

■ **Don't Blow It; Read Piccolo Notes First-Hand**

The DSP aficionados at **Berkeley Design Technology** have completed a lengthy evaluation of ARM's DSP coprocessor, Piccolo. The results of their earnest endeavor are available in a 180-page report full of charts, graphs, and tables that will help designers understand the performance capabilities of Piccolo-based chips. It includes clock-by-clock benchmark analyses and comparisons with SH-DSP, ADSP-21xx, 'C54x, and Oak DSP cores.

First copies of the report sell for \$950, with a discount for additional copies. For more information, or to order, contact BDTI (Berkeley, Calif.) at 510.665.1600 or visit www.bdti.com.

■ **Get Balmy With Other Intel Developers**

The annual **Intel Developers' Forum** will be held in balmy Palm Springs (Calif.) September 15-17. The Intel-run conference is organized into four tracks that emphasize consumer, business, server, and mobile platforms. Several optional labs cover electrical-design issues, analysis tools, power measurement, storage, thermal design, and system management. Craig Barrett and other Intel luminaries will be among the speakers.

Early registration (before 8/13) runs \$795 for all three days; late registration adds \$200. An extra \$75 grants blanket access to all the labs. For more information, or to register, contact IDF (Seattle) at 206.695.7886, or point your browser to developer.intel.com/idf.

■ **Project Behind Schedule? Take Off to Chicago**
Embedded-systems designers, programmers, and project managers might learn a thing or two from Jack Ganssle's seminar, **The Best Ideas for Developing Better Firmware Faster**. The course will be held in Chicago September 16 and covers hardware/software codesign, writing peripheral drivers, eliminating bugs, and managing deadlines while avoiding creeping featureism.

The one-day course costs \$595, with discounts for groups of five or more. For more information, call the Ganssle Group (Columbia, Md.) at 410.675.1481, or direct your browser toward www.ganssle.com/course/bestidea.html.

■ **More Engineering, Management Training**
System Technology Institute will be taking seven technical courses on the road starting in August. The 3- and 4-day courses cover software engineering, quality assurance, configuration management, project planning, testing, and risk analysis.

For information and a course schedule, call STI (Malibu, Calif.) at 888.299.9071, or send e-mail to STIclass@aol.com.

■ **Five Years of Online Games**

That's the promise of **Jupiter Communications'** study of Internet gaming. Technology, marketing, software, and consoles are covered in the \$1,895 report. For more information, contact Jupiter (New York) at 212.780.6060, extension 103.

**MICRODESIGN
RESOURCES**

On-Site Seminars
by **Microprocessor Report Analysts**

Exclusive • Confidential • Customized

Bring a highly rated *Microprocessor Report* Seminar to your site for one of the most cost-effective ways to establish a common perspective on the industry and to get confidential analysis tailored to your business needs. Choose from our half- or full-day standard seminars:

- The x86 business
- Intel and its products and plans
- Selecting embedded processors
- Changing 3D chips and technology
- Semiconductor industry forecast

Whether you are a semiconductor startup or an established player looking for a winning strategy, MicroDesign Resources can provide an insightful look at the market and competitive environment to help you evaluate opportunities and threats.

For more information, contact
Mel Thomsen, Director of Consulting
408.328.3916 or e-mail mthomsen@mdr.zd.com

SUBSCRIPTION INFORMATION

To subscribe to *Microprocessor Report*, contact our customer service department by phone, 707.824.4001; fax, 707.823.0504; e-mail, cs@mdr.zd.com; or Web, www.MDRonline.com.

For European orders, contact Parkway Gordon by phone, 44.1491.875386, or fax, 44.1491.875524; or send e-mail to parkway@rmpc.co.uk, or visit the Web at www.parkway.co.uk.

	U.S. and Canada*	Europe	Elsewhere
One year	\$595	£450	\$695
Two years	\$1,095	£795	\$1,295

*Sales tax applies in the following states: GA, KY, MA, TX, and WA. GST tax applies in Canada.

Microprocessor Report (ISSN 0899-9341) is published every three weeks, 17 issues per year. Back issues are available on paper and CD-ROM. Volume reprints of individual articles are also available.

Ship to: