

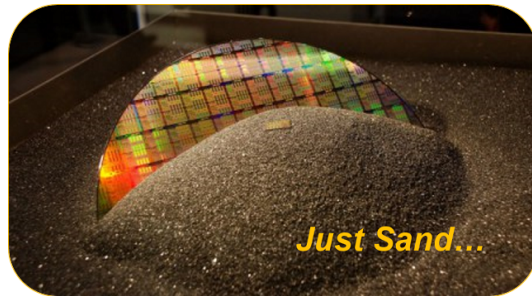


Revolutionizing Embedded Software Development

Imperas Newsletter: September 2015

"Silicon without software is just sand."

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



Viewpoint: Larry Lapides, Vice President Sales

In the movie industry, summer is the season for the "Blockbuster." In that spirit, this newsletter presents a variety of videos from Imperas, in addition to our update on Imperas activities.

Did you ever go to a movie which really made an impact on your life? For me, it was the first **Star Wars** movie, which came out near the end of my senior year of high school. Exams were over, and some friends and I cut school to catch the noon show at a theater with a new sound system. near the UCLA campus.

We took our seats and the movie started with the scrolling background story. Nothing special. Then the Imperial Star Destroyer started coming into the screen, coming from overhead and behind, and the sound is *also coming from behind us!*

Growing up in the 60s and 70s in Southern California, and with my father in the aerospace industry, I was aware of the contribution of science and technology to the defense and space programs, but this was my first real experience of technology impacting everyday life. Very cool. There is no question about the significance of the [sound technology improvements that George Lucas pioneered](#).

Technology and movies are intertwined in so many ways. We hope these Imperas videos are educational and enjoyable!

Imperas to Exhibit at Renesas DevCon 2015

Imperas Demonstrates Renesas-Based Virtual Platforms for Software Development and Testing

Imperas will participate in the [Renesas DevCon 2015](#). Highlights will



include demonstrations of Imperas embedded software development, debug and test solutions at the Imperas booth in the exhibition area. The demos will feature virtual platforms for the latest and most popular Renesas devices, including both those based on Renesas proprietary processor cores and on ARM cores.

When: October 12-15, 2015.

Where: Hyatt Regency Orange County, CA.

For more information, or to set up meetings with Imperas at DevCon, please email sales@imperas.com. We look forward to seeing you at this year's DevCon!

[Read more here.](#)

New "5 Minutes with..." Simon Davidmann Interview

Rich Nass of Embedded Computing Interviews Simon Davidmann, CEO/Founder of Imperas



This 5 minute video by Rich Nass covers serial entrepreneurship, the future of EDA, consolidation and merger/ acquisition insights.

[Watch it here.](#)

"Design and Verification Need a Closer Relationship" in Chip Design

Systems Design Engineering Community, with commentary by Imperas

"The future of system design demands more integrated and concurrent hardware / software / systems development and verification, especially with regard to virtual platforms, a unifying technology and methodology. There is an inevitable upwards curve toward hardware and software co-design and verification, yet we have not yet reached the point where it is well-supported, understood, or widely adopted."

[Read more here.](#)

Imperas Demonstrates Virtual Platforms at the 2015 ARM TechCon

Imperas Shows Virtual Platforms for Software Development and Test

Imperas will exhibit at the [2015 ARM TechCon](#) and invites attendees to register for a demonstration of Imperas embedded software development, debug and test solutions for ARM-based systems. See Imperas virtual platform based embedded software debug, analysis and verification demos of [Open Virtual Platforms \(OVP\)](#) models of the full line of ARM processors, including Cortex-A, M and R families, at the Imperas

Chip Design
Tools, Technologies & Methodologies

ARM
TechCon

booth, #520. To set up meetings with Imperas at ARM TechCon, please email sales@imperas.com

When: November 10-12, 2015. Expo hours are November 11 and 12, from 11:00am - 6:30pm.

Where: Santa Clara Convention Center, Santa Clara, CA.

