

Global Coverage Report – ARM DevCon2008

North America

General DevCon Coverage:

ARM Unfolds Road Map

Chip Design, Ed Sperling

9 October 2008

<http://chipdesignmag.com/sld/blog/2008/10/09/arm-unfolds-road-map/>

Low Power Inherent in ARM's Frugal Design; Started as Apple Design House for Newton PDA

TechPulse360, Jean-Baptiste Su

9 October 2008

<http://techpulse360.com/2008/10/09/low-power-inherent-in-arms-frugal-design-started-as-apple-design-house-for-newton-pda/>

Video: ARM's Chief on the Economy and Atom

EE Times, Rick Merritt

8 October 2008

<http://www.eetimes.com/news/latest/showArticle.jhtml?articleID=210800579>

Reposts also seen on:

- Mobile Handset DesignLine

Video: Chartered Speaks on AMD, 32-nm Progress

EE Times, Rick Merritt

8 October 2008

<http://www.eetimes.com/news/latest/showArticle.jhtml?articleID=210800296>

Heard at ARM DevCon: TI, OMAP-3, and the Perils of Great Hardware

EDN, Ron Wilson

8 October 2008

<http://www.edn.com/blog/1690000169/post/90034609.html>

[ARM DevCon] Material Innovation: A Must For Silicon Industry To Overcome Physical Barriers

TechPulse360, Mark Boslet

8 October 2008

<http://techpulse360.com/2008/10/08/arm-devcon-material-innovation-a-must-for-silicon-industry-to-survive/>

[ARM DevCon] "Real Men" Don't Need Fabs Anymore!

TechPulse360, Jean-Baptiste Su

8 October 2008

<http://techpulse360.com/2008/10/08/arm-devcon-real-men-dont-need-fabs-anymore/>

ARM Dresses Down Intel's Atom, Vows To Show Cortex-A9 In Silicon By Next Year

TechPulse360, Mark Boslet

8 October 2008

<http://techpulse360.com/2008/10/08/arm-dresses-down-intels-atom-vows-to-show-cortex-a9-in-silicon-by-next-year/>

ARM CEO: Energy Efficiency is the New Killer Feature... Duh!

TechPulse360, Jean-Baptiste Su

7 October 2008

<http://techpulse360.com/2008/10/07/arm-ceo-energy-efficiency-is-the-new-killer-feature-duhh/>

High Costs, Risk and Complexity Fuel New Strategies

Chip Design, Ed Sperling

7 October 2008

<http://chipdesignmag.com/sld/blog/2008/10/07/high-costs-risk-and-complexity-fuel-new-strategies/>

RealView Development Suite 4.0:

ARM's Impressive Trace Makes Debug a Snap

DSPDesignLine, Kenton Williston

7 October 2008

<http://www.dspdesignline.com/blogs/210700342>

Reposts also seen on:

- Embedded.com
- *EE Times Europe*

ARM Tackles Design Challenges for Complex, Application-Rich Consumer Devices With Latest RealView Development Tools

Design & Reuse

7 October 2008

<http://www.design-reuse.com/news/19253/arm-realview-development-tools.html>

Reposts also seen on:

- CNNMoney.com
- Hollywood Industry
- NewsBlaze
- StreetInsider.com
- SYS-CON Media

Modular Memory:

Arm Introduces LPDDR2 Memory Controller to Accelerate Chip Performance and Improve Energy Savings

EDA Cafe

7 October 2008

http://www10.edacafe.com/nbc/articles/view_article.php?articleid=599329

Reposts also seen on:

- *Embedded Computing Design*
- Hollywood Industry
- *International Business Times*
- iStock Analyst
- IT Business Net

Active Assist:

ARM Announces Active Assist Service for Partners

Chip Design

7 October 2008

<http://www.chipdesignmag.com/display.php?articleId=2675>

Reposts also seen on:

- [Embedded.com](#)

ARM Announces Active Assist Service to Accelerate Partner Deployment of ARM Architecture

Hollywood Industry via Digital Media Net

7 October 2008

<http://hollywoodindustry.digitalmedianet.com/articles/viewarticle.jsp?id=540786>

Reposts also seen on:

- Design & Reuse
- *East Bay Business Times*
- *Embedded Computing Design*
- iStock Analyst
- IT Business Net
- StreetInsider.com
- SunHerold.com
- Sys-Con Media
- Trading Markets

EMEA

UK:

RealView Development Suite 4.0:

ARM: Enhanced System Profiling with Development Suite 4.0

Embedded Control Europe

8 October 2008

<http://www.embedded-control-europe.com/prodnews?cat=1&pid=536>

ARM Boosts Processor Performance for Smartphones

Electronics Weekly, Richard Wilson

7 October 2008

<http://www.electronicsworld.com/Articles/2008/10/07/44651/arm-boosts-processor-performance-for-smartphones.htm>

Reposts also seen on:

- [MultiCoreInfo.com](#)

Enhanced Developer Tools for Improved Design

Components in Electronics

7 October 2008

<http://www.cieonline.co.uk/cie2/articlen.asp?pid=1812&id=19964>

Modular Memory:

Coverage not available at this time.

