Form Factor Reference Design Kit Based on PowerPC 460GT**

Applied Micro Circuits Corporation (AMCC) has announced "Arches," an Advanced Mezzanine Card (AMC) form factor dual-processor reference design kit for its Power Architecture 460GT processor. The kit is a key component in the company's comprehensive strategy to support Advanced TCA. Arches provides developers with options for hardware, software, development tools and connectivity interfaces and it represents the company's direction to help...

> > Click for More Details @

<http://investor.amcc.com/releasedetail.cfm?ReleaseID=341382>



### **Avnet - Intel® D945GCLF (Intel Atom) Development Kit**

Avnet has announced the release of the Intel® D945GCLF Convenience Kit. It is the first board level Intel Architecture, featuring an Atom Processor, development tool created by Avnet for embedded applications. The Intel D945GCLF Convenience Kit allows users to rapidly write and test software around an Intel embedded architecture platform. For use in medical, industrial, transportation, kiosk, security, test and measurement, defense and...

> > Click for More Details @ <http://tinyurl.com/5org7o>

## CATEGORY: ESL ("ELECTRONIC SYSTEM LEVEL") TOOLS



### **Agilent Technologies - New Electronic System-Level (ESL) EDA Platform Helps Algorithm Developers**

Agilent Technologies Inc. has introduced SystemVue 2008, a new electronic design automation (EDA) platform for electronic system-level (ESL) design. The new platform cuts physical layer (PHY) design time in half for high-performance communications algorithms and system architectures, for both wireless and aerospace/defense applications. The new SystemVue 2008 platform goes beyond previous Agilent EDA offerings for system-level design,...

> > Click for More Details @

<http://www.agilent.com/about/newsroom/presrel/2008/15sep-em08141.html>



### **ChipVision - Two Breakthrough ESL Power-optimization Design Tools**

ChipVision Design Systems, has announced two breakthrough products - PowerOpt and P-SAM - that help companies meet their power budget requirements early in the design cycle. The new tools are ideal for companies developing mobile communications, networking, consumer or automotive applications that need extended battery life or reduced cooling requirements. PowerOpt, a patented Electronic System Level (ESL) power optimization design tool...

> > Click for More Details @ <http://www.chipvision.com/press/2008-04-22.php>



### **CoFluent Design - Eclipse-based Graphical ESL Modeling And Simulation Framework**

CoFluent Design has announced version 3.0 of CoFluent Studio, the world-first ESL graphical modeling and simulation framework built on Eclipse technologies. CoFluent Studio V3 leverages the Eclipse Modeling Framework (EMF) and the Ecore standard to define its meta-model format, the internal description of models created by users. The new graphical editor is based on the Eclipse Graphical Modeling Framework (GMF) that manipulates natively...

> > Click for More Details @ <http://www.cofluentdesign.com/communique0001036d.html>

## CATEGORY: EMBEDDED SOFTWARE TOOLS



### **NI LabVIEW 8.6 - Parallel Programming to Take Advantage of Multicore, FPGA and Wireless**

National Instruments has announced LabVIEW 8.6, the latest version of the graphical system design software platform for control, test and embedded system development. Building on the inherent parallel nature of graphical programming, LabVIEW 8.6 delivers new tools to help engineers and scientists take advantage of the benefits of multicore processors, field-programmable gate arrays (FPGAs) and wireless communication.

> > Click for More Details @ <http://tinyurl.com/6g68zh>



### **Artisan Launches Artisan Studio 7.0**

Artisan® Software Tools has launched version 7.0 of Artisan Studio®, its flagship model-driven development tool suite. Artisan Studio provides complete support for UML®, OMG SysML™, and Architectural Frameworks in a single, integrated environment. Artisan Studio 7.0 provides major new features to extend its collaborative development environment, significantly advancing Artisan's Work as One™ philosophy for large and geographically...

> > Click for More Details @

<http://www.artisansoftwaretools.com/pressreleases/pressitem/artisan-launches-artisan-studio-70>



### **Advantech - New Embedded EFI Solutions for the Industrial PC Market**

Advantech Embedded Core Services (Emb'Core) has introduced three new EFI solutions that make embedded applications more reliable. Embedded EFI BIOS, Embedded EFI Pre-Boot Application and Embedded EFI Alert Server solutions allow customers to configure BIOS features for specific vertical market demands. Advantech can support vendors' BIOS EFI solutions, and provide versatile embedded software features and customization services. ...

