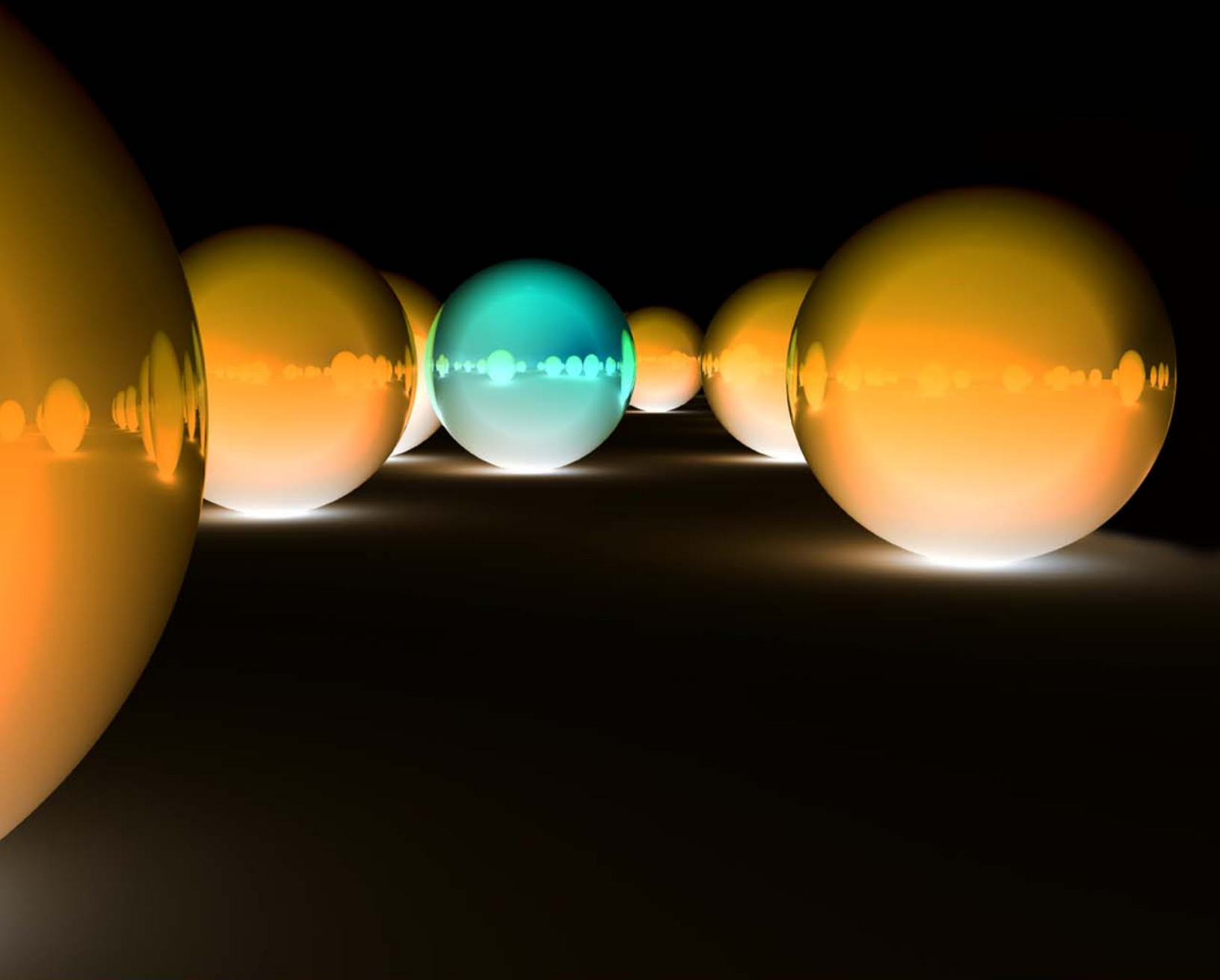


TECH CHOICE AWARDS



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Tech
Choice

eg3 Tech Choice Awards - Spring 2009

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 44,000 e-clips subscribers, eg3.com is proud to announce our Spring 2009 “TechChoice” awards - both editors’ and users’ choice - across key technology categories.

