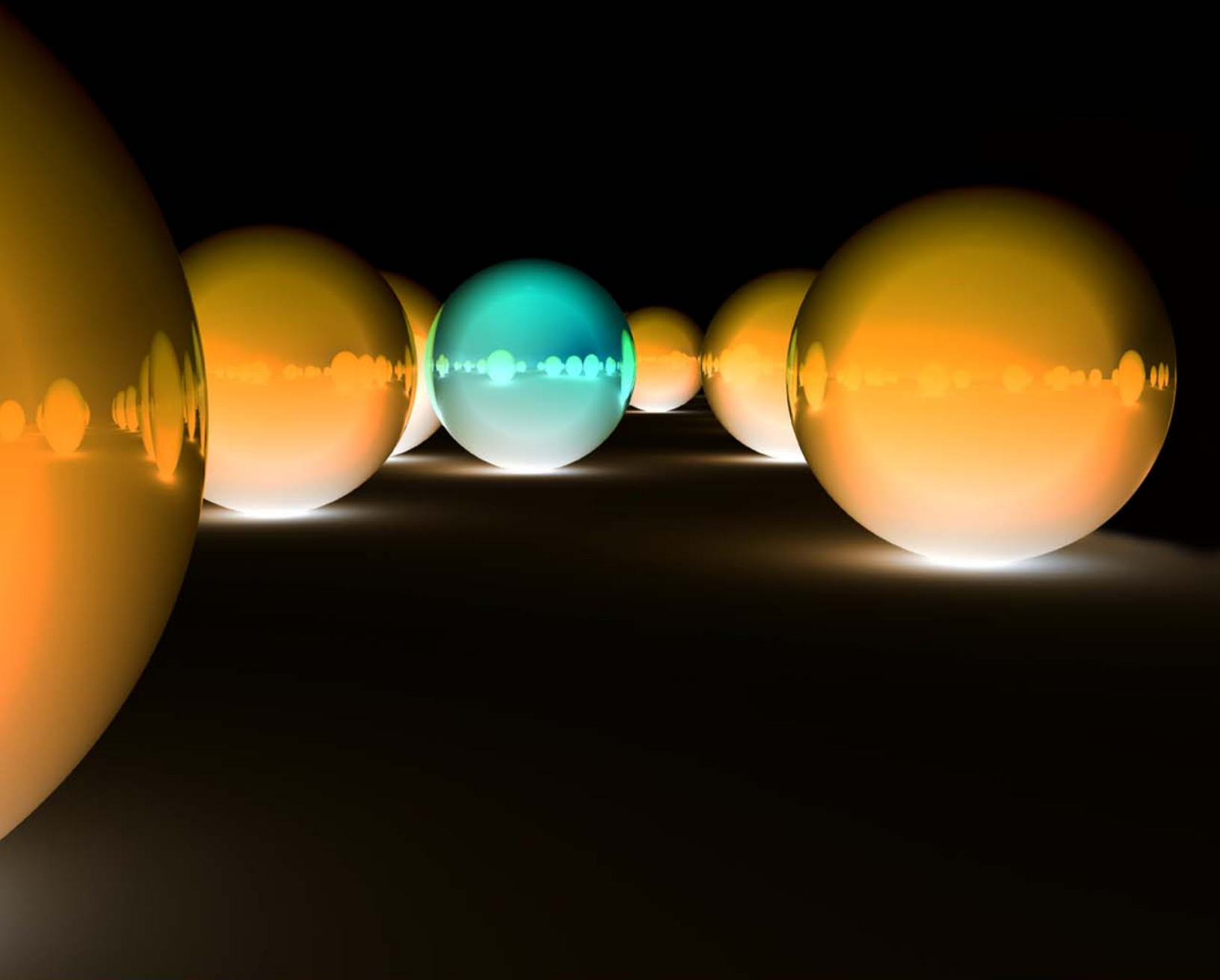


TECH CHOICE AWARDS



eg3.com
Jason McDonald, Senior Editor

eg3.com
tel : 510.713.2150
email : info@eg3.com
web : <http://www.eg3.com>



Tech
Choice

eg3 Tech Choice Awards - Spring 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 42,000 e-clips subscribers, eg3.com is proud to announce our first quarterly “TechChoice” awards - both editors’ and users’ choice - across key technology categories.

