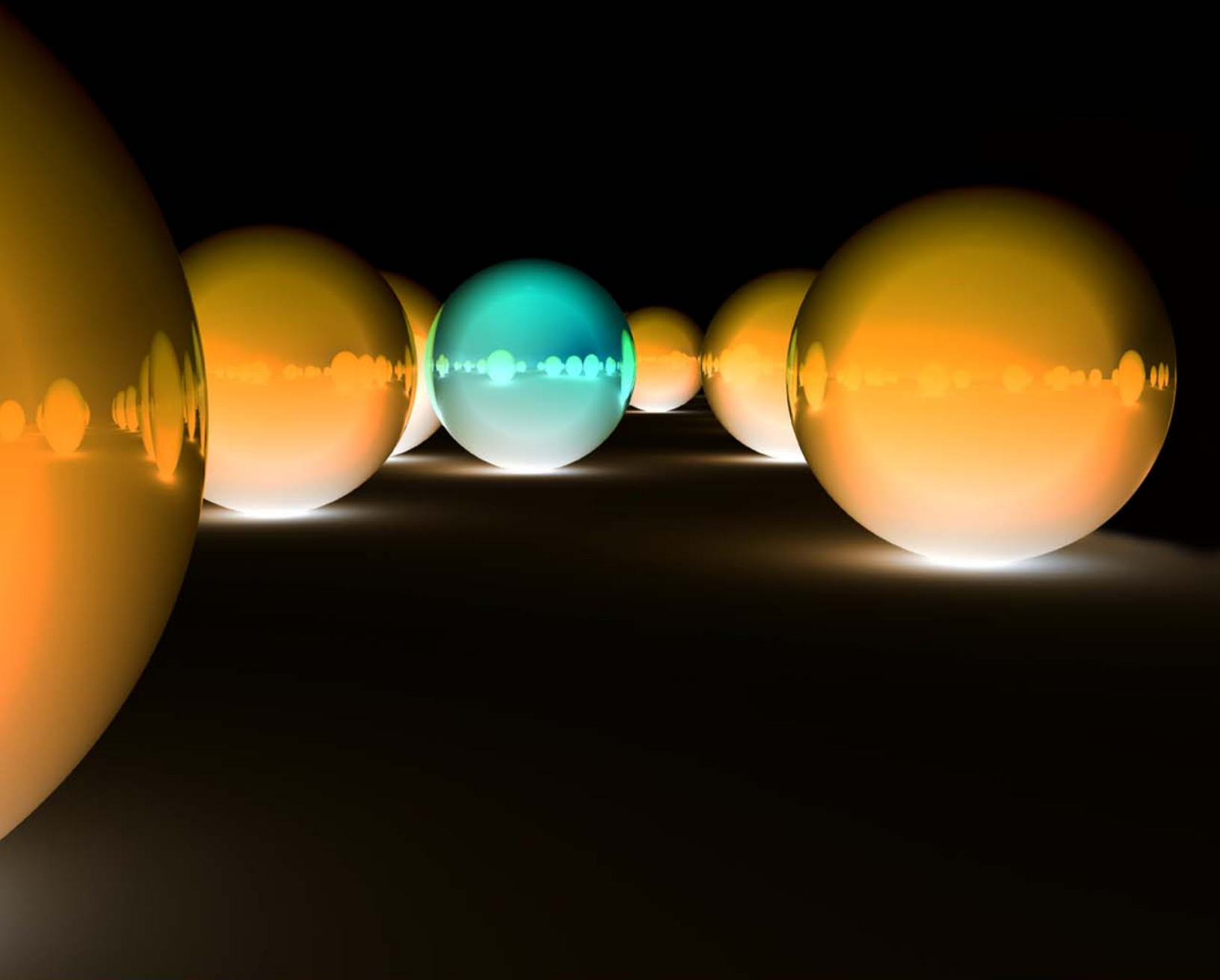


# TECH CHOICE AWARDS

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Tech  
Choice

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## eg3 Tech Choice Awards - Winter '08/'09

*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 Winter '08/'09 “TechChoice” awards - both editors’ and users’ choice - across key technology categories.*

