



Embedded Alley Helps Developers Build Intelligent Devices with the Freescale i.MX31 Multimedia Applications Processor

New Release of Customizable Development System Targets Consumer Electronics, Medical Devices, and Industrial Applications

San Jose, Calif., May 21, 2009 -- Embedded Alley, a leading provider of embedded Linux® and Android solutions, today announced the introduction of a new version of the company's Development System for Linux to target intelligent device applications based on the Freescale Semiconductor's i.MX31 Multimedia Applications Processor. The Embedded Alley Development System, a software and services offering, is designed to help manufacturers (OEMs) develop and deploy feature-rich devices and differentiating, value-added applications for consumer electronics, medical devices, industrial control and instrumentation. The Development System for the i.MX31 also features new tools and capabilities for tracking, integrating and building with OEM-specified open source (see accompanying news release).

Targeting the Freescale i.MX31 Product Development Kit (PDK), the Embedded Alley development system helps OEMs integrate and update Linux and other embedded platform components into a unified tool kit. Intelligent device developers can easily add open source packages to their own applications and system code and go on to create development, test and production deployment flash images.

"The Freescale i.MX31 applications processor offers OEMs a rich set of capabilities. Embedded Alley enables i.MX31 developers to create a wide range of intelligent devices and differentiating applications with the chip," commented Matt Porter, Embedded Alley chief architect. "Moreover, our recent work in the mainline ARM® Linux source tree enables our customers, and the open source community at large, to get the most out of i.MX31 silicon, software and services."

"Embedded Alley provides a straight path to market by combining stable open source distributions and consulting practices that touch all phases of OEM product life cycles," commented Ken Obuszewski, product management director for Freescale's Multimedia Applications Division. "The Embedded Alley Development System and the Freescale i.MX31 offer a compelling platform for next-generation intelligent device designs."

Supporting Real Developer Choice with Commercial Open Source

OEMs developing for embedded Linux previously had to choose between two opposing approaches to acquiring a Linux-based platform and tools: Roll-Your-Own (RYO) and pre-packaged commercial Linux. With RYO, OEMs download project source code, build and integrate the Linux kernel, libraries, device drivers, user space utilities and cross development tools, involving management and build of up to 40 million lines of source code. Commercial off-the-shelf (COTS) Linux tool kits offer OEMs pre-built versions of a Linux-based platform and tools, but sacrifice the freedom and flexibility of real open source. Vendor tool kits, even those aligned with public distributions, lock developers

into fixed, often outdated versions of open source components, limiting interoperability with OEM build systems and compatibility with 3rd party software.

The Embedded Alley Development System gives developers a middle path between the burden of RYO and the strictures of COTS Linux tool kits. The Embedded Alley offering reflects the dynamic reality of embedded open source, where OEMs may originally acquire kernel, libraries and tools from a range of sources, including kernel.org and individual project repositories, semiconductor and board vendors, OS suppliers and ISVs. OEMs then usually need to integrate newer versions of some or all platform components to meet system and application requirements and find themselves facing support limitations from commercial Linux suppliers or integration challenges with RYO.

The Embedded Alley Development System starts by delivering stable, current versions of the Linux kernel, libraries, tools and utilities – direct from open source project repositories. Next, the Development System lets OEMs configure exactly which versions the Linux kernel, patches and other software they need to meet project requirements, and performs dependency and compatibility checks across all platform components. At any stage, OEMs can build and integrate new versions of existing components and/or entirely new software and tools. They can also engage Embedded Alley to customize the Development System on their behalf as a services engagement.

Freescale i.MX31 Processor Support

The Embedded Alley Development System supports a range of capabilities of the Freescale i.MX31 Applications Processor and of the PDK reference board hosting it. The i.MX31 features an ARM1136TM CPU and integrated 3-D graphics processor. A highly-integrated System-on-a-Chip (SoC), it combines a range of peripherals and capabilities, including an Image Processing Unit (IPU), CMOS/CCD Interface, Vector Floating Point Co-Processor (VFP), RISC-based DMA controller, and rich connectivity and storage options (WLAN, BlueTooth, HS USB, ATA-6, MMC/SDIO, etc.).

Availability

The Embedded Alley Development System for Linux-based Devices is available immediately from Embedded Alley Solutions. Hosted on Ubuntu workstations, the Development System supports embedded designs based on current Linux kernels and targets ARM and MIPS architectures. Read more about the Development System on the Embedded Alley web site at <http://www.embeddedalley.com>. Contact Embedded Alley for supported target hardware configurations, pricing and for information on additional customization services.

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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 and communications infrastructure equipment.

The company also recently announced the new Embedded Alley Development System for Android, which will be available later this month, May 2009.

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

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