



NMI Embedded Network

“Embedded Software in Consumer Applications”

Thursday 14th October 2010 Green Park, Reading, RG2 6GP

In recent years, consumer products have increasingly relied on embedded software to provide key functionality. With the transition from a hardware to a software-dominated design culture, it is now the software which is largely responsible for the product features that the end user sees and is therefore used as the key differentiator.

With a particular focus on mobile/portable devices and digital / IP TV, this event will present embedded software case studies and projects showing how this is achieved and illustrating the drivers and trends behind this transition, such as features, performance, latency, security, safety and energy efficiency. Along the way we will consider the challenges that the move to software-centric product design has brought and whether such an approach is always to the benefit of the user.

We will conclude with a panel session, debating the skills that are needed for effective embedded software development. Does the UK have the necessary skills and how should we, as an industry, be developing/nurturing the next generation to ensure future competitiveness?

09:00 Registration, refreshments & table-top exhibitions

09:45 Welcome and Introduction - Robin Kennedy, NMI

MPC Data "Why consumer products need an OS (and how to pick a good 'un)"
Alan Rowe

Sony Semiconductor "DVB Transmission Technologies & their impact on hardware/software architectures"
Steve Beck

Manches "The Basics of Open Source Licensing"
Rustam Roy

Break

Synopsys "Embedded Software Development using Virtual Prototypes"
Xavier Buisson

University of Cambridge Computer Lab "Who controls the off switch? - software and security challenges in smart meters"
Shailendra Fuloria

13:00 Lunch - networking & tabletop exhibitions

Mentor Embedded "An Introduction to Android and its Deployment Beyond Mobile"
Colin Walls

Pebble Bay Consulting "Porting an open-source smart card stack to QNX Neutrino"
Ian Willats

Panel Session "Skills for Effective Embedded Development"
Chaired by Andy Lunness, STMicroelectronics

16:00 Close

With Thanks to our Sponsors



Exhibition Tabletops

Feabhas MPC Data Synopsys
Lauterbach Pebble Bay Consulting Perforce Software Wind River