

In brief

U.S. expansion

Imsys Technologies (Vasby, Sweden), a developer of reconfigurable microprocessors and modules, has opened two sales offices in the U.S. to provide support a growing number of customers and projects in the U.S, Canada and South America. The offices are located in Dallas, Texas, and Sunnyvale, California.

USB on key

Jungo Software Technologies, a provider of USB/PCI software solutions, and Korg Italy, a manufacturer of innovative musical instruments has announced that Jungo's USBware Host stack and Mass Storage Class Driver has been successfully integrated into Korg's new line of electronic arranger keyboards.

Kontron goes global

Norbert Hauser, previously responsible for marketing for the EMEA region, has taken charge of global marketing initiatives for Kontron as Vice President of Marketing. With this newly created position, Kontron is paving the way towards a globally-orientated corporate structure.

LonMark expansion

LonMark International's affiliation program has been expanded with the addition of LonMark France and LonMark Italy. Both organizations are converting from their successful roots as LonUsers groups to join the growing LonMark Affiliation program.

Flexray upgrade

Austriamicrosystems, a developer of analog ICs for communication, industrial, medical and automotive applications, has upgraded its membership of the international Flexray consortium to Premium Associate Member status to increase its influence on the development of the Flexray protocol.

COLLABORATION

IBM and Freescale move up a gear

Freescale Semiconductor and IBM are to step up their cooperative efforts behind the Power processor architecture.

The two companies will work to strengthen the software infrastructure, including the Linux operating system, behind the Power-based SoCs aimed at emerging consumer markets.

Though Freescale ships large volumes of PowerPC-based solutions to the automotive and communications industries, it has not been a member, until now, of the Power.org association, which includes more than 40 companies.

Michel Mayer, chairman and CEO of Freescale, and John E. Kelly III, senior vice president of technology and intellectual property at IBM, pledged to work together to develop a common instruction set architecture as the Power architecture moves into consumer applications. Engineers from Freescale and IBM will work with companies in the infrastructure market segment, including EDA companies,

embedded tool development vendors and Linux and open software organizations, the two executives said here at a joint press conference.

IBM and Motorola's semiconductor DIVISIOB, along with Apple Computer, designed the early PowerPC processors at the now-closed Somerset design center in Texas. But with Apple moving its systems away from the PowerPC to Intel's processors, IBM and Freescale are steering their renewed efforts toward the convergence of consumer with communications.

By next year, Mayer said fully half of all cars will have at least one Freescale PowerPC-based controller onboard. Kelly noted that IBM displaced the MIPS and Intel X86 processors enroute to gaining design wins in the game machines from Microsoft, Nintendo and Sony. The companies want to duplicate those successes in the consumer market.

Mayer, who earlier worked at IBM as the head of its micro-

electronics division, said Freescale and IBM want to work with hardware IP vendors to enable a Power-based SoC design infrastructure. Also, the companies will work to create a wider variety of "the software that runs on top of the hardware, software that the consumer companies need."

Kelly said the goal is "to extend the Power architecture to new consumer markets, enabling the software ecosystem, particularly Linux. Our clients constantly tell us they want more headroom. They want to be able to go from low-power to high-performance systems. And they want to be able to design in the security engines they need as well."

Joe Byrne, an analyst at the Linley Group, said most of IBM's claimed consumer success has been in the gaming market. "Power hasn't been that strong in consumer, outside of gaming. This is an opportunity for Power to take a run at that."

SUPPORT

Lantronix introduces EMEA Premier Partner Programme

Lantronix has launched its Premier Partner Programme within EMEA, following on from its success within North America.

The programme is aimed at assisting customers in developing networking, remote management and service businesses and provides exclusive access to a package of support tailored for IT distributors and resellers.

Brad Painter, vice president of worldwide channel sales at Lantronix, said, "This programme is a key element of our commitment to continually improving support for our existing partners and expanding our reseller base in EMEA."

The programme formalises access to key tools such as sales leads and technical training

as well as marketing materials, customised promotions, a partner-specific newsletters and advanced notice of new product launches.

Errett Kroeter, director of worldwide channel marketing at Lantronix, added, "We will continue to develop this programme and augment it with new resources to further support our growing partner base. Later this quarter, we will be launching a secure web portal with local language support, which will give our partners even better access to our programme benefits."

Lantronix designs machine-to-machine (M2M) communications devices and manage those assets over a network or the Internet.

LINUX

Duo collaborate on real-time Linux control

Embedded software and tools provider, SDC, has collaborated with single board computer manufacturer, Arcom, to provide engineers with a complete real-time Linux platform.

RTLlinuxPro supplied by SDC (Letchworth, U.K.) is a tested and validated, hard real-time, POSIX operating system that runs embedded Linux as an application platform.

The hardware platform from Arcom (Cambridge, U.K.) includes the low power 400MHz PXA255 based VIPER PC/104 single board computer fitted with 64Mbytes of DRAM, 32Mbytes of Intel StrataFlash and 256Kbytes of SRAM. The board is fitted inside a rugged industrial compact enclosure.