

A blue car is driving away on a road that curves to the right. A large, stylized hand is holding the steering wheel from the left side. The road is flanked by green hills and a body of water. The sky is blue with some clouds. The car's headlights are on, illuminating the road ahead.

**DAY 2 General Session
Introduction**

Power Architecture Conference –

Fawzi Behmann,

Chair, Marketing Committee, Power.org

Director of Strategic Marketing, Networking Systems, Freescale

27 MAY08

Power.ORG ™

Power.org's mission and objectives

Our mission

Develop, enable and promote **Power Architecture technology** as the preferred open standard hardware development platform for the electronics industry

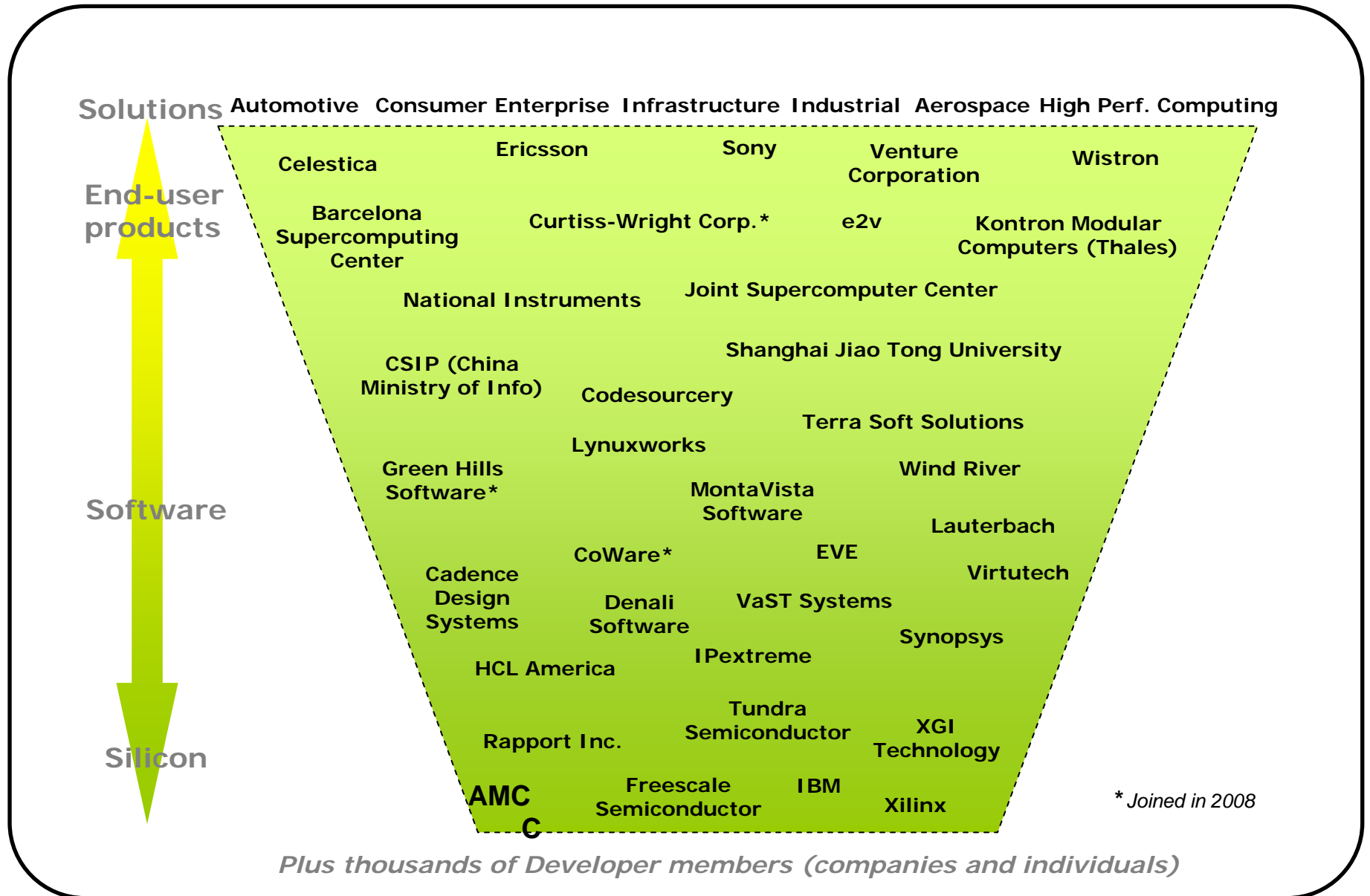
Technology Objectives

- Enhance the Power ISA™
- Enhance the development infrastructure for Power Architecture processors in embedded and consumer applications
- Improve SoC design methodology and enablement around Power Architecture and IP cores