- ⊕ ABOUT THE TECHCHOICE AWARDS
- ⊕ INTEL ATOM (HARDWARE)
- ⊕ INTEL ATOM (SOFTWARE)
- ⊕ JAVA
- ⊕ WIRELESS MODULES FOR 802.11X CONNECTIVITY
- ⊕ SOFTWARE TESTING
- ⊕ HOW TO SUBMIT PRODUCTS FOR FUTURE “TECH CHOICE” AWARDS
- ⊕ APPENDIX: VOTING METHODOLOGY
- ⊕ COPYRIGHT & DISCLAIMER

EG3 TECH CHOICE AWARDS: SPRING, 2009

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 (*Intel Atom (Hardware)*, *Intel Atom (Software)*, *Java*, *Wireless Modules for 802.11 Connectivity*, and *Software Testing*). 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 fifteen 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 290 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 290 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 fifteen 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, 2009

CATEGORY: INTEL ATOM (HARDWARE)



Portwell Extends Intel-Based Embedded Systems with New Ultra Compact QSeven Module

Portwell has announced its new QSeven family of embedded system solutions based on Intel's Atom processor and Portwell's know-how. The new QSeven module was initiated by Congatec AG and SECO, and enhanced by Portwell in response to market demand for an even smaller form factor to take advantage of the Intel® Atom processor's already compact design. At a mere 70mm x 70mm and a power consumption under 12W (+5V input), Portwell's new...

> > Click for More Details @

http://www.portwell.com/productnews/Qseven_PR.htm



New ETX® module with Atom N270 processor, an upgrade to lower power and lower cost

ADLINK's new ETX-AT delivers higher performance and lower power consumption at lower cost than its predecessors. This not only makes the ETX-AT excellently suited for new applications, but also provides a seamless upgrade path to prolong the production life of existing ETX® based systems by an additional 7 years. The ETX-AT is the newest member of its Computer-on-Module (COM) family. The ETX-AT is based on the latest ETX® 3.02 form factor...

> > Click for More Details @

http://www.adlinktech.com/news/news_detail.php?file=Products/n_2008_28.htm



World's Smallest ATOM Fanless Embedded Box Computer from AXIOMTEK- eBOX530-820-FL

. AXIOMTEK has introduced its extreme-small fanless embedded box computer, the eBOX530-820-FL, which is smaller than an adult hand. The eBOX530-820-FL is an incredibly small 130mm (W) x 95.4mm (D) x 47.1mm (H) embedded system based on an ultra low power Intel® Atom processor up to 1.6GHz with the Intel® System Controller Hub (SCH) US15W. The integrated Intel® Graphics Media Accelerator 500 offers advanced graphics and 3D performance. The . . .

> > Click for More Details @

<http://www.axiomtek.com/news/viewnews.asp?View=358>

CATEGORY: INTEL ATOM (SOFTWARE)



Tenasys Brings Determinism to Windows Systems Based on the Intel® Atom

Tenasys has announced support for the Intel® Atom processor Z5xx series with their real-time Windows virtualization solutions. Intel's commitment to expand their long-life roadmap for the Intel Atom processor Z5xx series with industrial temperature and larger footprint options gives system developers a low-power, Windows-class processor that they can confidently use for embedded real-time Windows designs. The Intel Atom processors enable . . .

> > Click for More Details @ <http://www.tenasys.com/company/pr/090303.php>



Insyde Software Delivers UEFI BIOS for the New Options of the Intel® Atom™ Processor Z5xx Series

Insyde Software has announced the availability of InsydeH2O UEFI firmware solution for the extension of the Intel Atom processor Z5xx series platform. InsydeH2O support is included for the large package option 1.6 GHz Intel® Atom processor Z530P, the 1.1 GHz Intel® Atom processor Z510P and accompanying Intel® System Controller Hub US15WP as well as the industrial temperature-ready 1.33 GHz Intel® Atom processor Z520PT, 1.1 GHz Intel® Atom . . .

> > Click for More Details @

http://www.insydesw.com/press/2009/press_030309.htm



VirtualLogix Announces VLX solution for Intel® Atom Processor

VirtualLogix, Inc. has announced the release of its VLX virtualization software solution for the Intel® Atom processor Z530 platform for embedded applications. VLX enables faster, more secure integration of the Intel platform into connected embedded device designs such as in-vehicle infotainment systems and industrial automation and control applications. Support of the Intel Atom processor Z530 on VLX software will enable Original...

> > Click for More Details @ [http://www.virtuallogix.com/company/news-and-events/single-](http://www.virtuallogix.com/company/news-and-events/single-news.html?tx_ttnews%5Btt_news%5D=513&tx_ttnews%5BbackPid%5D=85&cHash=92bc0fb48c)

[news.html?tx_ttnews%5Btt_news%5D=513&tx_ttnews%5BbackPid%5D=85&cHash=92bc0fb48c](http://www.virtuallogix.com/company/news-and-events/single-news.html?tx_ttnews%5Btt_news%5D=513&tx_ttnews%5BbackPid%5D=85&cHash=92bc0fb48c)

CATEGORY: JAVA



IS2T® Announces Free Java Platforms for Embedded Systems

IS2T has announced the MicroEJ®-EDU , a free Java platform kit for software developers who wish to evaluate Java technologies optimized for embedded systems. This Java evaluation kit provides the embedded engineering community with new opportunities to understand how to design and maintain more robust, secure and scalable applications and how to cut actual software development costs by a factor of five. MicroEJ-EDU targets typical...

