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### **Virtutech® Joins Multicore Association to Help Advance Standards**

*Leader in Virtual Software Development Will Work to Make Multicore Target Simulation Mainstream for Full System and Software Development*

**2008 MULTICORE EXPO, TOKYO—November 6, 2008—**[Virtutech, Inc.](#), the leader in virtualized software development (VSD), today announced it has joined the [Multicore Association](#), a global non-profit organization focused on developing standards that help speed time to market for products that involve multicore implementations. Virtutech joined the organization with the aim of promoting standards and best practices for VSD within the multicore industry and will participate in the [Multicore Association's Programming Practices working group](#). Virtutech also announced that it is a platinum sponsor for the Multicore Expo in Tokyo, November 6-7, 2008.

“Multicore technology is so disruptive that it requires a fresh approach to traditional semiconductor business processes, and VSD is an equally innovative technology that is providing solutions to many of the industry’s challenges,” said Markus Levy, president of the Multicore Association. “We expect all our members will benefit from the real world experience and VSD domain expertise that Virtutech brings to the table.”

Virtutech is active both in advancing VSD within the multi-processing arena and in establishing VSD standards throughout the electronics systems industry. In June, Virtutech announced that members of the Freescale Semiconductor development community had successfully leveraged the Virtutech Simics® virtual platform for the

Freescale QorIQ™ P4080 multi-core processor to develop software solutions for the device ahead of silicon availability.

“As Multicore Association board members and Virtutech partners, Freescale Semiconductor appreciates the value that Virtutech can bring to this organization,” said Stephen Turnbull, portfolio manager within Freescale’s Networking Systems Division. “Virtutech’s deep understanding of embedded multicore issues will help the association as it establishes new standards that speed time to market for products based on multicore implementations.”

Earlier this year, Virtutech announced an initiative to accelerate the creation of standards for the VSD industry and to drive mainstream acceptance of VSD throughout the electronic systems business. Virtutech intends to leverage its expertise with more than 1,000 successful users accumulated over the course of deploying its Simics platform since 2001 to propose, promote and support best practices, conventions and standards for VSD within the Multicore Association.

“The semiconductor industry is working to reinvent itself around multicore at the same time that financial markets are increasing pressure on businesses to become more cost effective,” said Michel Genard, vice president marketing, Virtutech, Inc. “As members of the Multicore Association, Virtutech will lead the charge for VSD adoption. By enabling full-system development and accelerating time to revenue for semiconductors and OEMs, VSD promises to reduce multicore development costs and improve the overall product quality.”

### **About The Multicore Association**

The Multicore Association provides a neutral forum for vendors who are interested in, working with, and/or proliferating multicore-related products, including processors, infrastructure, devices, software, and applications. Currently, the organization is set up with three working groups: Multicore Communications API (MCAPI), Hypervisors, and Multicore Resource Management. Members include CAPS enterprise, Carnegie Mellon University, Codeplay, CriticalBlue, Enea, eSOL, Freescale Semiconductor, IMEC, Intel,

LSI, Mentor Graphics, MIPS Technologies, Multicore-Association, National Instruments, NEC Electronics America, Nokia Siemens Networks, Plurality, PolyCore Software, QNX, Samsung Electronics, Texas Instruments, Tiler, Trango Virtual Processors, University of Utah, VirtualLogix, Wind River. Further information is available at [www.multicore-association.org](http://www.multicore-association.org).

### **About Virtutech**

Virtutech, Inc. delivers product development process improvement through virtualized software development. Virtutech's Simics is the only commercial solution that delivers the four most important criteria for successful deployment of hardware virtualization in the electronics equipment development process: speed, scalability, model availability, and control. Simics allows for a revolutionary change in the product development process at a full system level rather than a component level. Simics customers report reduced time to market, better project risk management, and lower capital expenditure, product development cost and maintenance. They have also experienced increased quality and individual productivity. Virtutech serves the needs of the world's leading OEMs in the high-performance computing, aerospace and defense, telecommunications, and networking industries. Their customers include Cisco, Ericsson, Honeywell, IBM, MontaVista, GE Avionics, and Wind River. Virtutech is headquartered in San Jose, Calif. For more information, visit [www.virtutech.com](http://www.virtutech.com).