> > Click for More Details @

[http://www.advantech.com/pressroom/corporate\\_news.aspx?doc\\_id={0B771DD1-A0C2-43B4-8B20-46C0C79C20D](http://www.advantech.com/pressroom/corporate_news.aspx?doc_id={0B771DD1-A0C2-43B4-8B20-46C0C79C20D)

## HOW TO SUBMIT PRODUCTS FOR FUTURE TECH CHOICE AWARDS

Tech Choice awards are awarded each quarter by **eg3.com**:

**Spring.** Editors' choice awards 1 May. Readers' choice 31 May.

**Summer.** Editors' choice awards 1 August. Readers' choice 31 August.

**Fall.** Editors choice awards 1 November. Readers choice 30 November.

**Winter.** Editors choice awards 1 February. Readers choice 28 February.

There is no formal procedure to submit a product. Simply make sure that your product is “indexed” by **eg3.com** by submitting it to [info@eg3.com](mailto:info@eg3.com). Check out our Media Kit (<http://www.eg3.com/go>) for details on news submissions and special priority email addresses, not released on the general Web as well as information on our free buyers guide. Being included in the buyers guide ensures that your company is “indexed” as part of our news service.

As for the technology areas, we are always eager to be “pitched” not just on a product announcement but on why a technology area is deserving of “buzz.” To pitch us, email us at [info@eg3.com](mailto:info@eg3.com) or call 510-713-2150 and ask for the editorial department.

Once awarded an “Editors’ Choice” award, products are posted on the website and voted on by the **eg3.com** user community. Nominees are encouraged to publicize their “Editors’ Choice” selection in order to encourage more voting, and of course cross-fertilization as users review the entire product set for each quarter.

## APPENDIX: VOTING METHODOLOGY

Does the “best” technology always win? If you build a better mousetrap will the world truly beat a path to your door?

Perhaps so. But perhaps the secret to success in hi-tech is more complex. Perhaps having great technology is a *necessary* but not *sufficient* condition to achieve success in the market. In technology - great technologies often benefit from a “network effect” ([http://en.wikipedia.org/wiki/Network\\_effect](http://en.wikipedia.org/wiki/Network_effect)) or “bandwagon effect” ([http://en.wikipedia.org/wiki/Bandwagon\\_effect](http://en.wikipedia.org/wiki/Bandwagon_effect)). Think **Microsoft** in the 1980s, think **Google** in the 1990s, and think **Facebook** today. All had great technology, but all also had great marketing / buzz. Similarly, in the embedded industry...

**Buzz** - no matter how much technologists might hate it, it does play role. The *buzz* about technologies (current example: virtualization), and the *buzz* about companies and products.

**eg3.com** is ideally positioned to measure buzz in the embedded industry. On any given week, over 1500 new product and news releases are being indexed by our Web portal and email service, *e-clips*. To make the service work, we evaluate each release, give it a quality score, and assign keywords of interest as a service to our audience. Once published, we evaluate the “click thru’s” accruing to all news, other items, and companies. And with our e-clips subscriber base exceeding 43,000, we have a built-in survey audience that has been used successfully for our “Insiders’ Guide” series on FPGAs (<http://www.fpga-report.org/>) and RTOSes (<http://www.rtos-report.org/>).

For the Tech Choice awards, therefore, we used an audience survey to measure “buzz” and also asked those vendors awarded “Editors’ Choice” awards to encourage their own customer base to participate. Our readers were shown a summary of each new product by category with a direct Web link to more information. They then voted with choices ranging from “strongly no,” “disagree,” “neutral,” “agree,” to “strongly yes.” Each choice was assigned a numerical score ranging from -2, -1, +1, +2, to +3. These were then summed to create a “score” for each product, and the top-scoring product was awarded the “readers’ choice.” In this way, the voting results give value to positive opinions and the sheer numbers of votes, with some weight given to the naysayers thru the negative values to negative votes.

In marketing lingo, all three of the products in each category selected as “Editors’ Choice” enjoy *buzz* amidst a product category that also enjoys *buzz*; the *buzziest* product is the one that is selected by our readership as “readers choice.”

**But please remember:** all products are already **highly recommended** by the mere fact of being an “editors’ choice” recipient!

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