- ⊕ ABOUT THE TECHCHOICE AWARDS
- ⊕ VIRTUALIZATION
- ⊕ EMBEDDED PROCESSORS
- ⊕ EMBEDDED TOOLS
- ⊕ FPGAs AND TOOLS
- ⊕ MICROTCA
- ⊕ INDUSTRIAL WIRELESS
- ⊕ HOW TO SUBMIT PRODUCTS FOR FUTURE “TECH CHOICE” AWARDS
- ⊕ APPENDIX: VOTING METHODOLOGY
- ⊕ COPYRIGHT & DISCLAIMER

EG3 TECH CHOICE AWARDS: SPRING, 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 six of today's most exciting technology areas (*virtualization, embedded processors, embedded tools, FPGAs and tools, MicroTCA, and industrial wireless*). 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 eighteen nominees across six 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 660 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 660 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 or Tel. 510-713-2150.

Jason McDonald
Senior Editor, eg3.com
May, 2008

CATEGORY: VIRTUALIZATION



[New Secure Hypercell Technology Advances Development Of Enterprise-safe Mobile Devices](#)

Open Kernel Labs (OK Labs), a global provider of systems software and virtualization technology for embedded systems, today announced the new version of its open source microkernel software, OKL4 2.0 tackles the security and reliability challenges embedded developers face in creating enterprise-safe connected devices for end users, carriers and enterprises. The OK Labs microkernel-based OKL4 2.0 virtualization and system-software platform is...

> > Click for More Details @ <http://www.ok-labs.com/releases/release/open-kernel-labs-new-secure-hypercell-technology-advances-development-of-en>



[VirtualLogix Delivers VLX Developer V2.0](#)

VirtualLogix, Inc. has announced VLX Developer v2.0, offering enhanced support for deploying VLX realtime virtualization technology to performance-critical, Intel-based systems. Developer v2.0 complements VLX for Network Infrastructure v3.0, also announced today, by enabling architects to quickly create and deploy high-performance virtual platforms. These VLX-based systems offer the traditional cost-savings benefits of virtualization,...

> > Click for More Details @

[http://www.virtuallogix.com/index.php?id=62&tx_ttnews\[tt_news\]=316&tx_ttnews\[backPid\]=85&cHash=6e84fd5c3d](http://www.virtuallogix.com/index.php?id=62&tx_ttnews[tt_news]=316&tx_ttnews[backPid]=85&cHash=6e84fd5c3d)



[eVM Platform for Windows, a Multi-OS Virtualization Manager, from TenAsys](#)

TenAsys Corporation has announced a breakthrough in the application of virtualization technology for real-time, mission-critical systems. TenAsys' new eVM platform is a virtual machine manager that simultaneously hosts embedded and real-time operating systems (RTOS) along with the Microsoft® Windows® general-purpose operating system (GPOS) on a single hardware platform using multi-core Intel® processors. eVM software partitions hardware...

> > Click for More Details @ <http://www.tenasys.com/company/pr/080415.php>

CATEGORY: EMBEDDED PROCESSORS



[34 New Stellaris® Microcontrollers \(ARM Cortex -M3\) from Luminary Micro](#)

Luminary Micro has introduced 34 new Stellaris microcontrollers (MCUs): 20 members of the Stellaris LM3S1000 high pin count real-time MCU series, 11 members of the Stellaris LM3S8000 Ethernet+CAN internetworking series, and 3 new members of the Stellaris LM3S6000 Ethernet series featuring hardware assist for IEEE 1588 Precision Time Protocol (PTP) support. These new MCUs extend the world-class benefits of the Stellaris family with real-time...

> > Click for More Details @

http://www.luminarymicro.com/press/luminary_micro_launches_34_new_stellaris_microcontrollers.html



Editors
Tech
Choice
2008

[Microchip Technology Extends PIC® Microcontroller Line to 32 Bits With New PIC32 Family](#)

Microchip Technology Inc. has announced the PIC32 family of 32-bit microcontrollers (MCUs). The PIC32 family adds more performance and more memory while maintaining pin, peripheral and software compatibility with Microchip's 16-bit MCU/DSC families. To further ease migration and protect tool investments, the PIC32 family is fully supported by Microchip's free MPLAB® Integrated Development Environment (IDE)....

> > Click for More Details @

http://www.microchip.com/stellent/idcplg?IdcService=SS_GET_PAGE&nodeId=2018&mcparam=en532888



Editors
Tech
Choice
2008

["Subatomic Particle Boards" for Microcontrollers - Innovative Evaluation Platforms from Renesas](#)

Renesas Technology America, Inc. has announced three innovative "Subatomic Particle Board" (SPB) demonstration platforms, for the M16C, R8C and H8 microcontroller families. They ease the assessment of the on-chip peripheral functions and system development tools of MCUs by offering a truly integrated suite of hardware and software. They provide a fully working combination of software and hardware, supplemented by interactive tutorials that...

