

Wind River Automotive Solutions

With the influx of new consumer applications in vehicles, how can you create a platform flexible enough to handle the dizzying pace of change? How can you harness new technologies to differentiate your vehicle in an increasingly commoditized market? How can you meet customer demand for compelling new features cost-effectively, yet remain robust enough to meet stringent automotive requirements? The automotive component game has changed. Suppliers need a seasoned provider with domain and technology expertise, an end-to-end solution with development tools that are deeply integrated with platform capabilities, and worldwide technical support.

Two Run-Times, One Set of Tools

Wind River offers an unparalleled approach to tackling these challenges. Only Wind River provides two options for run-time technology: our industry-leading, proven VxWorks RTOS and commercial-grade, open-source Wind River Linux suitable for automotive devices. Both are tightly integrated with Wind River Workbench, our comprehensive set of development tools. With the Device Software Optimization (DSO) industry's broadest ecosystem, we preintegrate partner technologies, extending our solution up the stack. To help get your product to market on time, Wind River provides specialized support and professional services with automotive expertise, so your team can focus on developing differentiating features.

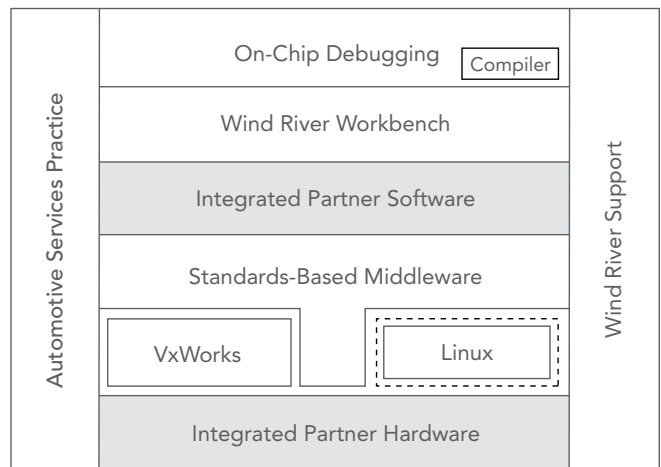
Wind River's complete solutions for automotive device development help keep your options open, protect you from vendor lock-in, and deliver across the full spectrum of your requirements—from software development through deployment and management, from hardware optimization through middleware integration. In addition, we connect you with partners who can add value to your products and help you succeed in new markets and geographies.

Commercial-Grade Linux Technology

Based on the kernel.org Linux 2.6 kernel, the Wind River Platform for Consumer Devices, Linux Edition, Automotive Profile is optimized with open-source patches to meet the boot time, performance, small footprint, power management, and networking requirements demanded by in-vehicle devices. These preintegrated patches are managed to maintain a pristine source, ensuring maximum visibility, allowing developers to see exactly which patches and packages have been added, and easily incorporate new ones as needed. Middleware packages are also included to deliver security, graphics, and multimedia services. In addition, the platform's distribution provides a unique, intuitive build system that makes it simple to install and modify the kernel and root file system as desired.

A Proven Real-Time OS

Platform for Automotive Devices is based on the world's most widely adopted RTOS, VxWorks. Built on a highly scalable, deterministic, hard real-time kernel, VxWorks enables companies to scale and optimize their run-time environment using only the specific technologies required by their device. From the smallest footprint requirement to the highest performance level, VxWorks gives developers the flexibility to build their optimal solution quickly and easily while meeting cost, quality, and functionality requirements.



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Optimized Development Suite

All Wind River VxWorks and Linux platforms include the industry-leading open, extensible Wind River Workbench development suite. From hardware and board initialization to application development, Workbench offers deep capability across the development process in a single integrated environment, with complete platform integration and powerful tools for debugging, code analysis, and test. Based on the Eclipse framework, the suite can be extended easily through in-house, third-party, open-source, and commercially available plug-ins. Workbench's support for both Wind River Linux and VxWorks, multiple architectures, and multiple programming languages gives companies unprecedented flexibility across development teams.

Professional Services and Support

The Wind River Professional Services team has extensive experience in automotive systems integration. We offer specialized capabilities, such as performance tuning for power management, footprint, and fast boot, in addition to broad practices around system architecture, project management, BSP and driver optimization, component integration, testing, and validation. In addition, our services staff possesses deep knowledge of the consumer and digital media markets, both of which are easily leveraged for consumer applications coming into the car. For automotive solution providers looking to speed time-to-market, Wind River Professional Services helps you deliver on time and on budget, with a compelling solution.

Wind River automotive solutions also include access to our worldwide Customer Support organization, with 24/7 product support available online, by email, or by phone. Our extensive knowledge base ensures that you will benefit from the experience of Wind River's vast developer community.

Extensive Partner Ecosystem

Wind River has joined forces with world-class silicon and automotive software providers to integrate cutting-edge speech recognition, GPS, navigation, 2-D/3-D graphics, and multimedia technologies into your product to facilitate differentiation. This integrated solution meets the needs of the latest devices produced by automotive suppliers around the world.

Flexible Business Model

Wind River offers a variety of pricing models to accommodate your requirements for bill of materials, risk mitigation, and capitalized costs. We'll work with you to create the business relationship that's right for your product plans.

Why Wind River?

- Your choice of run-times—a preintegrated, tested, and validated Linux distribution and the market-leading RTOS—provides choice and reduces time-to-revenue
- A complete, end-to-end development suite enables developer efficiencies and standardization
- Automotive optimizations, such as small footprint and power management, meet rigorous device requirements
- Access to a global team of automotive domain and technology experts through Wind River Professional Services provides stability and guidance
- The flexible business model aligns your costs with your requirements
- Going to market with a proven and trusted partner increases confidence