MERGERS & ACQUISITIONS FEATURE

NVIDIA is Buying Arm for $40 Billion and Expanding Licensing Model

BRANDON LEWIS, EDITOR-IN-CHIEF

Rumors of a union between the world’s leading GPU provider and CPU IP vendor have been swirling for a couple of months now, but on Sunday night it became official: NVIDIA is purchasing Arm from Softbank for a reported $40 billion.

So now there are more questions than answers.

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ARLEN NIPPER, PRESIDENT & CTO, CIRRUS LINK

I’ve been sharing my thoughts on IIoT protocols for years, but more recently I’ve gotten a little bolder about comparing OPC UA with the benefits of MQTT. Full disclosure, I co-invented MQTT, an open standard, publish-subscribe network protocol, in 1999. So sure, I’ve always been an MQTT evangelist, but there is a reason MQTT has become the dominant messaging standard in IoT.

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ELECTRONIC DESIGN AUTOMATION FEATURE

Formal Verification Flow, Benefits, and Debug on 16 nm Technology

DR. RAJENDRA PRATAP AND NITIN, EINFOCHIPS, AN ARROW COMPANY

Formal verification is the process of comparing two designs written in a hardware description language (HDL) to ensure they are functionally equivalent. A subset of functional verification, it provides a critical first step in checking the functional equivalence of two designs without using simulation.

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EMBEDDED EXECUTIVES PODCAST

Ron Martino, SVP/GM, Business Line Edge Processing, NXP Semiconductors

RICH NASS, BRAND DIRECTOR, EMBEDDED COMPUTING DESIGN

Living at the Edge can be tricky. That’s the Edge of the IoT that I’m referring to. When you’re one of the leading providers of microprocessors, as NXP clearly is, you have lots of questions that must be addressed. Two big ones concern security and AI. In this week’s Embedded Executives podcast, I spoke to NXP’s Ron Martino, Senior Vice President and General Manager of Business Line Edge Processing, to see hear the company’s responses to those important questions.

Tune In +

IoT APPLICATION FEATURE

How New-Age Technologies are Transforming Retail for the Better
A recent study by McKinsey estimates that the IoT in the retail industry will have an economical impact ranging from approximately $410 billion to $1.2 trillion per year by 2025. Integrating IoT, machine learning and cloud computing services in the retail environment will not only reduce IT costs, but also streamline workflows.

RAJVI KAMDAR, SENIOR EMBEDDED ENGINEER, VOLANSYS

I know I’m not supposed to have favorites, but what the Ambiq engineers have been able to accomplish is quite extraordinary. They have been able to achieve power levels that are below the competition, with performance that’s more than adequate. See the Garmin Forerunner 940 Smartwatch as an example (including my Tear Down report of said watch).

RICH NASS, BRAND DIRECTOR, EMBEDDED COMPUTING DESIGN

GigaDevice Offers MCUs Based on
Both RISC-V, Arm
RICH NASS, BRAND DIRECTOR, EMBEDDED COMPUTING DESIGN

GigaDevice is a relatively new entrant to my radar. The company's history is in memory products, but it is now a formidable player in the MCU space, both on the Arm and RISC-V sides (which is fairly unique).

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AUTONOMOUS VEHICLES NEWS
Siemens and VSI Labs Partner to Advance Autonomous Vehicle Development
TIERA OLIVER, EDITORIAL INTERN, EMBEDDED COMPUTING DESIGN

Through the partnership, Siemens' PAVE360 platform will be used to create digital twin simulations for the validation and testing of all processors, electronics, sensors, and systems powering the VSI Labs Capability Demonstrator.

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AI HARDWARE NEWS
Aetina Launches New NVIDIA Jetson-based Platform AN810-XNX
TIERA OLIVER, EDITORIAL INTERN, EMBEDDED COMPUTING DESIGN

Aetina announced the new AN810-XNX edge AI computer leveraging capabilities of the NVIDIA Jetson Xavier NX. This edge AI computer features alternatives of I/O slot, as well as a range of edge AI systems built on the Jetson platform for robotics, drone, UAV, industrial inspection, medical imaging, and deep learning.

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HEALTHCARE AI NEWS
TT Electronics and iAbra Launch AI Driven COVID-19 Test
TIERA OLIVER, EDITORIAL INTERN, EMBEDDED COMPUTING DESIGN

TT Electronics announced that it has been working with British start-up iAbra, and its partners, including Intel, to design, develop, and test the prototype Virolens system.
and to specify and design the manufacturing processes for its commercial launch.

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Opal Kelly
Ultra High-Performance Data Acquisition with SuperSpeed USB 3.0 FPGA Modules

Kontron
Kontron Motherboard D3654-B mSTX

SPONSORED WHITE PAPER
Moving from an RTOS to Linux? (Practical Insights Nobody's Telling You)
MENTOR

There are many things to consider when moving to embedded Linux? from a real-time operating system (RTOS) for embedded projects. Based on pragmatic experience of helping customers through the decision making process and the actual transition, this white paper provides practical information, so developers can be fully aware of the trade-offs of moving to OSS and the often unmentioned hidden cost of managing a Linux distribution.

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Multicore System Management: Hypervisor or Multicore Framework?
MENTOR, A SIEMENS BUSINESS

Multicore processors are being adopted at an increasing rate in embedded systems, which means that embedded developers have some important design decisions to make. One of the first is how to control and manage the multicore system: through a hypervisor or multicore framework?

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SPONSORED WHITE PAPER

Important Electronic Design Considerations for Data Acquisition Systems: Part 1 - Calibration

NUVATION

Over the past two decades Nuvation Engineering has developed data acquisition systems for a wide range of devices and market applications. Based on our experience performing hundreds of engineering design projects, our engineers have identified several key considerations that require special attention during the planning, design, and development of data acquisition systems.

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Choosing the Correct Hardware Platform for Embedded GUI Applications

CRANK SOFTWARE

When building an embedded system there are many choices you will face when deciding the correct hardware and software combinations to best get your product to market. Hardware capabilities, performance, power requirements, memory types, OS implications, packaging options, platform scalability and interoperability are just some of the considerations you will have to work through in the early stages.

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Deployed at the Edge: Telemetry and Video Analytics in Industry 4.0

Sponsored by: Intel IoT Solutions Alliance
Date: September 29, 11:00 a.m. ET
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