

Petrov Group Makes Available HW/SW Co-Design Landscape White Paper

PALO ALTO, Calif.—(BUSINESS WIRE)—May 23, 2005—The Petrov Group today announced publication of a white paper titled The Big Picture of the HW/SW Co-Design Landscape. The white paper, which is available on request, is Section 4.1 of Petrov Group’s report titled Trends in HW/SW Co-Design—User and Vendor Strategies.

“Embedded computing and HW/SW co-designs are relatively young engineering disciplines. Embedded computing differs distinctly from its non-embedded legacy counterpart, data processing. A Grand Canyon like evolutionary discontinuity separates these two computing fields, effectively requiring the “reinvention” of computing technologies and the supporting industry infrastructure in the field of embedded computing,” said Boris Petrov, managing partner of the Petrov Group.

“The mission of the hardware/software co-design approach is to meet system-level objectives by exploiting the trade-offs between hardware and software in an embedded system through their concurrent design. The research and industry communities have dissected this essence of HW/SW co-design into a myriad of variations on the same theme, but the essence remains the same. Embedded computing is required in the mega-markets: telecommunications, wireless, automotive, computer security, consumer electronics, and other nanometer SoC applications. However, traditional EDA tools are driven by non-embedded applications; they are not applicable to embedded computing.

The Petrov Group, LLC, is a market research and strategy consulting firm formed in 1981 and is renowned for pragmatic business and technology due diligence.

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