

The Power Architecture Developer Conference offers 65+ hours of sessions, labs and panels covering a wide array of interests and applications. The following sessions are particularly applicable to your market segment. Additional topics will be covered that may be relevant to your business. To see the full schedule, go to <http://www.power.org/devcon/07/schedule/>.

## EMBEDDED

| Monday                  | Session  |
|-------------------------|--|
| 10:15 – 11:15 a.m.      | <b>POWER6 Overview</b> , <i>IBM</i>  |
|                         | <b>WiMAX Based Solution for Infrastructure and CPE</b> , <i>Freescale Semiconductor</i>                                      |
|                         | <b>Next Generation Multi-GHz Multi-Core Power Architecture CPU</b> , <i>AMCC</i>   |
| 11:15 a.m. – 12:15 p.m. | <b>Hybrid Multi-Processing with Embedded PowerPC 405 Cores in FPGAs</b> , <i>Xilinx</i>                                      |
| 1:45 – 2:45 p.m.        | <b>On-Chip Bus Architectures for Power</b> , <i>Denali Software, Inc</i>   |
|                         | <b>Using Simulated Hardware to Debug Multi-core Software</b> , <i>Virtutech</i>  |
| 2:45 – 3:45 p.m.        | <b>Titan - An Ultra High-perf., Power and Area-efficient Core</b> , <i>Intrinsity, Inc.</i>                                  |
| 4:00 - 5:00 p.m.        | <b>Multi-protocol Mapping with PPC405EX Processor</b> , <i>AMCC</i>  |
| Tuesday                 |  |
| 9:30 - 10:30 a.m.       | <b>Key Design Challenges and Opportunities for Controlling Power in a Multi-Core Design</b> , <i>Freescale Semiconductor</i> |
|                         | <b>Environmental Impact of Chip Design Practices</b> , <i>Cadence</i>  |
|                         | <b>POWER6 Reliability and Management</b> , <i>IBM</i>  |
| 10:45 – 11:45 a.m.      | <b>OpenEmbedded</b> , <i>OP SIS</i>  |
| 12:45 - 1:45 p.m.       | <b>Hybrid Multi-core Debugging Solution on a Power Architecture™ Embedded Platform</b> , <i>Freescale Semiconductor</i>      |
|                         | <b>Using the GNU Toolchain to Build Power Architecture Applications</b> , <i>CodeSourcery, Inc.</i>                          |
| 1:45 - 2:45 p.m.        | <b>Migrating Little-Endian to Big-Endian Architectures</b> , <i>Freescale Semiconductor</i>                                  |
| 3:00 – 4:00 p.m.        | <b>An Approach to Multi-Core SoC Design</b> , <i>Freescale Semiconductor</i>   |
|                         | <b>Unleashing the Power with Advanced Compiler Optimizations</b> , <i>Green Hills Software</i>                               |

To register, go to [www.power.org/devcon](http://www.power.org/devcon).

**QUESTIONS?  
CONTACT US.**

E-Mail: [PADCInfo@power.org](mailto:PADCInfo@power.org)  
Phone +1-512-215-4831  
<http://www.power.org/devcon>