> > Click for More Details @

http://america.renesas.com/fmwk.jsp?cnt=press_release20080414a.htm&fp=/company_info/news_and_events/press_releases

CATEGORY: EMBEDDED TOOLS



Readers
Tech
Choice
2008



Editors
Tech
Choice
2008

[Atmel's AVR ONE! High-End Development Tool Improves Performance and Provides Significant...](#)

Atmel® Corporation has announced its AVR® ONE! high-end debugger for AVR® and AVR32 microcontrollers. Atmel is committed to offer quality development tools at an affordable price. One unique high-end on-chip debugging platform for all AVR and AVR32 devices: this is AVR ONE! available at US\$599 only while similar tools usually cost thousands of dollars. The new debug tool will help customers to speed up their design and get to the market...

> > Click for More Details @

http://www.atmel.com/dyn/corporate/view_detail.asp?ref=&FileName=AVRONE_4_7.html&SEC_NAME=Product



Editors
Tech
Choice
2008

[Express Logic Enters Development Tools Business With Eclipse-based BenchX™ IDE](#)

Express Logic, Inc., has introduced BenchX™, a comprehensive Integrated Development Environment (IDE) for embedded systems at a low price point. Thanks to Eclipse, Express Logic is able to deliver a mature, commercial product that is an ideal solution for developers using the ARM, ColdFire architecture, Power Architecture technology or MIPS architectures...

> > Click for More Details @ <http://www.rtos.com/news/detail/?prid=137>



Editors
Tech
Choice
2008

[Native hardware debug and C++ compiler support for Microchip's 16-bit PIC24 MCUs and dsPIC33F DSCs](#)

IAR Embedded Workbench for the Microchip dsPIC33F digital signal controllers and PIC24 microcontrollers now supports native hardware level debugging through the Microchip MPLAB REAL ICE In-Circuit Emulator System IAR Systems has strengthened its support for Microchip Technology's

range of 16-bit PIC24 microcontrollers (MCUs) and dsPIC33F digital signal controllers (DSCs) by adding native hardware level debug support, through the...

> > Click for More Details @

http://www.iar.se/website1/1.0.1.0/617/1/index.php?item=art_art-s1/177&group=art_art_grp-s1/10

CATEGORY: FPGAs AND TOOLS



[Altera's New Nios II Embedded Evaluation Kit Showcases Unique FPGA Design Capabilities ...](#)

Altera Corporation has announced availability of its new Nios® II Embedded Evaluation Kit, Cyclone® III Edition. The Nios II evaluation kit is a feature-rich, low-cost platform that provides a fast and simple "hands on" way for embedded designers to assess the Nios II processor, SOPC Builder system design software and their custom applications. Combining a Cyclone III Starter Board and a touch-screen LCD in a unique plexiglass case, the...

> > Click for More Details @

http://www.altera.com/corporate/news_room/releases/releases_archive/2007/products/nr-neek.html



[Altium Innovation Station for FPGA / PCB design Announced](#)

Altium Innovation Station combines the award-winning Altium Designer unified electronics design software with the newly-extended Altium NanoBoard range of reconfigurable hardware platforms. Using the Altium Innovation Station, designers can design in the soft domain, without having to pre-determine the hardware platform on which the product will be delivered. Its unified environment allows them to easily exploit today's low-cost,...

> > Click for More Details @

<http://www.altium.com/files/corp/media/pdfs/20080205AnnouncingtheAltiumInnovationStation.pdf>



[Zuken Releases CADSTAR 10 with Improved Intelligent Functionalities for both the ...](#)

Zuken has announced the latest version of the desktop PCB design solution, CADSTAR 10.0, which includes the addition of a large number of intelligent functionalities for schematic, library and PCB design, tighter integration with FPGA design tools, and the introduction of an alternative schematic front-end solution E³.logic. There has been an increased focus on supporting both the engineer and designer to create "right-first-time"...

> > Click for More Details @ <http://www.zuken.com/news/press0711-CADSTAR-10.asp>

CATEGORY: MicroTCA



[Breakthrough Low-Cost MicroTCA Solution from Emerson Network Power](#)

Emerson Network Power has unveiled the Centellis 500, a fully deployable MicroTCA system that uses innovative plastic packaging, and Emerson's MicroTCA Carrier Hub (MCH) and high performance processor module.

Available for under \$5,000, the Centellis 500 is a completely tested and validated MicroTCA system available for half the price of previous generation MicroTCA

systems. Made of an injection molded plastic enclosure that houses a...

> > Click for More Details @

http://www.emersonembeddedcomputing.com/emerson_network_power_announces_breakthrough_low_cost_microtca_solution_designed_for_multiple_industries/236



Editors
Tech
Choice
2008

[First Cost-optimized Industrial MicroTCA Integrated Platform from Kontron](#)

Kontron has introduced the Kontron OM6062, a double-width industrial MicroTCA integrated platform that supports up to six AdvancedMC modules. This is Kontron's latest open modular solution; ideal for applications that demand processing power, high throughput and low latency. Target applications include, but are not limited to, image processing, motion control and process control in the industrial and medical markets. The Kontron OM6062 is a...

