

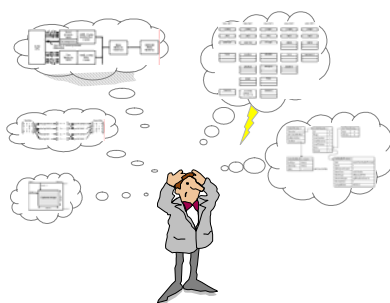
TriMedia for sales people: a 1-day seminar

TriMedia Introduction

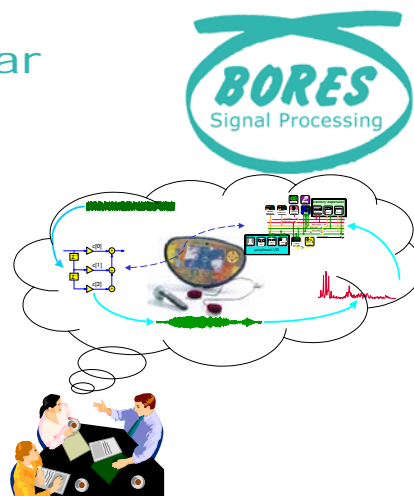
Benefits

- Assess customer requirements
- Propose TriMedia solutions
- Justify TriMedia design choices

Understand TriMedia and its aims so you can match customer requirements to TriMedia solutions and justify your proposals.



From confrontation...



..to consultation

Contents

This class equips sales people and FAEs to analyze and evaluate customer requirements; to suggest and demonstrate TriMedia-based solutions; to justify the TriMedia design choices; and to explain and demonstrate the TriMedia tools.

System context and scope

We explain how TriMedia's design delivers performance with economy, and show how the resulting design choices relate to performance in particular new projects.

- TriMedia system context
- Focus on streaming media
- Architectural choices
- TriMedia system architecture

Software Architecture

Understand how TriMedia software architecture speeds high-level product development and addresses problems of software re-use, maintenance and efficiency.

- Importance of development time
- Component architectures
- TriMedia Software Architecture
- Efficiency aim of layers
- Streaming media tool kit
- Example applications
- DVC
- MPEG-2 and MPEG-4
- Audio/video sync
- Sizing the application

System on Chip architecture

We explain how TriMedia fits into a System on Chip architecture, and the benefits of its smart and well-targeted set of peripherals.

- System on chip architecture
- Co-processors and peripherals
- Benefits of smart peripherals
- Focus on target applications

CPU core architecture

Learn why the TriMedia CPU is designed this way, what it can do, how it is programmed, and how its software tool chain works.

- CPU core architecture
- Reasons for VLIW
- TriMedia core design choices
- Compilation tools
- Support for optimization
- Profiling and schedule reporting
- Purpose of custom operations

Perceptions

Learn how different groups of customers and supporters perceive TriMedia and its relation to competitive products - and learn the facts that underlie those perceptions.

- Sales versus customer views
- Competition
- Know the target markets
- Pros and cons of TriMedia tools
- Third party network
- Technical support
- Reputation and roadmap

Time and arrangements

This seminar takes 1 day.
It runs from 10 am to 4 pm..
Time and content can be varied.
It is presented 'on site' by arrangement.

We encourage contact following the seminar for advice, consultation and 'networking'.

Follow-up training

This is an introductory seminar. We also offer in-depth technical training for engineers and programmers who will be using TriMedia.

Contact us for details:

chris@bores.com

Booking and questions

Call us by 'phone or send email to book or to ask questions.

- contact: Dr Chris Bore
- 'phone: +44 (0)1483 740138
- mobile: +44 (0)7921 153219
- email: chris@bores.com

About us

BORES Signal Processing train managers, engineers and programmers to understand and use DSP and streaming media processing.

- established 17 years
- excellent reputation
- worldwide activities
- www.bores.com