

# From imagination to impact



## ARM Microcontrollers

### Oceania Roadshow

- Sydney :: 24th March 2010
- Adelaide :: 26th March 2010
- Melbourne :: 29th March 2010
- Christchurch :: 31st March 2010

#### Presenter : Chris Shore, ARM, Cambridge UK

This presentation "Developing with ARM Microcontrollers – Past, Present & Future" will include material relevant to anyone either working with ARM-based platforms or considering them for future products.

Chris gives an historical and technical overview, with a look into the future of ARM microprocessor technology.

As well as a detailed technical description of current technology, Chris will touch on the wider ecosystem of expertise, support and products which has grown up around ARM in the last 20 years as well as looking forward to where ARM's products will feature strongly in the future.

#### Who should attend?

- **Technical management**
  - Developing software for ARM-powered platforms
- **Product planners**
  - Looking to plan the next generation of embedded systems
  - Needing a forward-looking roadmap with a proven future-proof upgrade path
- **System designers**
  - Putting together embedded systems
- **Academics interested in deploying ARM-based curricula**
  - ARM is an excellent platform for a wide variety of computing and engineering course material
- **Research institutes looking for a platform**
  - ARM platforms offer a wide range of performance and functionality points which are unrivalled in the industry



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08:30 — Arrival Tea and Coffee  
09:00 — ARM Presentation part 1  
10:30 — Morning Tea  
11:00 — ESA, NICTA & Bluewater Presentations  
11:30 — Robi Karp  
12:30 — Lunch  
13:00 — ARM Presentation part 2  
14:30 — Close

#### Register Early — Limited Places

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- ➔ Register by Email: [industryeducation@nicta.com.au](mailto:industryeducation@nicta.com.au)
- ➔ Register by Phone: +61 8 8343 8710

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## Chris Shore

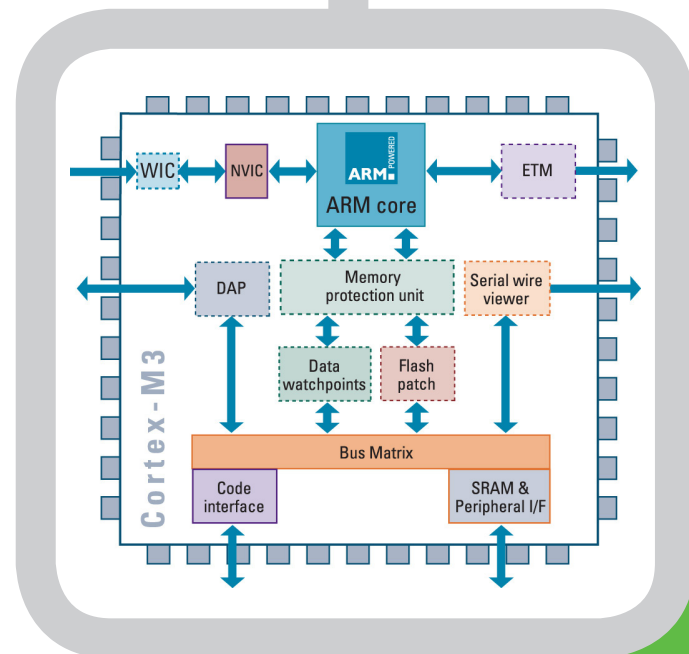
Chris is Training Manager at ARM headquarters in Cambridge, UK. In that role for the past ten years he has been responsible for ARM's worldwide customer technical training team, coordinating the delivery of over 80 courses per year to ARM licensees all over the globe.



He is passionate about ARM technology and, as well as teaching ARM's customers, regularly presents papers and workshops at engineering conferences. Starting out as a software engineer in 1986, his career has included software project management, consultancy, engineering management and marketing. Chris holds an MA in Computer Science from Cambridge University.

## Robi Karp

Robi founded FST in 1995 and quickly built it into a successful embedded software services company with global reach. By working with some of the largest blue-chip corporations in the defence and telecommunications industries, including GEC Marconi, Vodafone and Telstra, Robi created a valuable services organisation with a deep technical understanding of the issues surrounding quality embedded software.



## Locations and Dates

- **Sydney :: Wednesday, March 24th 2010**  
NICTA Seminar Room  
Australian Technology Park  
Level 5, 13 Garden Street  
Eveleigh, NSW  
Guest Speaker: Robi Karp, CEO Fluffy Spider
- **Melbourne :: Monday, March 29th 2010**  
Brown Lecture Theatre  
The University of Melbourne  
Parkville, VIC  
Guest Speaker: Robi Karp, CEO Fluffy Spider
- **Adelaide :: Friday, March 26th 2010**  
Technology Park Conference Centre  
Mawson Lakes Blvd  
Mawson Lakes, SA  
Guest Speaker: Robi Karp, CEO Fluffy Spider
- **Christchurch :: Wednesday, 31st 2010**  
The George  
50 Park Terrace, Christchurch, NZ  
Guest Speaker: TBA

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