

EUROPE TECHNOLOGIES

The ARM®-based SoC Specialist

ET History and Focus



- **Created in 1996 by 4 Texas Instruments Managers**
- **50+ employees, including :**
 - ✓ 13 IC designers, 5 S/W engineers, 13 system engineers
- **Headquarters in Sophia Antipolis**
- **Sales offices in Paris and Darmstadt (Germany)**
- **Shares owned by founders & Major VCs**
- **Raised 7 M€ in 2001 and 13 M€ in 2003/2004**
- **Market focus :**
 - ✓ Automotive (Body/Telematics)
 - ✓ Industrial Networking and Access Control
 - ✓ Teletext and Multimedia

15 = **Days** (to deliver the « Prototype »)

6 = **Months** (for the first sample)

100 = **%** (right at the first pass)

Key Market Trends

SoC + ARM discontinuity



Reshaping of the S/C industry started in the mid 90's:

- Emergence of a new type of components : SoC's
- ARM as the de facto standard core for SoC components

Implications:

- SoC required new strategy, methods, technologies, partnerships: easier to set up in a new structure than through restructuring of old/existing organizations
- ARM as a new CPU/Processor standard is resetting the competitive positions and questioning the established advantages

ET was created to take benefit from these discontinuities and develop new technologies to meet the new SoC challenges.

ET Positioning



ET positioned itself to benefit from this new discontinuity better than any known competitor and be one of the w/w leaders by:

- Anticipating the ARM/SoC shift since 1997 and developed a new Technology and Methodology to shorten the design and validation cycle time of the SoC
- Proving unprecedented development time and cost reduction for a new ARM based SoC : **1 month for emulation ; 6 months for samples**

This required:

- A new approach of SoC design (system understanding)
- A new methodology/new technology