> > Click for More Details @ http://www.is2t.com/en/news-pressreleases-show.php?pr_id=microej-edu



Aplix announces JBlend for LiMo JLBE

Aplix Corporation has announced its JBlend for LiMo (Linux Mobile) devices solution. Java Language Based Environment (JLBE) for LiMo brings the power of Java Micro Edition to the LiMo platform. The first JLBE for LiMo implementation supports CLDC, MIDP 2, WMA, MMAP, JTWI, and JSR 75 FC. JLBE for LiMo is the first of a series of Java Language based solutions powered by Aplix Corporation's JBlend product for the LiMo Foundation platform.....

> > Click for More Details @

<http://www.aplixcorp.com/en/release/2009/pr02162009limo.html>



Macraigor Systems Introduces Java Board Test Environment with Complete Software Package

Macraigor Systems has announced their proprietary On-Chip Debug Technology (OCDemon) has been ported to Sun Microsystems' Java Runtime Environment (JRE) via a powerful application programming interface (API) that enables developers to write Java code to directly control a target processor and a unit

under test. Macraigor has taken three components that are available at no cost and combined them into a powerful board test environment. To...

> > Click for More Details @

<http://www.patterson.com/news/Macraigor%20Java%20Board%20Test%20Final.doc>

CATEGORY: WIRELESS MODULES



Redpine Signals Launches First 802.11n Single Stream Module for Wi-Fi Based Real-time Location Syst.

A new module for supporting Wi-Fi® RTLS tags offers the first 802.11n single stream solution for asset tracking. Redpine's Find-iT module provides all the control and wireless functionality required to build and deploy tags for advanced two-way communicating real-time location systems (RTLS) in industrial and enterprise applications. The module is also the first 802.11n solution to meet Cisco Compatible Extensions (CCX) tag specifications...

> > Click for More Details @ <http://www.redpinesignals.com/20apr09.html>



RFM Launches Low-power Wi-fi Sensor Networking Module With 5 Year Battery Life

RF Monolithics, Inc. has released its new low-power Wi-Fi sensor networking module - the WSN802G. This new low-power, low-cost, 802.11 b/g module is the first RFM RF module to integrate the GainSpan(R) GS1010 System on Chip (SoC), the lowest power Wi-Fi chip solution in the market today, and it enables original equipment manufacturers (OEMs) to build low-power wireless local area networking (WLAN) and sensor monitoring solutions for the...

> > Click for More Details @

http://www.gainspan.com/news_RFM_033109.html



Digi Releases Industry's First 802.11a/b/g Secure Embedded Networking Core Module

Digi International has introduced the ConnectCore Wi-9P 9215, the industry's first 802.11a/b/g embedded core module for secure wireless networking and integrated application processing. Customers can now network their devices in the common 802.11b/g 2.4 GHz band or the uncrowded 802.11a 5 GHz band for improved reliability and performance. This makes it ideal for busy environments or for transmitting sensitive information such as financial...

> > Click for More Details @

<http://www.digi.com/news/pressrelease.jsp?prid=546>

CATEGORY: SOFTWARE TESTING



GrammarTech Announces Newest Version of CodeSonar

GrammarTech, Inc has announced that the next version of CodeSonar will ship in Q2 2009. The release includes checkers for the new Power of 10 coding standard, new facilities for integrating CodeSonar with defect-tracking systems and other

tools, and significant performance improvements that reduce analysis time. One of the newest features is support for enforcing The Power of 10: Rules for Developing Safety-Critical Code, a set of coding...

> > Click for More Details @

<http://www.grammatech.com/news/2009/releases/3-31-09.html>



New Version of LDRA Tool Suite Provides First End-to-End Software Verification Solution

LDRA has launched v8.0 of the LDRA tool suite, the first fully automated end-to-end solution for software verification support. With the integration of requirements management, LDRA has enabled companies for the first time to trace, verify, and test their code through all stages of software development from requirements through static and dynamic analysis and testing. By tailoring standardized best-programming practices for...

> > Click for More Details @ <http://www.ldra.com/nologindownload.asp?id=249>



Coverity® Unveils Industry's First Software Integrity Center

The Coverity Integrity Center provides a full set of precision software analysis products in a single offer. This combination enables customers to identify and eliminate the root cause of problems during the design, code, build, and test phases of software development. Coverity's new offering will benefit organizations that employ agile or waterfall methodologies, regardless of whether their development environment is centralized or highly...

> > Click for More Details @

http://www.coverity.com/html/press/coverity_announces_integrity_center.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 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. 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 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 44,000, 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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