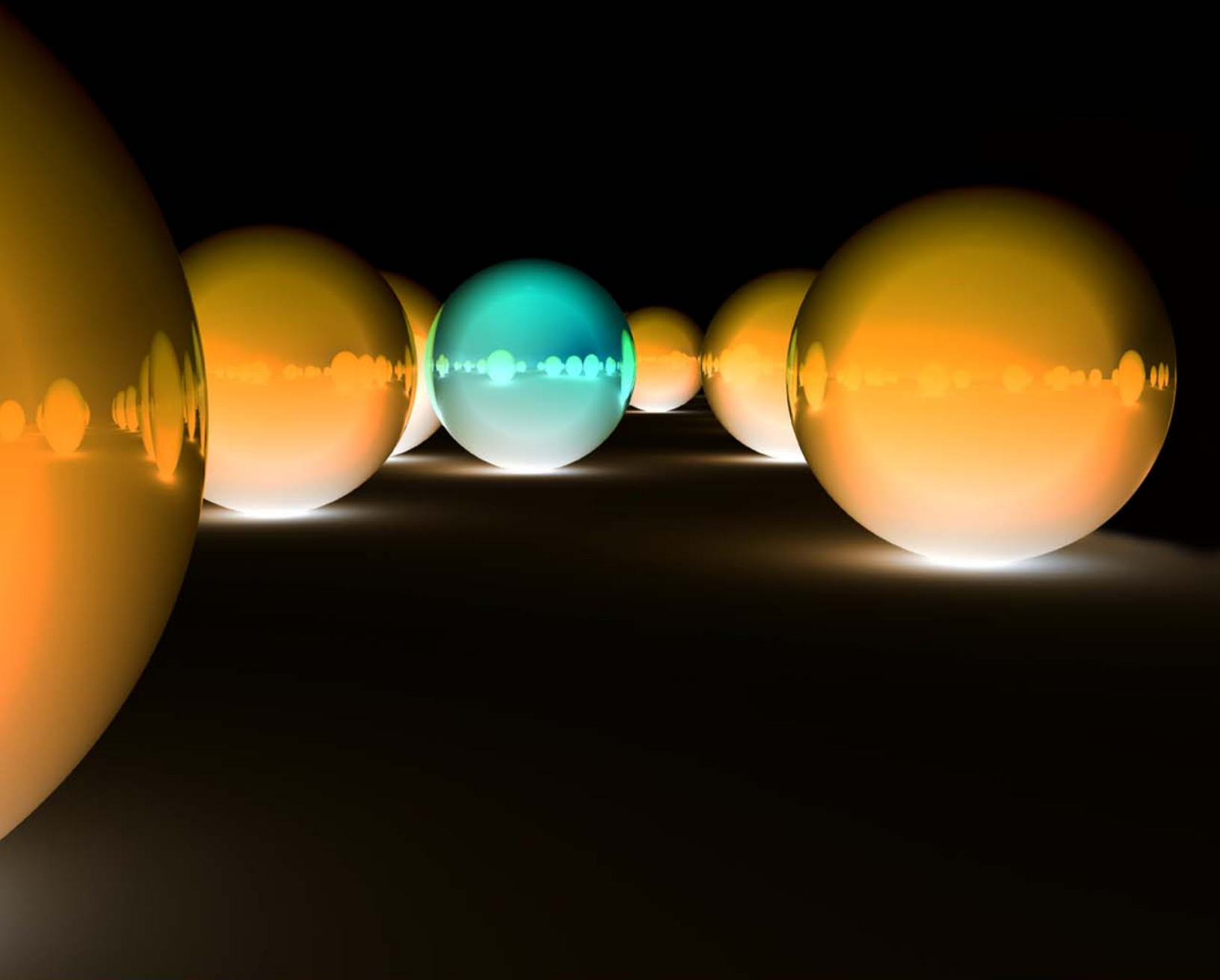


TECH CHOICE AWARDS



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eg3 Tech Choice Awards - Summer 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 summer “TechChoice” awards - both editors’ and users’ choice - across key technology categories.

