

**ASIA-PAC : Beijing - Oct 27**

9:00am - 9:30am	<b>Registration</b>	
9:30am - 10:00am	Power.org Overview	This session provides the audience with an overview of Power.org Vision, Mission and goals. The session will highlights some of the major changes announced recently at the corporate annual member's meeting and some of the key forward technical/marketing initiatives in promoting Power Architecture ecosystem.
10:00am - 10:30am	Power.org Promotion strategy in China	This session focuses on Power.org promotion strategy for Beijing. The session highlights some of the key areas for collaboration with the region in the technological advancement, multicore enablement, Power ecosystem solution in key markets. The session will touch on possible initiatives in education and Power Architecture brand promotions.

**Roadmap Presentations**

10:30am - 12:30pm	A New Era for Power Architecture Development, Freescale	This session provides the audience with an overview of Freescale breadth of product/solutions in the networking and automotive space. Session include Portfolio roadmap of Power Architecture based products, Key investment in QorIQ program for multi-core based platforms to complement PowerQulCC® product family for low, mid and high end processing, key target applications and Freescale value proposition.
	Shanghai Design Center, IBM	IBM has had a strong microelectronics presence in China since 2006 and serves its regional customers with SoC and ASIC design solutions based on the Power Architecture. The IBM design center in Shanghai, China, was the world's first Power Architecture collaboration and innovation facility when launched in 2006. The design center fosters a localized approach to innovation and helps customers take full advantage of Power Architecture solutions. Today's presentation will give an overview of some of the services and success stories from IBM design center.
	Virtualized Software Development, Virtutech	Virtualized System Development (VSD) is a methodology where virtual platforms are used extensively in the development of electronics systems in order to reduce risk and speed time-to-market. In modern software-intense products, software development needs good support in order to keep up with the hardware development and ensure timely delivery of the final product. VSD provides a leverage point for software development to scale earlier and better. VSD also provides better debug features and full repeatability, which helps software through the architecture paradigm shift to multicore devices and hypervisor-based software stack.
	A New Era of Interoperability for Virtual Platforms, Synopsys	Now, that SystemC TLM-2.0 finally includes the right transaction abstractions so that all virtual platform components can communicate and be interoperable, a new generation of virtual platforms for early software development has become reality. This enables a never before seen ecosystem of development tools, system-level models and services, making pre-silicon software development on virtual platforms possible. This presentation will outline the advantages of using virtual platforms for pre-silicon software development and identify the three key components for customer success. First, an interoperable set of models for processors, peripherals and interconnect models needs to be available to assemble virtual platforms from readily available components. Second, tools for virtual platforms assembly, analysis and deployment are required to increase virtual platform development productivity. Third, expert services for platform and component development are necessary to accelerate and offload development where required. The presentation will close with a description of interoperable models and tools available for power architectures.
	SoC Development using embedded processors , Cadence	Designing SoC's using the Power Architecture and systems based on these SoC's is highly complex. As the leading provider of EDA technologies and engineering services, Cadence has proven solutions and service offerings that enable you to design and implement Power Architecture based SoC's. In addition, using the Palladium emulation capability, you can quickly bring up the operating system on an emulated version of your system allowing for software development to happen in parallel with the hardware design – thus shortening the time to market.
12:30pm - 1:30pm	<b>Lunch</b>	

**Multicore & Virtualization Panel/Power.org Technical Initiatives**

1:30pm - 2:30pm	Multicore Design Challenges: IBM, Freescale, Windriver, Cadence, Virtutech	This panel will discuss the need of multicore in response to future requirements of high performance and in support of enabling next generation class of applications an services with high rich multimedia content. A special panel of experts will explore the needs of Multicore enablement at different stages from ISA - Instruction Set Architecture , compilers, OS, debugging, simulation and IPs. The session will link with the technical initiatives undertaken by Power.org technical committee and capture proposed items in advancing Multicore/virtualization based on Power Architecture.
2:30pm - 3:15pm	Power.org Technical Initiatives Overview	This session will provide the audience with current initiatives in support of market/customer demands for multicore, virtualization and link with the Panel session on Multicore to advance future work taking into considerations end-user demands and technological advancements.
3:15pm - 3:30pm	<b>Coffee Break</b>	

**Success Stories of Solution/Product**

3:30pm - 4:30pm	D2 VoIP with PowerPC Silicontek: MPC8347E Enabled in VPN gateway product Wind River Device Virtualization: Using a Hypervisor to Manage Multi-OS Systems CSIP Success engagment with Power.org & Beijing Power Architecture Conference	This special session provides the audience with success stories of solutions and product that are based on Power Architecture and provides description of the solution and target market. Demo of the solution/products will be available at the demo/networking and reception segment.
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**DEMOS, Success Stories, Reception & Networking**

4:30pm - 6:00pm	Freescale: Dual Core MPC8572E with Network Content Processing
	Freescale: SOHO Customer Low-end VoIP Demo MPC815E-RDB Reference Deign
	Virtutech: Scalable System Virtualization
	Virtutech: Freescale QorIQ P4080 simulator
	Virtutech: Multicore Debug
	Synopsys: Pre-Silicon Software Development
	Cadence: SoC Verification Environment
	Lauterbach: SoC Verification Environment
	D2 VoIP with PowerPC
	Silicontek: MPC8347E Enabled in VPN gateway product
	Wind River Device Virtualization: Using a Hypervisor to Manage Multi-OS Systems