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MEDIA ALERT

Virtutech® Presents at the IP-Based Electronic System Conference

Virtutech Addresses needs of Virtual Hardware and Software developers to Streamline and Accelerate Development

SAN JOSE, Calif.—December 2, 2008—[Virtutech, Inc.](#), the leader in virtualized software development (VSD) solutions for electronic systems, today announced that Technical Marketing Manager Jakob Engblom will participate in a panel discussion entitled “When will the Virtual Software Platform hook up to the Virtual Hardware Platform?” during the [IP-Based Electronic System Conference and Exhibition](#) (IP-08), December 3-5, 2008 at the World Trade Center in Grenoble, France. The panel will address the differences between fast functional PV virtual system platforms and cycle-accurate virtual hardware platforms. Additionally, Engblom and the other panel members will discuss whether one model can serve multiple industry needs and if the current proposed industry standards are sufficient for both hardware and software platforms.

“Software developers have different requirements from hardware developers when it comes to virtual platforms,” said Engblom, technical marketing manager at Virtutech, Inc. “For example speed, scope, and design features are often more important than precise details, which in turn affects how models are designed and written.”

Media interested in speaking with Virtutech to learn more about advancements in virtual platforms, software virtualization and Virtutech’s Simics® should contact Schwartz Communications at (781) 684-0770 or virtutech@schwartz-pr.com.

Session Details:

Who: Jakob Engblom, technical marketing manager at Virtutech, Inc.

What: [Panel: When will the Virtual Software Platform hook up to the Virtual Hardware Platform?](#)

Where: IP-Based Electronic System Conference and Exhibition at the World Trade Center in Grenoble, France. Room: Auditorium

When: Wednesday, December 3, 2008, 1:00 p.m. - 2:30 p.m. CET

About Virtutech

Virtutech, Inc. is the leader in product development process improvement through virtualized software 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 and semiconductor industries. Customers include Cisco, Ericsson, Freescale Semiconductor, GE Avionics, Honeywell, IBM, Lockheed Martin, Nortel, Northrop Grumman, MontaVista Software 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.

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