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EG3 TECH CHOICE AWARDS: SUMMER, 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 five of today's most exciting technology areas (*computer-on-module, embedded processors, multicore, security, and 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 fifteen nominees across five 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 340 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 340 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
September, 2008

CATEGORY: COMPUTER-ON-MODULE



FPGA Mezzanine Card: Industry's First FMC is VMETRO A/D Module

VMETRO has announced the industry's first FPGA Mezzanine Card (FMC/VITA 57) module. The ADC510, available in air-cooled and conduction-cooled rugged versions, integrates two 12-bit 500MHz A/D chips for use in DSP applications such as Signal Intelligence (SIGINT), Electronic Counter Measures (ECM), and Radar. This innovative design, based on the emerging VITA 57.1 standard, makes it easier for developers to integrate FPGAs into embedded...

> > Click for More Details @ <http://www.vmetro.com/article4602-3759.html>



RadiSys Introduces COM Express Starter Kits

RadiSys has announced a family of comprehensive COM Express design starter kits that streamline COM Express product development. Manufacturers of equipment for imaging, industrial automation, gaming, and test & measurement applications can now obtain all the hardware they need for COM Express prototyping by using a single order code. COM Express starter kits from RadiSys minimize installation requirements and reduce the amount of time...

> > Click for More Details @ <http://phx.corporate-ir.net/phoenix.zhtml?c=90237&p=irol-newsArticle&ID=1112169&highlight=>



Kontron microETXexpress-SP: Computer-on-Module with Intel® Atom processor

Kontron has unveiled the new Kontron microETXexpress-SP Computer-on-Module that is based on the Intel® Atom processor and offers full COM Express Pinout Type 2 compliance including SDVO graphics. The Kontron microETXexpress-SP Computer-on-Module is designed to extend the COM Express specification to include a small module format (95 x 95 mm) with the commonly used COM Express Type 2 connector. This will enable the development of...

> > Click for More Details @ <http://us.kontron.com/about-kontron/news-events/kontron+microetxexpresssp+computeronmodule+with+intel+atom+processor+and+com+express+pinout+type+2+compliance.2650.html>

CATEGORY: EMBEDDED PROCESSORS



Atmel Introduces First Trusted Platform Module Development Kit for Securing Non-PC Embedded...

Atmel® Corporation has announced an embedded development kit for CryptoController, Atmel's Trusted Platform Module (TPM) for non-PC embedded applications. For the first time, developers will have the ability to easily integrate the security provided by TPMs into embedded designs. This kit simplifies code development for communicating with CryptoController, providing a jumpstart for embedded developers who have little or no experience with TPMs.

> > Click for More Details @ http://www.atmel.com/dyn/corporate/view_detail.asp?ref=&FileName=TPMDevKit_6_9.html&SEC_NAME=



Editors
Tech
Choice
2008

'FireCracker' Development Platform from Analog Devices - Quick Blackfin Development Platform

SILICA, an Avnet Company, has designed a development platform that will enable its customers to bring embedded computing solutions from concept to production in record time. The 'FireCracker' Development Platform is based on the powerful Blackfin processor and is designed with industry standard interfaces and peripherals. These streamline the customer development process by providing fully verified functional modules that eliminate the need...

> > Click for More Details @ http://www.analog.com/en/press-release/Feb_26_2008_ADIs_Blackfin_Powers_SILICAs/press.html



Editors
Tech
Choice
2008

Zilog's New Zdots(TM) Embedded Module Solutions Enable Rapid Embedded Application Development

ZiLOG has announced announced its innovative new Zdots(TM) modules. These single-board computer (SBC) solutions enable rapid development and deployment of embedded systems. The peripheral-rich Zdots(TM) SBC streamlines embedded application development for a multitude of applications that include industrial control, IrDA connectivity, communication, security, automation, secure transactions, and embedded networking applications. The...

> > Click for More Details @ <http://phx.corporate-ir.net/phoenix.zhtml?c=107835&p=irol-newsArticle&t=Regular&id=1131449&>

CATEGORY: MULTICORE



Readers
Tech
Choice
2008



Editors
Tech
Choice
2008

Freescale QorIQ Communications Platforms Signal a New Way Forward for Embedded Multicore ...

Freescale Semiconductor has introduced a new brand of communications platforms designed to enable the next era of networking and take embedded multicore to new levels of adoption. The new QorIQ platforms are the next-generation evolution of Freescale's PowerQUICC® processor line and are designed to help developers migrate to multicore with confidence. "QorIQ is more than a product portfolio - it's an intelligent and comprehensive approach...