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# EG3 TECH CHOICE AWARDS: WINTER, 2008-09

## 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 (*Intellectual Property, PCB / PCB Tools, Low Power / Power Management, and Wireless*). Within each category, we then selected the three most intriguing new product announcements of the previous six months. These are our "Editors' Choice" award winners. 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 1200 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 260 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 260 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  
March, 2009

## CATEGORY: INTELLECTUAL PROPERTY / "IP"



### **Evatronix R8051XC2 - World's Highest Performance 8051 IP Core**

Evatronix SA has announced the next generation of its highly successful 8051 configurable IP core - the R8051XC2. Architectural improvements implemented in this release have significantly increased the microcontroller's performance while other critical factors such as gate count have remained at the same level. The R8051XC2 adds highest available performance to an already wide range of configuration options of the previous generation IP core...

> > Click for More Details @ <http://www.evatronix.pl/news/press48.html>



### **New AES Encryption IP from CAST Deciphers Security System Design Challenges**

CAST, Inc. has announced a new family of AES (Advanced Encryption Standard) IP cores that make it easier for designers to include fast hardware encryption in security-sensitive electronic systems. The new CAST IP covers a range of AES requirements by offering a programmable, multi-purpose encrypt/decrypt core and a leaner pre-configured core with versions optimized for specific applications. The CAST AES cores are available now, for either...

> > Click for More Details @ [http://www.cast-inc.com/info/pr/news/2008/120308\\_AEScores-news.shtml](http://www.cast-inc.com/info/pr/news/2008/120308_AEScores-news.shtml)



### **IPextreme® Teams with Mentor Graphics on 8051 Cores**

IPextreme, Inc. offers up its line of 8051 cores for commercial licensing. The M8051 lineup consists of four 8051-compatible cores. The M8051 is a silicon-proven, synthesizable processor core that is binary compatible to 8051 devices and is available in both VHDL and Verilog formats. IPextreme will package the M8051 cores in its XPack technology to provide support for all major EDA flows, including Mentor Graphics Precision FPGA synthesis...

> > Click for More Details @ <http://www.ip-extreme.com/news/releases/rel090113.html>

## CATEGORY: PCB / PCB TOOLS



### **Introducing CADSTAR 11, Zuken's PCB design revolution**

CADSTAR 11 harmonizes the design process to deliver greater technology integration than ever before. Schematic engineers will find the support of high pin count devices a huge bonus as they strive to bring manufacture ready concepts to the PCB design teams, plus for electrical engineers E<sup>3</sup>.logic (as alternative front-end solution for CADSTAR PCB Design) as part of the E<sup>3</sup>.series will be of huge benefit in bringing cable design...

> > Click for More Details @ <http://www.zuken.com/news/2008/0811-cadstar-r11.aspx>



### **Koizio Supports Freescale's Enhanced Power Architecture Microcontrollers**

Koizio®, Inc. has announced support of kDiagnostics embedded test application and kPOST power-on self-test embedded application for Freescale's MPC55xx 32-bit microcontrollers for advanced automotive and industrial systems. The

kDiagnostics® embedded test application, ValidationAssistant, SequenceRunner, and SequenceReporter are part of a total solution for automated functional test for board designs based on MPC55xx microcontrollers,...

> > Click for More Details @ [http://www.kozio.com/news\\_events/2008-8-13\\_Kozio\\_kDiagnostics\\_Freescale\\_MPC5554\\_MPC55xx\\_Automotive\\_Industrial\\_Release.php](http://www.kozio.com/news_events/2008-8-13_Kozio_kDiagnostics_Freescale_MPC5554_MPC55xx_Automotive_Industrial_Release.php)



### **CircuitSpace v3.0 Supports Complex Hierarchical Design for PCBs**

DesignAdvance® Systems, Inc. has announced CircuitSpace® v3.0. CircuitSpace v3.0 allows the user to design and preserve physical hierarchy throughout the layout and component placement process. Now CircuitSpace v3.0 brings the hierarchical methodology to the designer at the physical layout level. Designers reduce board layout and placement time from weeks-to-minutes through patented CircuitSpace technologies such as AutoClustering...

