

For immediate release

Embedded Alley Launches Consulting Practice to Optimize Flash Memory Deployment in Intelligent Devices

Application Modeling offers OEMs insight into how flash technology and file systems choice impact device performance and longevity

San Jose, California, November 6, 2008 - Embedded Alley, a leading provider of embedded Linux® solutions, today announced the introduction of a specialized consulting practice, and accompanying technology and tools to optimize deployment of mobile, consumer electronics and other intelligent systems utilizing flash memory.

Flash memory is pervasive in modern intelligent devices, for storage of applications, photographs, multimedia and other content. Available flash technologies, however, can force OEMs to make difficult trade-offs between component costs and device longevity. In particular, NAND flash technology comes in two main varieties: Multi-Level Cell (MLC) and Single Level Cell (SLC). The more popular MLC is less expensive in high capacity configurations, but also presents significantly lower erase-cycle endurance than SLC. MLC can “wear out” after 10,000 block erase/write cycles, and also introduce bit errors from read operations. This combination of both read and write cycle sensitivity presents unique challenges to flash-based designs, leaving OEMs guessing how to choose flash technology and flash-based files systems.

“Embedded Alley Application Modeling technology and consulting practice help OEMs eliminate guesswork across the product life-cycle,” commented Dan Malek, Embedded Alley CTO. “From component selection to memory system design, from prototyping to production, Application Modeling lets OEMs meet product cost, life expectancy and performance requirements.”

Embedded Alley Application Modeling helps OEMs create realistic product models that run on NAND simulation, early-stage production systems or a similar reference hardware. These models illuminate the read and write behavior of the entire software stack, including application updates, data logging, user preferences and data files, as well as top-to-bottom system performance. “Early efforts at helping OEMs deploy NAND flash with Linux and flash file systems were seat-of-the-pants endeavors,” added Matt Porter, Embedded Alley chief architect. “With Application Modeling, we are now able to optimize customer bills of materials and accurately predict product longevity.”

Availability

Embedded Alley is already using Application I/O modeling to help OEMs meet the design challenges presented by NAND flash technology. Visit the Embedded Alley web site or contact info@embeddedalley.com to learn how Application I/O Modeling can help optimize your design.

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Embedded Alley chief architect Matt Porter will also deliver a presentation highlighting this technology at ELC Europe in the Netherlands on November 6-7. Visit http://www.celinux.org/elc_europe08/ to learn more.

About Embedded Alley

Embedded Alley enables its customers to develop and deliver winning products by bridging the gap between open source and commercial software, providing Linux, middleware and expertise to OEMs building a broad range of mobile and embedded devices.

Founded in 2004, Embedded Alley is headquartered in San Jose, California, with operations worldwide. To learn more, please visit <http://www.embeddedalley.com>.

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