

Hear.

Wind River Panel Participation

MONDAY, 3:00 p.m.

*Power Architecture™ Enablement:
Beyond the Tipping Point*
Tomas Evensen, Wind River CTO
Location: Palazzo Salon F

TUESDAY, 4:15 p.m.

Next-Generation User Experience
Alex DeVries, Wind River Linux Architect
Location: Palazzo Salon G

TUESDAY, 4:15 p.m.

*Linux Board Support Packages (BSPs)
for Freescale Processors*
Tony Marandola, Wind River Product
Manager, Hardware Integration
Location: RC Ballroom Salon 1

Get free evaluation software, white papers, and much more at www.windriver.com/downloads.

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WEDNESDAY, 2:45 p.m.

Software Development Tools
Tomas Evensen, Wind River CTO
Location: Palazzo Salon G

THURSDAY, 8:30 a.m.

*Management Considerations When
Working With Open Source*
Alex DeVries, Wind River Linux Architect
Location: Palazzo Salon F

WIND RIVER

Wind River & Freescale.

DSO²

Wind River is the global leader in Device Software Optimization (DSO), delivering commercial-grade runtime platforms and comprehensive development tools that scale to meet the needs of devices in a variety of industries: automotive infotainment, networking, consumer, industrial, and medical.

As a strategic partner to Freescale, Wind River offers platforms integrated and optimized for many of Freescale's leading—and most popular—embedded processors. In addition, Wind River has integrated both VxWorks and Linux on Freescale's MPC8641D dual-core processor. This gives developers a multicore, multiprocessing solution that can leverage the industry's leading operating systems to achieve extensive application flexibility and maximum performance. This close alignment between Wind River and Freescale allows our customers to focus on what matters most: competitive differentiation and accelerated time to revenue.

See, learn, and hear all about our DSO solutions in the Technology Lab Platinum Pavilion, during one of our multiple breakout sessions, and get up close and personal at our hands-on workshops. Don't forget to register to win in our daily device gift certificate giveaway!

Come see and meet **Tomas Evensen**, Wind River CTO, during his panel discussions and breakout sessions.



WIND RIVER

Visit Wind River in the Technology Lab Platinum Pavilion, during one of our breakout sessions, or at our hands-on workshops and register for a chance to win in our daily device gift certificate giveaway.

Fill out this card and leave it at the Wind River booth or at one of our workshops. One drawing will be held daily on Monday, Tuesday, and Wednesday. Winners do not need to be present to win.*



Enter to win a \$200 American Express® Gift Card

to buy the device of
your choice!

*Gift certificates will be shipped to the winners after the conference.

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2007 **Platinum**
Global Sponsor
Freescale Technology Forum

Learn.

Wind River Technical Sessions

TUESDAY

10:30 a.m.–11:30 a.m. **Security Performance Acceleration with VxWorks and Freescale SEC 2.x Coprocessor**
Location: RC Ballroom Salon V

Wind River has integrated improved networking technologies into VxWorks to provide features such as Internet key exchange (IKE), Internet Protocol security (IPSEC), Secure Sockets Layer (SSL), and Secure Shell (SSH). In combination with the Freescale SEC 2.1 coprocessor, featured on the MPC8555 and 8348E, systems designers can see acceleration of encryption, decryption, and hashing anywhere from twice to 15 times that of pure software cryptography.

1:45 p.m.–2:45 p.m. **Tips and Techniques for Linux Kernel and User Mode Debugging for Freescale i.MX Processor Family**
Location: RC Ballroom Salon V

In this session, you'll learn how to take advantage of the latest enhancements to Wind River Workbench, On-Chip Debugging Edition for Linux Bootloader development, kernel debugging, and user mode debugging. We'll discuss how to set up your bootloader, boot a Linux operating system (OS) on your board, and configure breakpoints in both kernel and user space, providing you insight into both application space and kernel space from within one environment without any OS instrumentation.

3:00 p.m.–4:00 p.m. **Tips and Techniques for Multicore and Multiprocessor Debugging**
Location: Genoa III

In this session, you'll learn how to take advantage of the latest multicore and multiprocessor debugging technology from Wind River. We'll discuss how to overcome the challenges in debugging multiple cores and multiple processors. You'll discover the different technology approaches and the advantages and disadvantages of each solution. You'll find out how the patent-pending Wind River Workbench, On-Chip Debugging Edition will help you get your Freescale multicore and multiprocessing solutions to market faster.

WEDNESDAY

5:00 p.m.–6:00 p.m. **Dual OS Strategies for In-Vehicle Devices**
Location: RC Ballroom Salon IV

Consumer electronics have invaded the automobile. The next wave in telematics will connect the vehicle with the roadway, traffic conditions, and point-of-interest information. In-vehicle device manufacturers need an open platform to maximize their options to meet multimedia and consumer device-connectivity requirements. At the same time, instrumentation panels and non-media devices still require small footprint platforms better delivered by a real-time OS. This session will explain how a dual OS platform strategy will help the automotive industry solve its complex in-vehicle device challenges.

THURSDAY

9:30 a.m.–10:30 a.m. **Optimizing Software with Wind River Compiler**
Location: Amalfi I

In this session you will learn how to use Wind River Compiler to generate fast, compact code for Freescale PowerPC, ColdFire, and ARM-based processors. We'll discuss optimization techniques employed by the Compiler, and show you how to use compiler switches and other controls to produce the best-performing, tightest code. You will also learn how to use the rich set of features provided by Wind River Compiler to boost productivity and reduce customers' time-to-market.

See.

Wind River Hands-On Seminar

Wind River Workbench, On-Chip Debugging Edition for Linux

Location: Del Lago #2, Lower Level (JW Marriott)

Seating is limited, so show up early to secure a spot.

TUESDAY

2:00 p.m.–6:00 p.m.

WEDNESDAY

1:45 p.m.–6:00 p.m.

Who Should Attend

- Developers who are using or considering Linux
- Developers working with new boards who require tools to test hardware and write boot code
- Developers who need to debug the Linux kernel and applications

Benefits

- Learn to use Wind River on-chip debugging tools to reduce development time
- Receive an introduction to Eclipse-based Workbench tools
- Learn to debug the Linux kernel, device drivers, and multithread user applications quickly
- Receive personal guidance from Wind River engineering specialists

Meet.

Wind River Demo Stations

Technology Lab Platinum Pavilion

MONDAY

5:00 p.m.–10:00 p.m.

TUESDAY

12:30 p.m.–2:00 p.m.
5:30 p.m.–8:30 p.m.

WEDNESDAY

11:45 a.m.–1:45 p.m.
6:00 p.m.–7:30 p.m.

Product Demos

- MPC8572 AMP support
- Wind River VxWorks 6.x for ColdFire
- Wind River Lab Diagnostics
- Security Processing Acceleration
- Wind River VxWorks SMP Preview
- Wind River Workbench, On-Chip Debugging Edition

Wind River and Freescale Go Industrial

See Wind River in the Freescale booth, too! Freescale will showcase its streamlined platform for industrial markets and its MPC8360E PowerQUICC® II Pro processor. This new platform is supported with pre-tested, production-ready code, a broad spectrum of enablement technology, as well as Wind River's market-leading VxWorks and Linux operating systems.

Win.

Enter our daily drawing for a chance to win a **\$200 American Express® Gift Card** to buy the device of your choice!

Name: _____
Title: _____
Company: _____
Address: _____
City: _____
State: _____ Zip/Postal Code: _____
Email: _____
Phone: _____