> > Click for More Details @ <http://www.designadvance.com/category/press-releases/designadvance-releases-circuitspace-v3>

## CATEGORY: LOW POWER / POWER MANAGEMENT



### **MSP430 Solar Energy Harvesting Kit from Texas Instruments**

TI has announced a solar energy harvesting (SEH) development kit that converts ambient light into power. The credit card-sized eZ430-RF2500-SEH kit combines Cymbet Corporation's EnerChip thin-film battery technology with TI's MSP430 microcontrollers (MCU), CC2500 radio frequency (RF) transceivers and the eZ430-RF2500 development tool. Developers can now build self powered solar-based wireless sensor networks, eliminating system batteries,...

> > Click for More Details @ <http://focus.ti.com/pr/docs/preldetail.tsp?sectionId=594&preId=sc09001>



### **Six New PowerWise Energy-Efficient Subsystems from National Semiconductor**

These new PowerWise® reference designs empower design engineers to speed through the design process, delivering products that consume less power, extend battery life and generate less heat. PowerWise reference designs combine energy-efficient devices and arrange them in a system to actively lower power consumption and reduce heat dissipation. Each proven PowerWise reference file kit includes applicable design schematic, bill of materials...

> > Click for More Details @ <http://www.national.com/news/item/0,1735,1368,00.html>



### **World's First Thin-Film Battery with Integrated Battery Management from Cymbet**

Cymbet Corporation has introduced the EnerChip CC CBC3112 and CBC3150 thin-film batteries with integrated battery management. The EnerChip CC combines the industry-leading Cymbet EnerChip with sophisticated battery control logic in a single surface mount technology (SMT) package. The EnerChip CC breakthrough is accomplished by internally combining several power system features: thin-film battery, charge pump with integrated DC to DC...

> > Click for More Details @ <http://www.cymbet.com/content/company-press-102708.asp>

## CATEGORY: WIRELESS



### **New External, Internet Enabled GPRS/GSM Wireless Modem from Cermetek - the CH2168**

Cermetek Microelectronics, Inc. has introduced the CH2168. The CH2168 provides TCP/IP cellular radio communications for autonomous or semi-autonomous M2M applications. The CH2168 GSM/GPRS cellular radio is pre-approved on the AT&T and T-Mobile networks in the United States and GCF approval for the European Union. Typical applications for the GPRS/GSM external wireless modem include remote data transmission/reception systems, such as those...

> > Click for More Details @ <http://www.cermetek.com/News/12-16-2008.cfm>



### **Crossbow Adds Rich Media Capabilities to Wireless Sensor Platform**

Building on its popular Imote2 advanced wireless sensor platform, Crossbow Technology has announced the new Imote2 Multimedia Board (IMB400), an integrated camera sensor board that simplifies the capture of rich media content for wireless sensor network applications. The device offers a compact, power efficient solution due to its integration of camera, audio and motion detection functionality into one platform. The built-in camera can...

> > Click for More Details @

[http://www.xbow.com/General\\_info/Info\\_pdf\\_files/Crossbow\\_Technology\\_Imote2\\_Multimedia\\_press\\_release.pdf](http://www.xbow.com/General_info/Info_pdf_files/Crossbow_Technology_Imote2_Multimedia_press_release.pdf)



### **New Single Stream 802.11n Device from Marvell**

Marvell® has introduced the Marvell 88W8786, an 802.11n single stream Wi-Fi solution designed for a broad range of mainstream consumer devices. With this technology, Marvell makes high-performance 802.11n Wi-Fi available to more consumer electronics manufacturers of digital cameras, printers, gaming platforms and more, by lowering costs, reducing power consumption and decreasing the silicon footprint. Marvell expects the majority of the...

> > Click for More Details @

[http://www.marvell.com/products/wireless/marvell\\_88w8486\\_11n\\_single\\_stream/release/1198/](http://www.marvell.com/products/wireless/marvell_88w8486_11n_single_stream/release/1198/)

## 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 1200 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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