

*For immediate release*

## **Embedded Alley Introduces Customizable Development System for Wide Range of Intelligent Devices**

*Lets OEMs integrate latest Linux kernel and other FOSS components.  
Demo of Development System and Application Modeling Featured at CES 2009*

**San Jose, CA, December 16, 2008** -- Embedded Alley, a leading provider of embedded Linux® solutions, today announced the introduction of the Embedded Alley Development System for Linux-based Devices, a software and services offering designed to help intelligent device OEMs integrate and update Linux and other embedded Free and Open Source (FOSS) platform components into a unified tool kit. The Development System also facilitates build and integration of in-house and 3<sup>rd</sup> party commercial software.

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 – a task involving management and compilation of up to 40 million lines of source code. With most commercial off-the-shelf (COTS) Linux tool kits, OEMs can purchase pre-built versions of a Linux-based platform and tools, but give up the freedom and flexibility inherent in open source. Vendor-supplied tool kits lock developers into a single platform and fixed, often outdated, versions of FOSS development and deployment software, which in many cases does not interoperate with OEM build systems or accommodate 3<sup>rd</sup> 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.

“We created the Development System to give OEMs the ‘best of both worlds’, COTS and custom,” commented Pete Popov, Embedded Alley CEO. “Our goal is to enable OEMs to build the widest range of embedded applications, with up-to-date project code, without having to replace their build systems or reinvent development practices.”

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

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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.

## **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.

You can experience the Embedded Alley Development System firsthand, along with a demonstration of the company's Application Modeling solutions at CES in Las Vegas, January 8-11, 2008. E-mail [info@embeddedalley.com](mailto:info@embeddedalley.com) or call (408) 577-1884 to schedule a demo in the Embedded Alley Solutions suite at the Mirage Hotel.

## **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.

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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