[Read more here.](#)

Universities Use Imperas Tools to Address Embedded Systems Research and Teaching Needs



Imperas Provides Free Access to Open Virtual Platforms Models, Software Development, Debug and Test Tools

The worldwide Imperas University Program was created to inspire and support the next generation of technologists and innovators. It grants academic and research institutions access to the tools and technology needed to prepare students to meet difficult challenges across embedded software, from development and test, to quality and standards compliance, to security and IoT. Through this program, Imperas software reaches thousands of students and professors worldwide every year. Benefits of membership in the program include access to Imperas virtual platform software, technical support, and more.

The Imperas University Program encourages participation in the embedded systems community in three ways: use on research projects, use in the classroom, and sharing of virtual platform models through the Open Virtual Platforms (OVP) Library. For more information on the Imperas University Program, please email univ@imperas.com

[Read more here.](#)

Imperas Videos

Lets go to the movies!

View these short **Summer Blockbusters...**



Imperas Corporate Videos and Audio




EDA Café Video Interview
All about Imperas, with CEO Simon Davidmann. What we do, technology overview, and why you need virtual platforms!




Virtual Platforms and You: Embedded Software Development with Virtual Platforms.
EE Journal audio interview with Simon Davidmann.

Imperas on Security




Do You Care about Security?
Imperas with the prpl Foundation at IMG Silicon Valley Summit



More on Security with ARM TrustZone
ARM TrustZone Video Application Note

Imperas Technology Videos



QuantumLeap Parallel Simulation Using Multi-core Host PC Gaining Significant Simulation Speed



Imperas TVS Testing Conference Paper
Virtual Platform Software Simulation for Enhanced Multi-core Software Verification

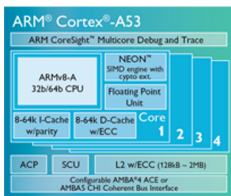


Imagination MIPS Core Models and QuantumLeap Parallel Simulation Using Multi-core Host PC



More Videos

Imperas Demo Videos



ARM Extendable Platform Kits and Tools Demo

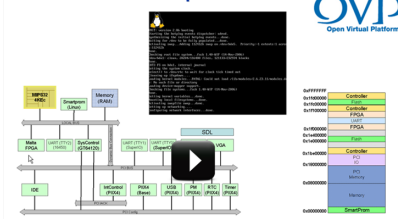


64 Bit and Multiple Quad Core ARM Processors Demo



MIPS Malta Linux Demos

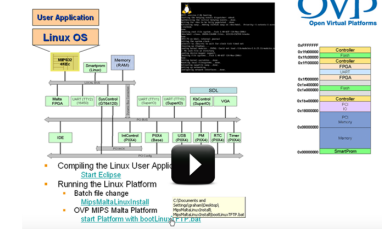
OVPsim MIPS Linux platform



MIPS Malta Linux Demo 1
Installing OVPsim simulator, MIPS Malta Platform and Booting Linux in 4 seconds


MIPS Malta Linux Demo 2
Installing, creating full disk image and booting multiuser Linux

Developing Linux applications





MIPS Malta Linux Demo 3
Cross-compiling user applications and debugging on simulated MIPS Linux



Imperas Third Party Integration Videos



Larry Lapidès
Vice President of Sales
Imperas


Easing Embedded Software Development for Complex SOCs: Imperas processor models, verification analysis and profiling tools with Cadence Virtual System Platform

Using the ARM DS-5 Debugger with Imperas Simulators and Models Demo



Simon Davidmann
President and CEO
Imperas Software Ltd.

Imperas Software and Cadence System Development Suite Demo



Imperas and MIPS, with CEO Simon Davidmann

OVPsim Release News

OVP: Fast Simulation, Free open source models, Public APIs: Open Virtual Platforms.




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 will be increasingly important, especially for multi-core designs. The resources on this portal can significantly accelerate your development and test.
- Explore what is new at [OVPworld!](#)

The current OVPsim release is 20150901.0 (September 2015)

- Please check the [release notes on OVPworld.org](#) for more details.
- The next release of OVPsim is expected to be available in mid-November.



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