ARM Presents New Multimedia Technology And Latest On-Chip Interconnect

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At Fall Processor Forum, ARM will be presenting **two of its newest technologies** for one of the most knowledgeable technical audiences in chip design.

"Multimedia Technology for Application Processors," presented by Simon Ford, technical lead, multimedia application processors, will introduce a new media and signal processing technology designed to support designed streaming video, audio, imaging, 3D graphics and gaming applications on high-end wireless and consumer applications.

"PrimeCell® AXI Configurable On-Chip Interconnect," presented by Tim Mace, PrimeCell product manager, will detail the workings of the on-chip interconnect technology for the latest ARM® processors and data engines, including selected processors in the ARM11™ processor family, the MPCore™ multiprocessor, and OptimoDE™ data engines.

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment

solutions to imaging, automotive, security and storage devices. ARM's 16/32-bit RISC microprocessors, data engines, peripherals, software and tools, combined with the company's broad Partner community, provide a total system solution that offers a fast, reliable path to market for leading electronics companies.