This is ET easySoC™ methodology and FCM® platform

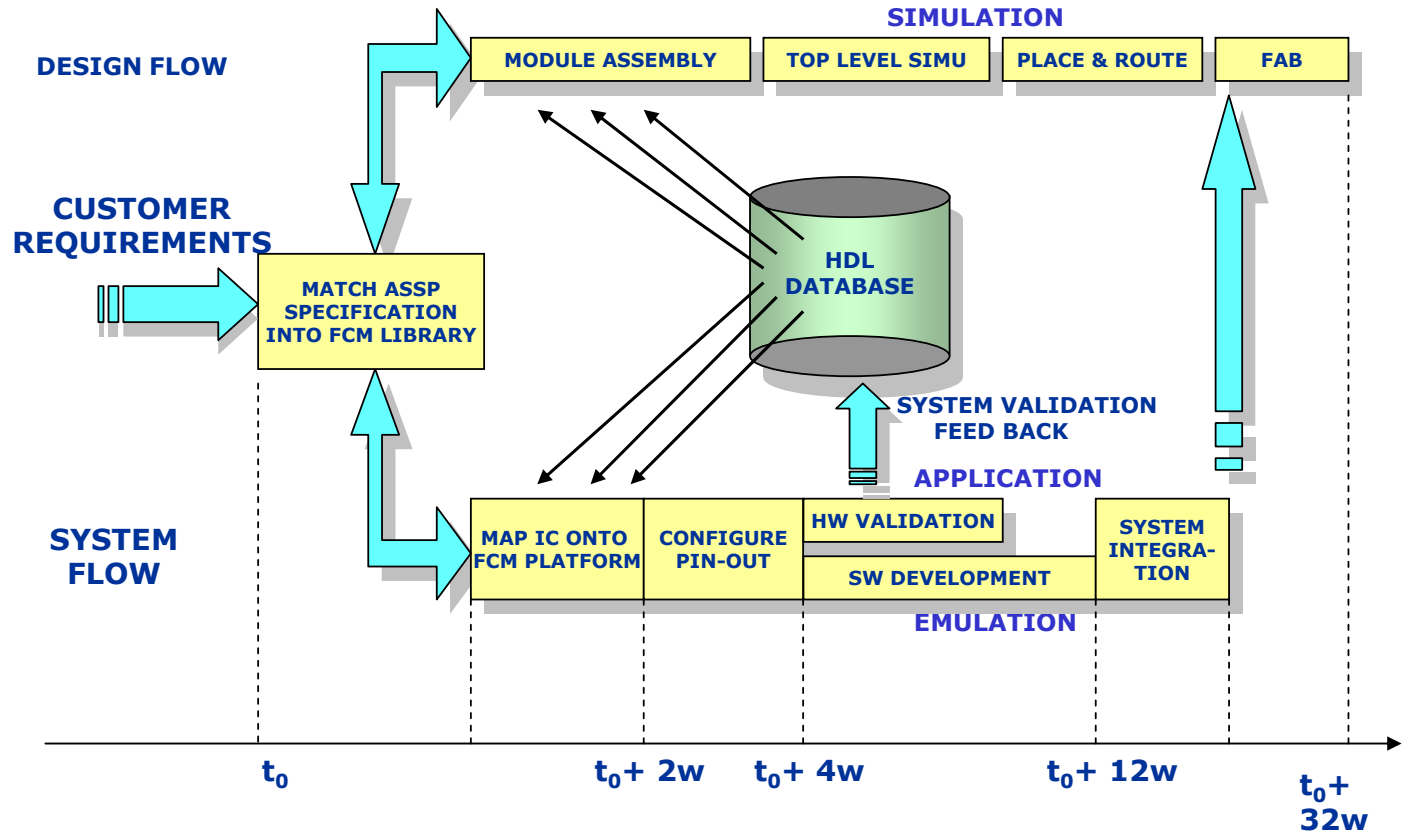
ET Value Proposition



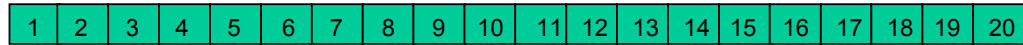
Using easySoC™ methodology and FCM® platform ET offers to its customers:

- drastically reduced time-to-market (up to 50%) through co-development
- bug-free prototyping through real-time SoC emulation in the system environment leading to first-pass success for the chip after only 6 months
- reliability & security of the results using stable/mature technology (FCM multicore architecture)
- easy portability of chip production from one process to another (easy foundry double-sourcing design methodology)
- ROI booster through strong cost-reductions due to system optimisation & fast system upgrades via reusability of hardware and software components
- multi-core (ARM7, ARM9, DSP) real-time prototyping at upto 240MHz