Marketing Objectives

- Increase awareness of the Power brand in the electronics marketplace
- Demonstrate member value in collaborative marketing and brand management by proving cost efficiencies – an “economy of scale”
- Promote the Power.org open model for collaborative development

Power.org's corporate members driving Collaborative Innovation



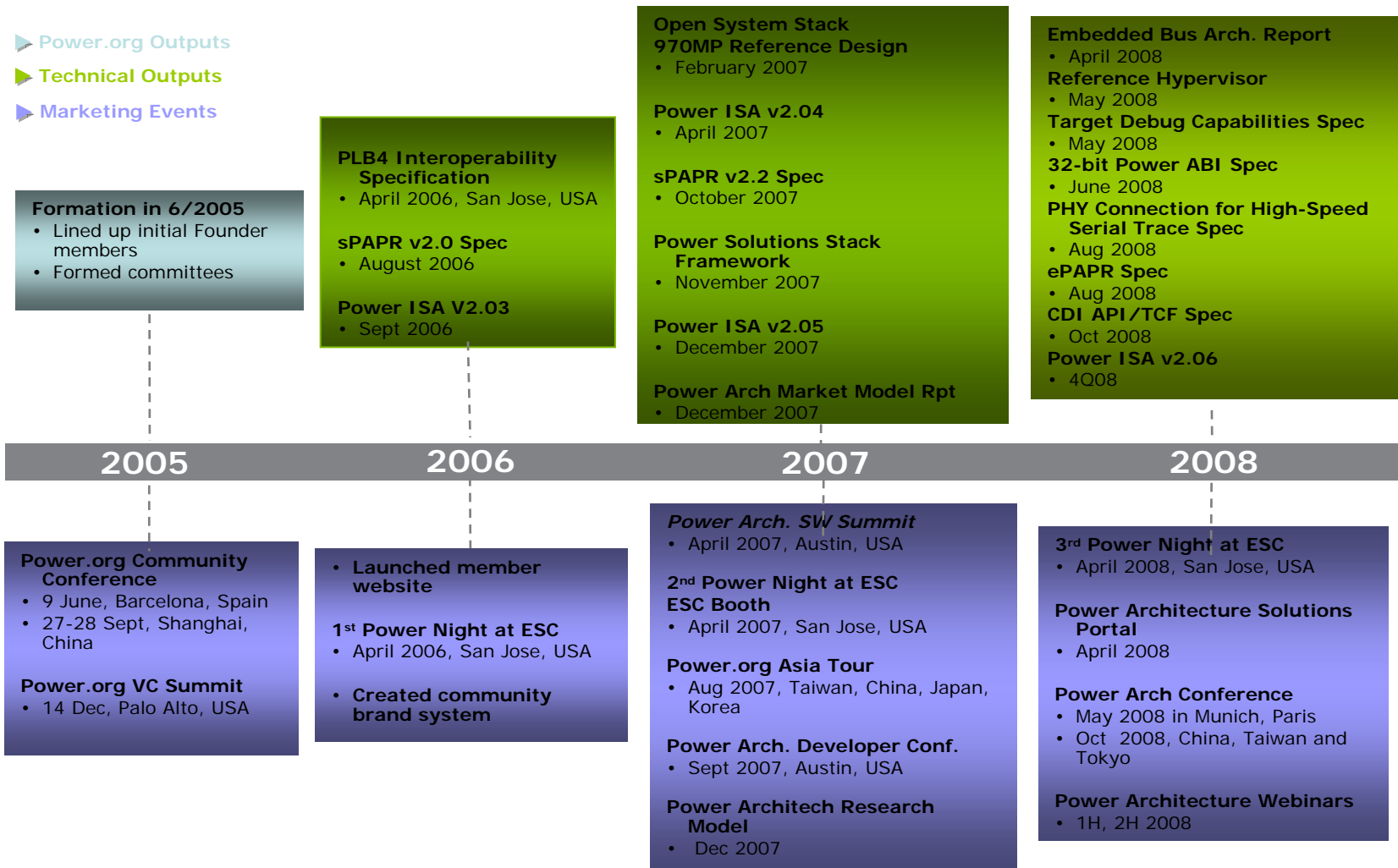
Key Power Architecture advantages

- Technology Leadership and Flexibility
 - Unparalleled scalability and flexibility
 - Optimized for systems performance
 - Proven to meet requirements of leading-edge user base
- Customer Choice
 - Multiple vendors/suppliers
 - Broad ecosystem support
 - Steady ecosystem investment
 - Product variety (ASSP, FPGA, soft cores, 32- or 64-bit)
- Collaborative Innovation
 - Architectural stability & binary compatibility
 - Shared investment leveraged to create economies of scale
 - Open solutions and a vibrant development community