> > Click for More Details @ <http://media.freescale.com/phoenix.zhtml?c=196520&p=irol-newsArticle&ID=1165849&highlight=>



Editors
Tech
Choice
2008

Tilera Releases its New Multicore Development Environment

Tilera Corporation has announced its new release of the Multicore Development Environment (MDE). The MDE is an integrated set of tools that brings simplicity to multicore programming and helps programmers harness the full potential of their processors by offering full support for C/C++, standard programming paradigms, and the most advanced multicore debugging and optimization tools. The new MDE release includes full C++ language support...

> > Click for More Details @ http://www.tilera.com/news_&_events/press_release_080429_mde.php



Editors
Tech
Choice
2008

Virtutech® Announces Breakthrough Hybrid Simulation Capability for Multicore Development

To solve the critical need for performance analysis and optimization of the system-on-chip (SoC) model when developing for complex multicore processors, Virtutech, Inc. has announced a hybrid simulation capability that

supports multiple levels of model abstraction within its Simics simulation environment. This capability provides a fully reversible and deterministic simulation environment for easy experimentation with partitioning...

> > Click for More Details @

http://www.virtutech.com/news_events/pr/pr2008_06_16_b.html

CATEGORY: SECURITY



Mocana NanoUpdate Delivers Secure Firmware Updates to Remote Devices

Mocana has announced NanoUpdate, a secure firmware update solution specifically designed for device platforms. With Mocana NanoUpdate, manufacturers of any connected device - from pacemakers to printers to DVRs - can automatically issue digitally-signed firmware updates to devices in the field. With NanoUpdate, Mocana's customers can ensure the integrity of their software updates and, in turn, be assured that the device will operate...

> > Click for More Details @ <http://www.mocana.com/press2008-06-02.html>



Certicom Unveils Device Authentication Service for ZigBee Smart Energy Devices

Certicom Corp. has launched its new Certicom Device Authentication Service for ZigBee Smart Energy enabling secure, low cost, low bandwidth networking. The service uses Certicom's Device Certificate Authority to issue Elliptic Curve Qu Vanstone (ECQV) implicit certificates based on Elliptic Curve Cryptography (ECC) to secure wireless data communications and authenticate smart metering devices. As utility providers around the...

> > Click for More Details @ <http://www.certicom.com/index.php/2008-press-releases/34-2008-press-release/653-certicom-device-authentication-zigbee-smart-energy>



SafeNet Announces World's First Complete MACsec Embedded Security Solutions for LAN...

SafeNet, Inc. has introduced the world's first complete portfolio of MACsec embedded security solutions for protecting LAN and Metro Ethernet communications at the link-layer. SafeNet's QuickSec/MACsec Security Toolkit and family of SafeXcel IP MACsec Security Engines provide networking equipment manufacturers, network-attached device manufacturers, and semiconductor vendors building MACsec (MAC Security) compliant systems with an...

> > Click for More Details @ http://www.safenet-inc.com/news/view.asp?news_ID=532

CATEGORY: SOFTWARE



McObject Releases eXtremeDB Kernel Mode (Embedded Database)

McObject® has released eXtremeDB Kernel Mode (KM), a version of the company's in-memory embedded database system designed for deployment in the operating system kernel. By operating at this innermost and most privileged level of computer systems, eXtremeDB-KM leverages the high priority, zero-

latency responsiveness afforded to kernel tasks and meets the data sorting, access and retrieval needs of applications that place key functions there....

> > Click for More Details @

<http://www.mcobject.com/pressroom.php?step=3&article=97>



ezLCD from EarthLCD Expands with Lua Scripting Language

EarthLCD has integrated Lua scripting language capabilities into their ezLCD-10X series of programmable color TFT LCD Modules. Lua is a powerful embedded scripting language that adds further flexibility to the ezLCD-10X Series product, which speeds development time for products requiring a graphical user interface (GUI). Lua combines simple procedural syntax with powerful data description constructs based on associative arrays and...

> > Click for More Details @ <http://store.earthlcd.com/ezLCD>



Spring Release of Sourcery G++ Offers New Features for Embedded Developers

CodeSourcery, Inc. has announced the immediate availability of the spring release of Sourcery G++, a complete C/C++ development environment based on the GNU Toolchain and the Eclipse IDE. With this release, CodeSourcery expands its offering with two new products, Sourcery G++ for MIPS ELF and Sourcery G++ for x86 Windows®, and introduces additional tools for GNU/Linux® application developers, including a QEMU-based simulator, a post-linker for...

> > Click for More Details @

http://www.codesourcery.com/news/press_releases/sgxx_spring_2008.html

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 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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