> > Click for More Details @ http://us.kontron.com/index.php?id=53&detail_id=2577



Editors
Tech
Choice
2008

[Highly Integrated 1U MicroTCA Platforms from Performance Technologies, MTC5070 MicroTCA Platform](#)

Performance Technologies has announced its new MTC5070 MicroTCA platform. Designed for equipment manufacturers and application developers, this highly integrated system provides a full-featured, cost-efficient 1U MicroTCA offering at a price-point of under \$2,000 for volume purchases. The MTC5070's architecture eliminates high overhead costs associated with more traditional modular approaches to building MicroTCA-based products by...

> > Click for More Details @ http://www.pt.com/press/rel08_mtc5070_040808.html

CATEGORY: WIRELESS



Readers
Tech
Choice
2008



Editors
Tech
Choice
2008

[New ZigBee Module to Combine Record-Breaking Range with Ultra-Low Power](#)

MeshNetics, a leading provider of ZigBee modules and embedded software for OEMs and system integrators, today unveiled its new amplified ZigBee / 802.15.4 2.4GHz RF module at the Productronica show in Munich, Germany. RF modules can use amplifiers to extend their operating range, but the tradeoff has always been an increase in power consumption. The new ZigBit Amp module from MeshNetics is the first to successfully combine the seemingly...

> > Click for More Details @

http://www.meshnetics.com/MeshNetics_ZigBit_Amp_PR_13Nov07_Final.pdf



Editors
Tech
Choice
2008

[ManageLinx, a Powerful New Internet Application Services Platform, from Lantronix, Inc.](#)

Lantronix, Inc. has announced ManageLinx, a powerful platform for application services. VIP Access, the first available application, provides secure, easy-to-deploy remote Internet access to virtually any piece of networked equipment behind firewalls, from a central location. ManageLinx is an ideal platform for original equipment manufacturers (OEMs) or managed service providers (MSPs) to generate, expand or accelerate remote product service...

> > Click for More Details @ http://www.lantronix.com/news/PR_08-02-25.html



Editors
Tech
Choice
2008

[Synapse Announces Next-generation Mesh Wireless Network Product - Synapse Pro product line](#)

Synapse has announced the shipping of its next-generation mesh wireless network products - the Synapse Pro product line - which delivers instant-on, mesh networks with no embedded programming skills required for developing applications. The Synapse Pro product line comprises the SNAP® Pro software stack, Synapse RF Engine Modules, a variety of physical wireless SNAP Nodes, and the

Portal® Pro wireless application development and network...
 > > Click for More Details @ http://www.synapse-wireless.com/index.php?option=com_content&task=view&id=115&Itemid=42

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 January. Readers choice 31 January.

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. 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 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) or "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 42,000, 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!

COPYRIGHT, DISCLAIMER, LICENSE AGREEMENT

© *Copyright 2008, eg3.com*. All rights reserved. No part of this guide may be reproduced or cited in any form without express written consent of the publisher. **This document is not to be posted to corporate intranets or shared among users**; users are encouraged to go to <http://www.eg3.com/etc-awards/> to download their own personal copy.

Disclaimer: every attempt has been made to obtain accurate information. However, due to the nature of technical information, this guide represents tentative conclusions only and the publisher accepts no liability for any actions taken or conclusions drawn from this material. All users are advised to thoroughly research any product-related choice and to conduct extensive due diligence on their own prior to purchasing or employing any particular hardware, board, tool, and/or IP product. **eg3.com**® and **eg3**® are registered trademarks. All other marks are property of their respective owners. Any slights against persons or organizations are unintentional. Contact us at info@eg3.com, or Tel. 510-713-2150 so that we can correct them.

License agreement: No reproduction or further dissemination allowed. By downloading this guide, you agree to use only one copy per individual (individual license) or multiple copies per one single company (company license). You agree not to further copy, disseminate, email, post to a company intra or extranet, post to the Internet, cite in marketing or trade literature, or cite in published magazines. You agree that this document is for internal use only, and understand that all copies are marked with product watermarks to identify and hold responsible the original downloader.

You understand that the report is delivered electronically in **Adobe** PDF format, not hard copy, and you understand that printing or viewing the report is your responsibility. You understand that the information contained in the report is the best available to **eg3.com** at the time of publication, but that errors and omissions may nonetheless occur. You agree to hold **eg3.com** harmless for the use of any information contained in this report, and you recognize your responsibility to do *due diligence* - further researching any product(s) that you may select for your design project(s).