



## For immediate release

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### **Virtutech® for Simics Hybrid Selected as 2009 DesignVision Award Finalist**

*Unique hybrid simulation capability supports mixed levels of model abstraction  
recognized for breakthrough technology*

SAN JOSE, Calif.—January 27, 2009— Virtutech, Inc. the leading provider of virtualized system development (VSD) solutions, today announced that its breakthrough hybrid simulation capability, which leverages its proven Simics® simulator platform, has been named a finalist in the System Modeling and Simulation Tools category of this year’s International Engineering Consortium (IEC) DesignVision Awards. The finalists were selected by the DesignCon 2009 Technical Program Committee, consisting of industry experts in the semiconductor and electronic design engineering community.

“The IEC is pleased to name Virtutech’s hybrid simulation as one of the most beneficial contributions to the electronic design industry with a 2009 DesignVision Finalist designation,” declared IEC President John Janowiak. “We encourage industry professionals to learn more about this impressive design solution at this year’s DesignCon 2009 exhibition and experience firsthand how to better deliver measurable results.”

The Virtutech hybrid simulation approach enables engineers to analyze, debug, profile and execute their applications in a fast, TLM-based, functionally accurate model and then switch to the cycle-accurate model when they want to perform precise performance analysis on critical sections of their application. In addition, by incorporating the golden model from a semiconductor vendor such as Freescale Semiconductor, developers have the benefit of using an accurate timing model provided by the source of the SoC instead of a solution that may be a less valid one developed by a third party.

“In selecting the Virtutech Simics hybrid simulation capability as a finalist for its DesignVision Awards, the International Engineering Consortium is recognizing Virtutech’s dedication to solving complex issues surrounding multicore adoption and development,” said Michel Genard, vice president of marketing at Virtutech, Inc. “The Simics hybrid simulation capability is helping systems engineers to reinvent the way they develop on a multicore architecture so that they can both take advantage of multicore’s complexity and simultaneously accelerate the development process.”

Introduced in June 2008 at the Freescale Technology Forum, the Simics hybrid simulation capability already supports Freescale’s advanced eight-core QorIQ™ P4080



processor. The Simics hybrid simulation capability solves the critical need for both software performance analysis and fast software development of electronics systems when developing with multicore processors by supporting multiple levels of model abstraction.

“The Virtutech Simics virtual platform helps Freescale’s QorIQ customers simultaneously debug and optimize their applications using the fast functional and cycle accurate models side-by-side in the same framework,” said Dan Cronin, vice president of hardware R&D for Freescale Semiconductor’s Networking and Multimedia Group. “Customer feedback on the platform has been positive and the technology is helping Freescale promote rapid adoption of the QorIQ multicore processors.”

The IEC will announce DesignVision Award winners on Tuesday, February 3 during DesignCon 2009, at 11:50 a.m. in the Main Theater at Santa Clara Convention Center in Santa Clara, California.

### **About the IEC**

A nonprofit organization, the IEC is dedicated to catalyzing technology and business progress worldwide in a range of high-technology industries and their university communities. Since 1944, the IEC has provided high-quality educational opportunities for industry professionals, academics, and students.

In conjunction with industry-leading companies, the IEC has developed an extensive, free, on-line educational program. The IEC conducts industry-university programs that have substantial impact on curricula. It also conducts research and develops publications, conferences, and technological exhibits that address major opportunities and challenges of the information age.

More than 70 leading high-technology universities are IEC affiliates, and the IEC handles the affairs of the Electrical and Computer Engineering Department Heads Association and Eta Kappa Nu, the honor society for electrical and computer engineers. Please visit [www.iec.org](http://www.iec.org).

### **About Virtutech**

Virtutech, Inc. is the leader in product development process improvement through virtualized system development (VSD). Virtutech Simics allows for a revolutionary change in the product development process at a full system level rather than a component level and 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 customers report reduced time to market, better project risk management, lower capital expenditure, product development cost and maintenance as well as increased quality and individual productivity. Virtutech serves the needs of the world’s leading OEMs in the high-performance computing, aerospace and defense, telecommunications, networking industries and semiconductors. Customers include Cisco, Ericsson, Freescale Semiconductor, GE Avionics, Honeywell, IBM, Lockheed Martin, Nortel, Northrop



Grumman, MontaVista and Wind River. Virtutech is an active participant in organizations to drive adoption of VSD such as ARM Connected Community, Eclipse.org, IBM PartnerWorld, Power.org, OSCI and Spirit Consortium. Virtutech is headquartered in San Jose, Calif. For more information, visit [www.virtutech.com](http://www.virtutech.com).

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