Active Assist:

ARM's Active Assist Service for IP partners

*Gamer Beef: Technology** Syndicated from CIOL

7 October 2008

<http://technology.gamerbeef.com/2008/10/arms-active-assist-service-for-ip-partners/>

Germany:

Coverage not available at this time.

APAC

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RealView Development Suite 4.0:

ARM Tackles Design Challenges for Complex, Application-Rich Consumer Devices with Latest RealView Development Tools

IT News Online

8 October 2008

<http://www.itnewsonline.com/showprnstory.php?storyid=15422>

Modular Memory:

ARM Introduces LPDDR2 Memory Controller to Accelerate Chip Performance and Improve Energy Savings

IT News Online

8 October 2008

<http://www.itnewsonline.com/showprnstory.php?storyid=15423>

Active Assist:

ARM's Active Assist Service for IP Partners

CIOL

8 October 2008

<http://www.ciol.com/Semicon/Design-Trends/News-Reports/ARMs-Active-Assist-service-for-IP-partners/71008111279/0/>

ARM Launches Active Assist Service

EFY News Network

8 October 2008

<http://www.efytimes.com/efytimes/29360/news.htm>

Reposts also seen on:

- Business Standard

Japan Coverage:

RealView Development Suite 4.0:

Coverage not available at this time.

Modular Memory:

ARM Announces Low Power DDR2 Memory Controller

Mycom Journal

8 October 2008

<http://journal.mycom.co.jp/news/2008/10/08/019/>

Increasing Performance and Decreasing Power Consumption on the Chip, ARM Announces LPDDR2 Memory Controller

Elisenet

8 October 2008

http://www.elisnet.or.jp/news/news_detail.cfm?select_news_id=16238

ARM Announces LPDDR2 Memory Controller

Nikkan Kogyo Shimbun Business Line

8 October 2008

<http://www.nikkan.co.jp/newrls/rls1009a-04.html>

Active Assist:

Coverage not available at this time.

Korea Coverage:

RealView Development Suite 4.0:

Announcement will be released during the week of 13 October; will send coverage update as appropriate.

Modular Memory:

ARM Unveils LPDDR2 Memory Controller

NewsWire, Staff writer

9 October 2008

<http://www.newswire.co.kr/?job=news&no=363803>

ARM Presents LPDDR2 Memory to Improve Energy Savings

EE Times, Staff writer

9 October 2008

http://www.eetkorea.com/ART_8800547302_1134551_NP_94696d15.HTM

ARM Introduces LPDDR2 Memory Controller

Acrofan, Staff writer

9 October 2008

<http://www.acrofan.com/ko-kr/commerce/news/20081009/00000003>

ARM Introduces LPDDR2 Memory Controller

The Financial News, Hyung Wook Yang

8 October 2008

http://www.fnnews.com/view?ra=Sent0601m_View&corp=fnnews&arcid=00000921446328&cDateYear=2008&cDateMonth=10&cDateDay=08

ARM Announces Low-power Memory Controller

Inews 24, Hae Joo Kwon

8 October 2008

http://itnews.inews24.com/php/news_view.php?g_serial=363186&g_menu=020200

ARM Launches LPDDR2 Memory Controller

DIP TS, Su Woon Ryu

8 October 2008

http://www.dipts.com/news/index.html?mode=view&cate1_id=2&cate2_id=6&number=11122

ARM Launches LPDDR2 Memory Controller

Semiconductor Network, Hyun Kyoung Kim

8 October 2008

<http://www.semiconnet.co.kr/www/news.php?FD=news&mode=search&htm=news&page=1&ngrp1=&ngrp2=&ngrp3=&mpart=&keyword=ARM&mode=read&uid=5076>

Active Assist:

Announcement will be released during the week of 13 October; will send coverage update as appropriate.

Taiwan Coverage:

RealView Development Suite 4.0:

Announcement will be released during the week of 13 October; will send coverage update as appropriate.

Modular Memory:

N/A, as press release will not be issued in this region.

Active Assist:

N/A, as press release will not be issued in this region.

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