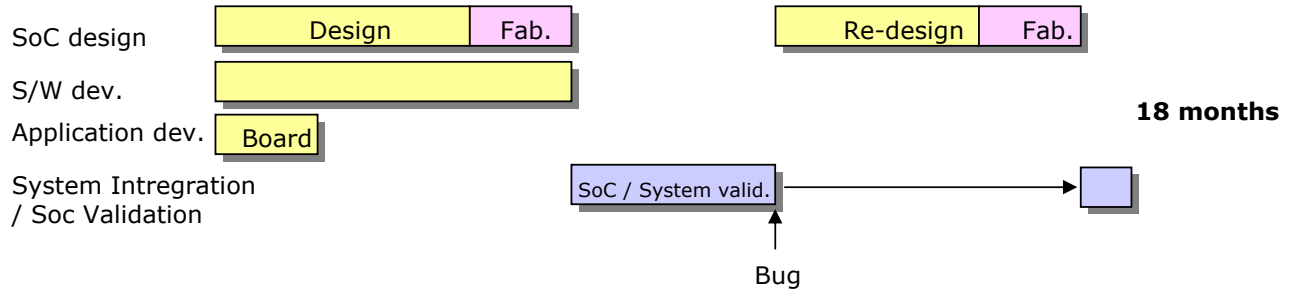
easySoC Development Flow



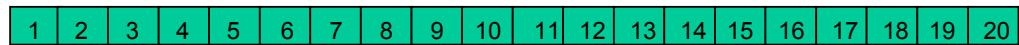
Development Cycle Time



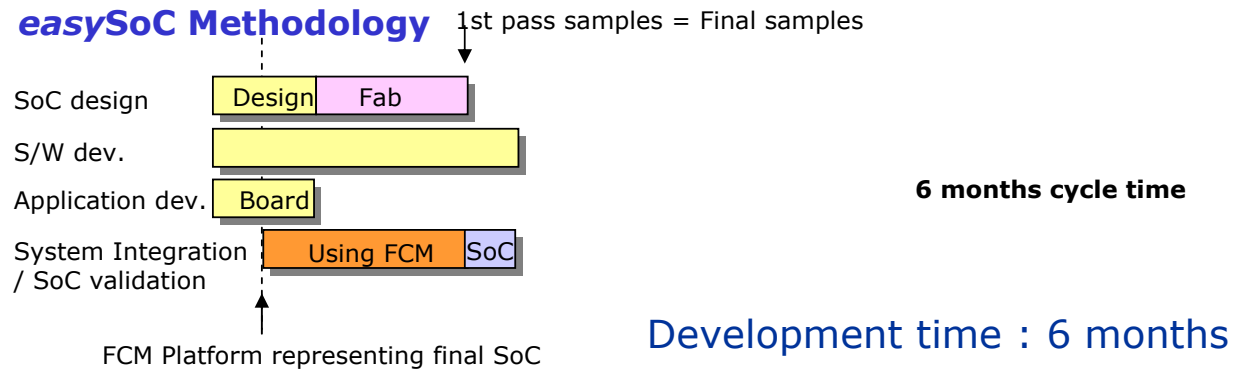
Conventional Methodology



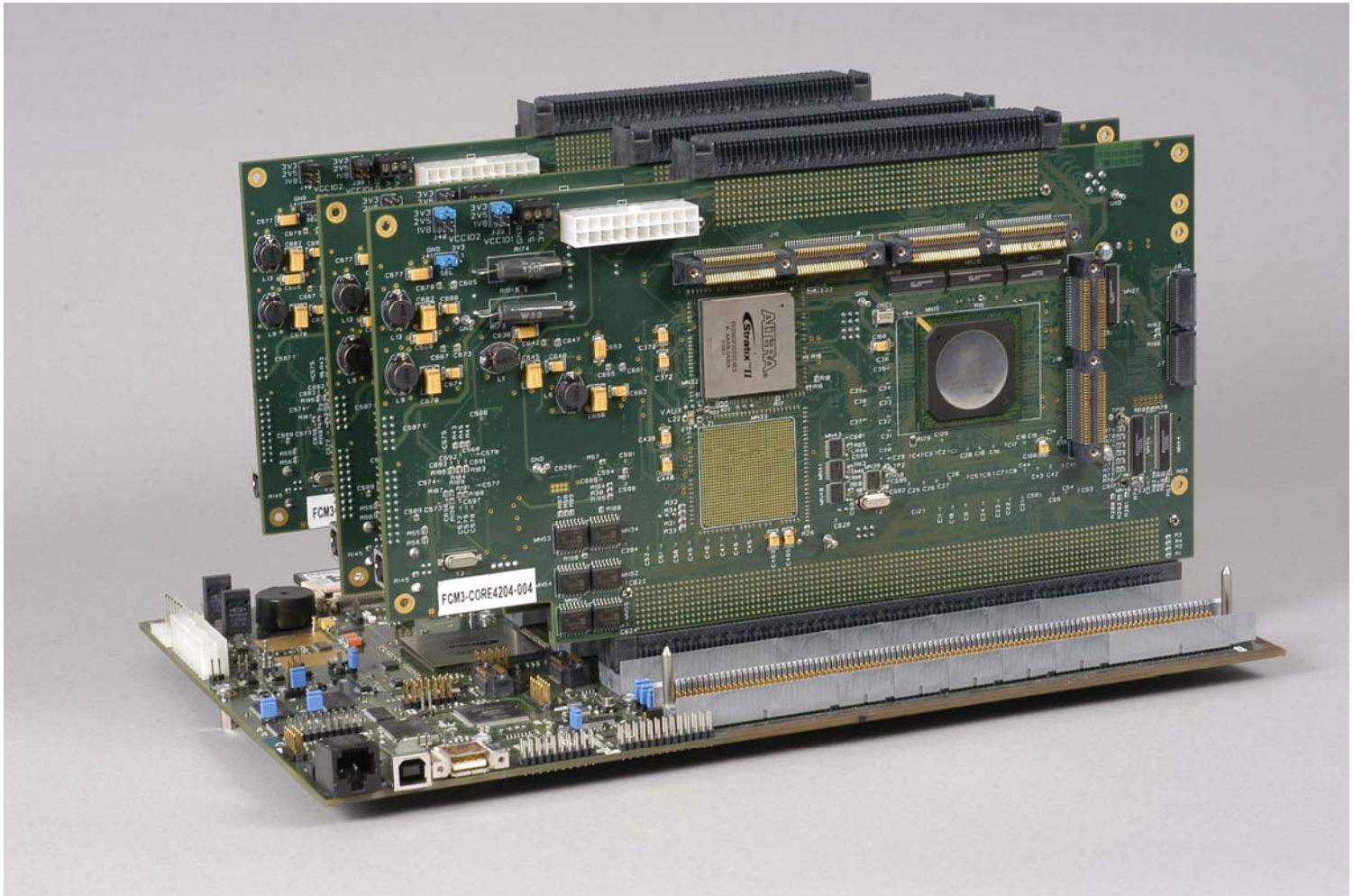
Minimum Development time : 18 months



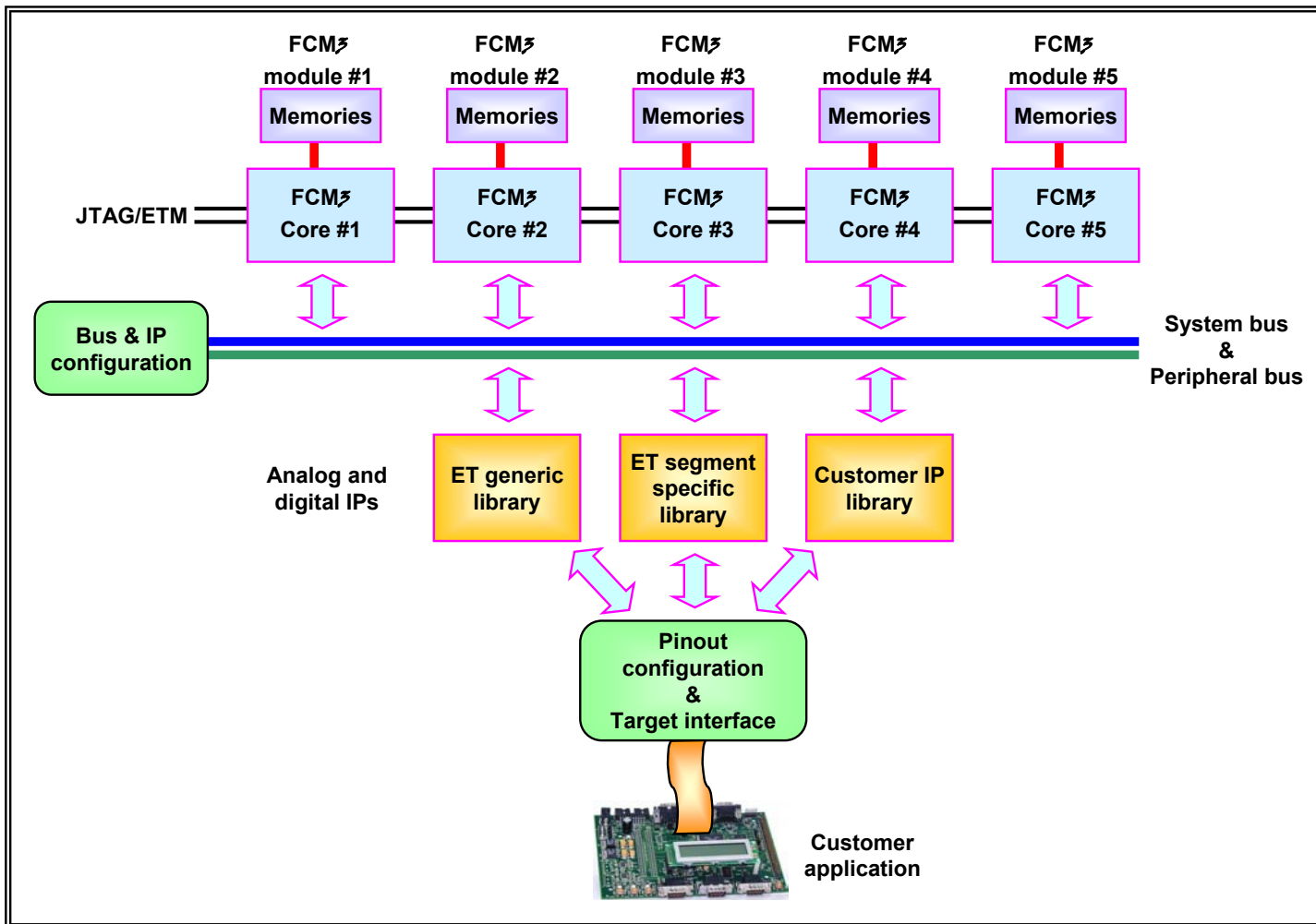
easySoC Methodology



FCM® emulates perfectly the final chip



FCM® 3: block diagram