Power.org's Power Architecture

key milestones to date

- ▶ Power.org Outputs
- ▶ Technical Outputs
- ▶ Marketing Events



Now available: Power Architecture Online Solutions Portal

New feature on Power.org website allows you to search entire portfolio of Power Architecture solutions and to promote your products and services.

Open to the public for viewing

Search offerings by keywords

Browse by offering category

All members can submit and update offerings online

Search companies by keyword or name

Browse by market segment

Public Downloads & Tools
Solutions Portal
Power.org Blog
Developer Corner
Power Sites
Recommended Reading
Events
Committee Overview
Member Resources
RSS News Feeds

Home » Community Resources » Power Solutions Portal

Power Solutions Portal

The Power Solutions Portal is where you'll find information about the enormous range of chips, tools, software and services available for the Power Architecture technology platform from companies around the globe.

Any Power.org member company may post its products and services on the Power Solutions Portal free of charge. (If you're not a Power.org member yet, you can [sign up](#) for our no-cost Developer Company membership.)

If there's a specific product or service you can't find here, please [notify us](#), and we'll try to collect the information for your next visit to our site.

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visit www.power.org/solutions

Power Architecture European Conference

Schedule for Executive Session - Munich

- **1:00-1:30PM Power.org Overview**
- **1:30-2:00PM AMCC Power Architecture Value & Market Applications**
Brian Wilkie, VP Business development, Power Architecture, AMCC
- **2:00-2:30PM Freescale: A New Era for Power Architecture Development**
Frederic Haine, GM, Network and Computing System Group Europe, Freescale Semiconductor
- **2:30-3:00PM IBM & the Power of Collaborative Innovation**
Ray Bryant, IBM Director of Games and Power Architecture Solutions
- **3:00-3:15PM Coffee Break**
- **3:15-3:45PM Virtutech Simics**
Niklas Rudemo, Virtutech
- **3:45-4:00 SOC Development Using Embedded Processors**
Wolfgang Stronski, Cadence
- **4:00-4:15 It's All About the Models - Enabling Platform Mainstream Ecosystem**
Markus Willems, Synopsys
- **4:15-6:30PM Reception, Demos, and Networking**

Power Architecture - 27 May Solutions Track (Munich)

| | Technical Track | Solutions/Application Track |
|-----------------|---|---|
| Room | Partenkirchen | Calgary |
| 7:30am - 8:30am | Registration | |
| 8:30am-8:45am | Introduction of Power Architecture Technical track | Introduction of Power Architecture Solutions track |
| 8:45am-9:45am | Virtual Platform and Simulation | AMCC - PowerPC and Implication on Small form factor Advanced Mezzanine Card (AMC) design |
| 9:45am-10:00am | Coffee Break | |
| 10:00am-10:45am | Synopsys - A New Era of Interoperability for Virtual Platforms | Freescale - Power Architecture based solutions |
| 10:45am-11:30am | Virtutech - Debugging Multicore Software using Virtual Hardware | IBM - POWER6 & Microprocessor Core Overview |
| 11:30am-1:30pm | Lunch/Demos in Tech Lab--Garmisch | |
| 1:30pm-2:15pm | Embedded Power Architecture Platform Requirements (ePAPR) | Freescale Multicore Power Architecture for time-critical automotive applications |
| 2:15pm-3:00pm | Embedded Hypervisor | Virtutech - Simics Accelerator -- Breakthrough in Virtualizing Large Power Architecture Systems |
| 3:00pm-3:15pm | Coffee Break | |
| 3:15pm-4:00pm | Multicore Enablement for Power Architecture | AMCC - Trends in Next Gen Networks and Implication on Processor Requirements |
| 4:00pm-4:45pm | Power.org Common Debug Interface Specifications | Cadence - Design, Verification and Implementation of Power Architecture based products |
| 4:45pm-5:30pm | | IBM - Linux on Power and the IBM Linux Technology Center |