



Merry Christmas

December 2008

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'Wrapping up for Christmas'

Depending on where you are in the world, it's likely that you'll be wrapping festive gifts, wrapping up end of year business or putting the shrink-wrap on your final 2008 orders.

This Christmas Cracker, special edition eNews is our 'wrap' for 2008 and inside we've highlighted some of the key events, activities and product introductions that have made 2008 a cracking year for Sundance. As a part of this we particularly want to express our thanks, gratitude and goodwill to all our customer, partners, suppliers and friends. Without you, our achievements in 2008 would not have been possible.

'IP'

As we continue to increase the number of application optimized multiprocessor modules, we've partnered with IP providers to support their roll-out to customers and application groups. Just recently we strengthened our partnership [Cadre Codesign](#) to offer their CT-JPEG04 core that is based on the JPEG ISO/IEC IS 110918-1 standard. Initially available on our Digital Video Imaging Platform ([DVIP](#)), the core compresses images of 1280 x 1024 pixels resolution at a rate of 500 frames/sec and can sustain an input of one 8 bit pixel every 660MHz.

The deal with Cadre comes on the back of our agreement with [Dillon Engineering](#) to offer their benchmark FFT IP on our [SMT702](#) module. Area efficient, Dillon's FFT cores occupy fewer FPGA logic resources in terms of XtremeDSP slices and BRAMs than comparable off-the-shelf FFT cores. It sustains a rate up to 250Mps to deliver a 36 percent faster performance versus comparable cores. And by offering an FFT length up to 64M points, Dillon's core sets the industry benchmark.



'Design Tools'

2008 saw key developments in our commitment to improving the design flow and ecosystem that make our multiprocessor systems the most accessible, productive and easy-to-use. We have continued to develop our alliance with [3L](#), the multiprocessor design company, with our hardware modules being the most supported platform by 3L's Diamond. Expressly created for multiprocessor systems 3L Diamond it is a tool-suite and model that provides a highly automated development flow from concept through to applications running in our multiprocessor hardware. Unlike traditional design tools that are resource hungry and designed for single processors only, 3L Diamond simplifies the development of multiprocessor systems to improve productivity, and reduce risk and time-to-market.



We also spear-headed the development of a breakthrough design flow that features 3L Diamond and the [CoDeveloper](#) tools from Impulse. The Impulse CoDeveloper tools allow C-language applications to be quickly and efficiently retargeted to FPGA-based platforms and offer the lowest barrier-to-entry design solution for system partitioning and creating hardware modules and processor peripherals from software code. With this addition, our design ecosystem boasts a formidable array of joined-up design solutions including Code Composer Studio from TI, RTW-EC and HDLCoder from The MathWorks™, the PARS design tool and comprehensive VHDL and Verilog support from EDA vendors. And of course [PARS](#) was recently recognized for its outstanding contribution to multiprocessor design by winning the prestigious [Software Design category at the IET's 2008 Innovation Awards](#). *Not bad!*



'Products'

Throughout the past 12 months we've cranked the Sundance 'engine' that is our product development team to deliver more than a dozen new multiprocessor product introductions. When you are next sitting in a plane



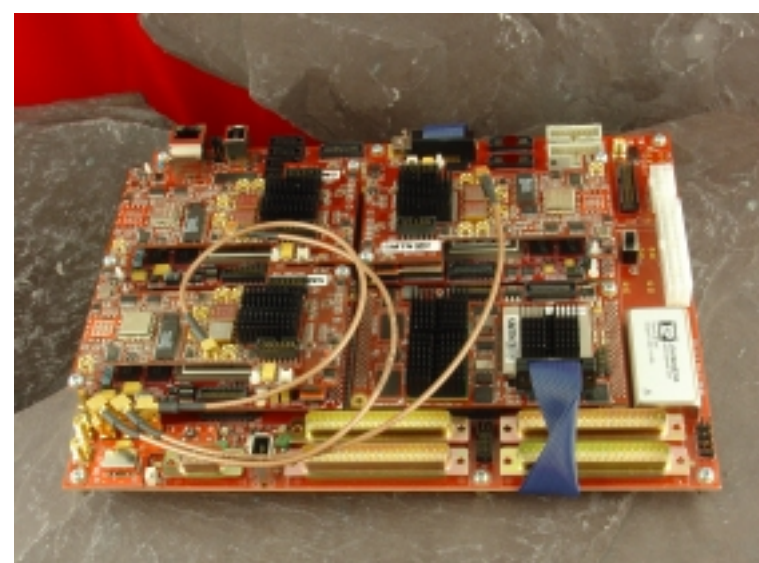
and able to use your own mobile phone to make and receive calls, it's quite possible that it is our [SMT8121](#) that is enabling the connection from an on-board base station. If you need the highest performing Xilinx FPGA technology, check out our [SMT351T](#)



which features the Virtex-5 SX95T that includes 640 Xilinx XtremeDSP slices capable of delivering up to 352 GMACs of DSP performance.

For those of you with a thirst for supercomputing performance, our summer debutant, the [RASS](#), is a modular and interchangeable array of high performance FPGAs and GPUs that deliver high performance, low latency and flexibility across single precision and double precision applications.

With our [7 series](#) modules we extended our offer to the rugged, CompactPCI-based market with PXle support and autumn 2008 saw the introduction of [Radio Giga](#) ... our signal processing Nirvana. Received to wide acclaim, Radio Giga has gone beyond 3G and features Virtex 5 Xilinx FPGAs, C Series TI DSP and 6 Channels of GHz ADC from e2v.



This year also saw the building-out of our OEM component business to include a much broader range of function specific sub-modules and daughter cards. Cards and modules available under the OEM solutions banner range from Dual [MIMO](#) RF through Dual WiMax RF; Camera Link, Dual Gigabit Ethernet and DAQ modules from 125MHz through 1GHz.

'and finally...'

If time is running out and you still need to get a hold of a last minute gift, check out <http://store.sundance.com/> and you just might find what you're looking for.

Questions or comments?? Please email us at feedback@sundance.com.

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Sundance Multiprocessor Technology is a limited company registered in England and Wales, 2440991 Registered office: Chiltern House, Chesham, Bucks, HP5 1PS

