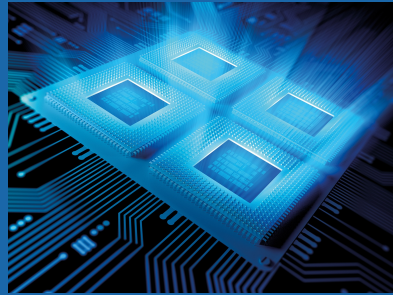




ELIV 2021 Vectorization for AURIX™ TC4xx and NSI-TEXE Value-Added Resellers



emmtrix Newsletter, October 2021

{{ contact.ANREDE }},

At long last we're on the road again: From October 20 - 21, 2021, the international VDI Congress ELIV (Electronics In Vehicles) will take place in Bonn as a live event.

We are looking forward to finally welcoming you again in person. Our main topic will be automated support for vector processing units, as incorporated in the Infineon AURIX™ TC4xx or NSI-TEXE's DFP. We will also have a teaser presentation on this topic at the Bonn show.

In addition, we have extended our sales network this year. We are pleased to be working with two Value-Added Resellers (VARs): NeXtream in Japan and Beijing Siener Electronics Tech. Development Co. Ltd. in China. Thanks to these new partnerships, our entire product range (www.emmtrix.com/tools) is now represented in the Japanese and Chinese market, providing customers with local service and helping us with local contacts.



Vectorization for AURIX™ TC4xx and NSI-TEXE - with Ease

ELIV 2021 is coming up soon as a **live event** (October 20-21, 2021)!

Oliver Oey and Rainer Heim are eager to meet you in person to show you, amongst other emmtrix solutions, our automated vectorization solutions for AURIX™ TC4xx and NSI-TEXE's DFP.

Come to our booth, #200, in the start-up area and learn all about how our vectorization solutions can help you harness the vast processing power of emerging dataflow processors and vector processing units. We will give you an introduction on how the data-parallel execution of this new generation of devices accelerates compute-intensive applications like signal filtering, sensor fusion and image processing within a single thread of execution. You will learn about the challenges that need to be tackled for efficient utilisation of the hardware: exposing data parallelism and scheduling execution to keep the execution units busy while maintaining data locality to avoid expensive memory accesses that strongly impact performance. Finally, we will show you how our vectorization solutions provide an easy-to-use workflow from a Simulink model to an efficient implementation targeting vector processing units.

For more details or for scheduling a meeting, please contact Rainer Heim

(rainer.heim@emmtrix.com, +49 721 9861 4565) or book a meeting directly here:

See you at ELIV 2021

Also join Oliver's 10-minute presentation on **"Speeding-up data driven applications on the new Infineon AURIX™ TC4xx with ease"** in the **start-up session, Oct. 20, 2021 at 1:25 p.m.**

Here's a taste of what he will share during his presentation: the computing power of multicore processors can be greatly enhanced by adding accelerators for vector processing. We will highlight the programming challenges and how they can be addressed with the help of the emmtrix tools.

Our Team at ELIV 2021



Oliver Oey

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Booth:

Start-up area | # 200

Presentation:

Start-up Session
Oct. 20, 2021
1:25 p.m.



Rainer Heim

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Value-Added Reseller for Japan and China for emmtrix Products

Welcome | |

We are very pleased to welcome two well established Value-Added Resellers (VARs):

NeXtream

NeXtream, located in Yokohama, is a provider of software, hardware and IP created outside Japan. The company has a solid track record of supporting world-renowned Japanese corporations in the areas of embedded SW parallelization, EDA and IP business.

For more information on our sales partner in Japan please visit <https://nextream.bz/>, and/or contact Rainer in Germany (rainer.heim@emmtrix.com, +49 721 9861 4565).

Siener

北京西能电子科技发展有限公司
Beijing Siener Electronics Tech. Development Ltd.

Beijing Siener Electronics Tech. Development Co. Ltd. has had a strong presence in the Chinese market since 2011 and has acquired particular expertise on multicore architecture processors, e.g., Infineon TriCore™/AURIX™. The company offers technical and commercial support to leading automotive OEMs and Tier 1 suppliers with complementary toolchains, covering powertrain, electrical vehicles and autonomous driving applications, as well as compliance with ISO 26262. Beijing Siener is based in China with headquarters in Beijing and offices in Shanghai, Wuhan and Chengdu.

For more information on our new sales partner in China please visit www.siener.cn, contact Peter Liu in China (sales@siener.cn, +86 13910762622) and/or Rainer Heim in Germany (rainer.heim@emmtrix.com,

+49 721 9861 4565).

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