imperas

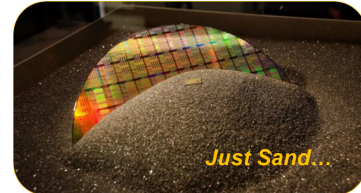## Revolutionizing Embedded Software Development

Imperas Newsletter: March 2016

"Silicon without software is just sand."

Updating you on what's new in the embedded software revolution.

Just Sand...

Viewpoint: Simon Davidmann, CEO Imperas

Happy to see many of you at these industry events: DVCon in Silicon Valley and Embedded World in Nuremburg in February, and DATE in Dresden in March.
Looking ahead to DAC in June in Austin! Imperas will be in the Embedded Pavilion, booth 839. We will also be giving a tutorial on "Linux Porting, Bring Up and Driver Development" Monday, June 6. We hope to see you there!
Also, come see Imperas at the upcoming Imagination Tech Summit in Silicon Valley on May 24.

Please **follow us**: on Linked In, and twitter @ImperasSoftware

Imperas and OVPsim Release News

A new Imperas and OVP release is available, 20160323.0 (March 2016). New in this release are the OP API for building virtual platforms, the model of the ARM Cortex-A72 processor, and the addition of the iGen productivity tool for peripheral and platform building to OVPsim. OP supersedes the ICM API, providing more flexibility and efficiency for complex platforms, including those with hierarchy. Transitioning to OP is seamless if iGen was used to build the platform.

The Open Virtual Platforms™ (OVP™) portal is one of the most exciting open source software developments in the embedded software world since GNU created GDB.

- For embedded software developers, virtual platforms are increasingly important, especially for multi-core designs. The resources on this portal can significantly accelerate your development and test.
- The next release of OVPsim is expected to be available in June 2016.

DVCON "Redefining ESL" Panel Summary

Brian Bailey, with Simon Davidmann and other experts, gathered at DVCon to discuss ESL: what it means, where it is going...

Read more here.

---

prpl Foundation Security Group

Larry Lapides of Imperas was recently interviewed @ Embedded World 2016 about Imperas' involvement in the Security Working Group of the *prpl* Foundation.

The video conversation covers what Imperas provides via OVP, discusses some of the security issues related to the IoT and how *prpl* can help solve it by bring several companies together to collaborate and work on solutions - especially around virtual platforms and the development of hypervisors.

 View the video here.

See You at DAC 2016 in Austin, Texas!

Imperas will be showing our latest models and virtual platform solutions at DAC 2016, including embedded software and hardware development, debug and test applications.
Join us on June 5-9 at the Austin Convention Center.
The Imperas booth is located in the Embedded Pavilion, booth 839.
We will also be giving a tutorial on "Linux Porting, Bring Up and Driver Development" Monday, June 6 as part of our initiative to span both hardware and software development via virtual platforms.
Please contact us at sales@imperas.com to set up a meeting or demo.
Note: Larry Lapides, our VP Sales, has been active on the DAC 2016 Strategy Committee, helping to drive awareness of growing software complexity and the need to focus on solutions for embedded and hardware-dependent software.

The Latest News and Roundup Articles:

"IP Requirements Changing": by Brian Bailey in Semiconductor Engineering

"Reaching For ROI": by Ann Mutchler in Semiconductor Engineering

"Debug Becomes A Bigger Problem": by Brian Bailey

"Where We Go From Here": by Ann Mutchler

"Adventures In Assembly": by Ann Mutchler

Website   **LinkedIn**   **Email**   **Twitter**

Add us to your address book

unsubscribe from this list   update subscription preferences