ET customers



LEAR CORPORATION

RENAULT TRUCKS

Mack

Audi

ELCON MOBILITY

CITROËN

Mercedes-Benz

BORG INSTRUMENTS

PEUGEOT

JAHNSON CONTROLS

EFKOR

SAGEM

Danfoss

Landis+Gyr

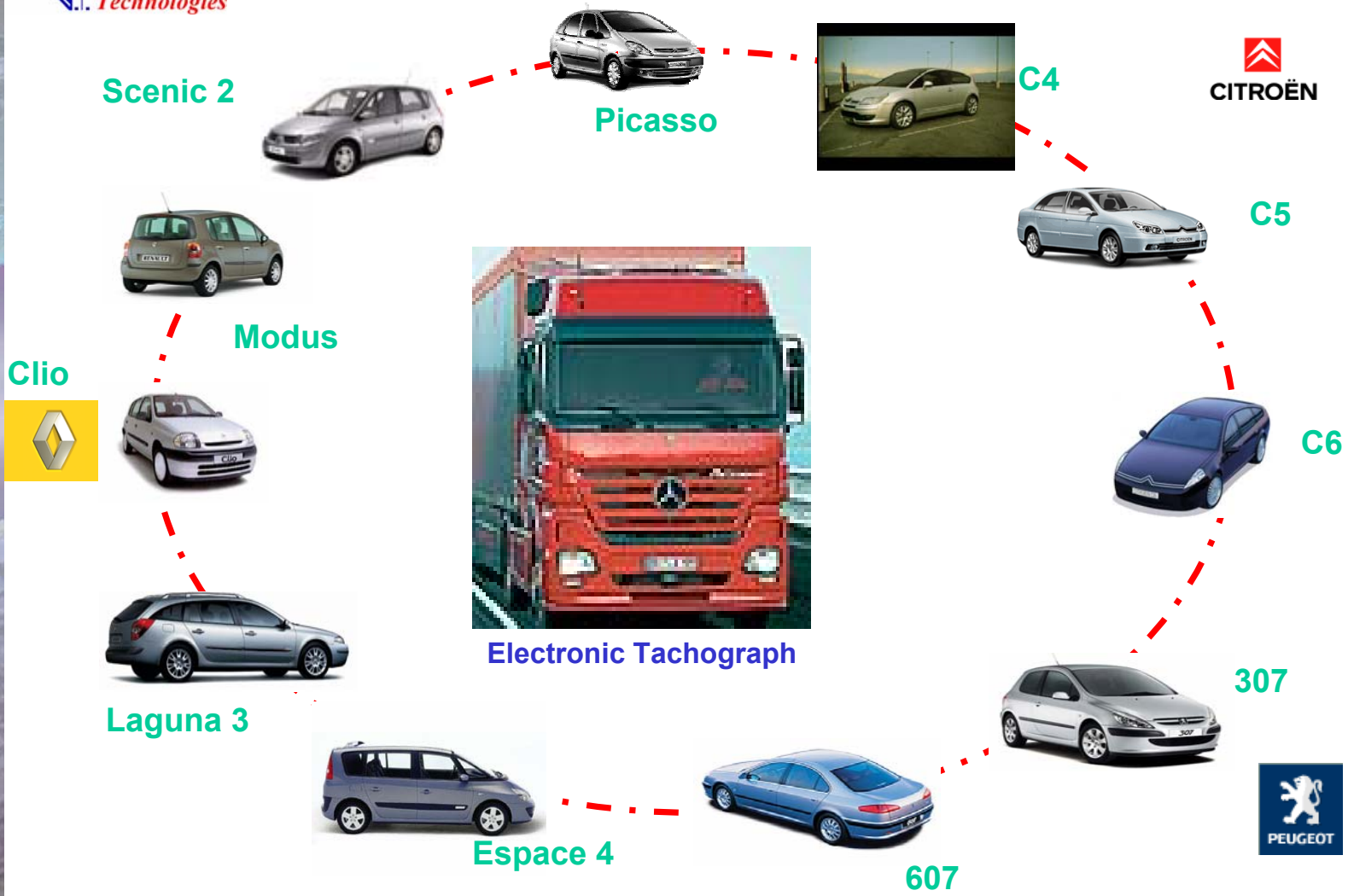


SKYWORTH
HDTV · INTERNET · DVD

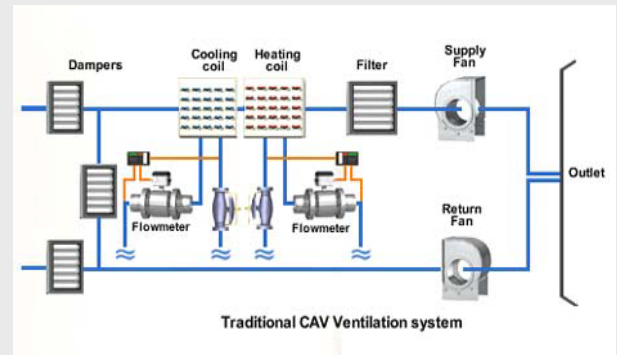
JEAN

ORION

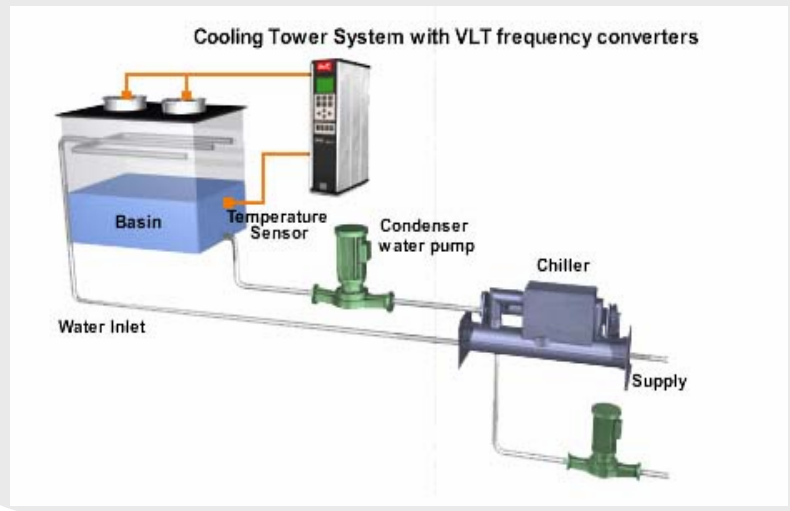
Vehicles using ET devices



Industrial



Heating, Ventilation, Air Conditioning



CAN controller

smartAccess Application examples



Metering



Metering, Pre-payment, ...



easyPrint overview



Areas of expertise



Body control, infotainment systems, navigation systems and diagnostic equipment



Teletext, PC less printer, digital imaging and storage

easyCAN

Telematics, Multimedia

**easyMATICS
easyMEDIA**



**SmartMETERING
SmartACCESS
SmartCAN**

easyPRINT

Smart card reader, access control system, prepayment module for metering, industrial CAN controller, energy-efficient domestic appliances

**ARM® core
+
easySoC™**

Europe Technologies offers a complete family of ASSP as well as ASICs, designed with *easySoC™* methodology, around ARM® core, for automotive, consumer and industrial markets.

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