

Freescale Design Alliance Program

Creating solutions together

As high tech products, markets and companies evolve, the goal to get to market faster with the best solution has remained the same. Better, faster and cheaper are the continued trends. On the other side of the coin, with fluctuating economies, rightsizing and having the available technology, core competencies and everything else needed to get your customers' products out at the right time becomes an ever greater burden than in the past.

Freescale has some of the most compelling technologies and products in the world and one of the best ecosystems in the industry that is filled with top notch experts with the latest application hardware and software know-how. However, we still may not have all of the technology and resources internally you may need to help you get finished product to market.

The Design Alliance program (DAP) has been developed so Freescale and our solution ecosystem can help you meet your goals. DAP has over 450 third party members with varying experiences in product and application creation. They can help get your product to market by getting involved with you at any phase, from concept to finished product. We also have the Tools Alliance program (TAP) with about 200 members that offer finished hardware and software tools that can be used to develop solutions by you or your partners. Also, a University Alliance program is in place to help ensure that the future design community is up to speed with Freescale's tools and products.

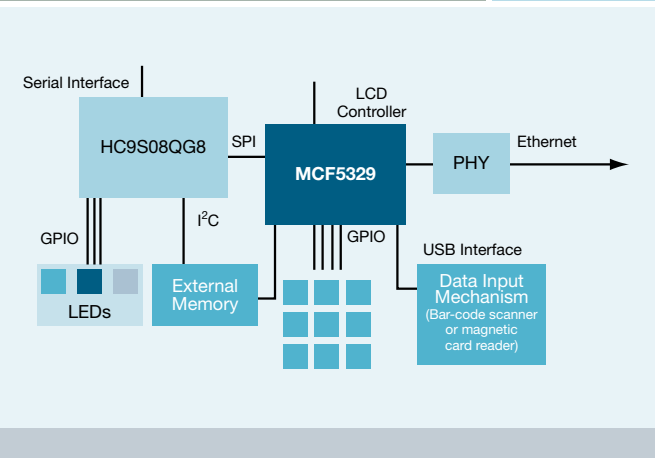
To help validate the credibility of our DAP membership, we take steps to verify the Freescale experience and applications listed in our directory. Although, as in many cases involving new product launches and application creativity, the listings may be only a subset of Freescale's full capabilities.

Many of the DAP members operate in a pure design-for-hire or non-recurring engineering (NRE) fee structure to provide the customer the full design and any generated intellectual property (IP). There are others who have created and own IP that can be licensed and/or included as part of a design to help improve the design cycle. Also, with their vast applications and varied market knowledge, DAP members can provide different viewpoints to every design, helping to maximize its market potential.



Indesign LLC and Freescale's Regional Technology Applications Center joined forces to design this POS reference design (Figure 1) utilizing the 32-bit ColdFire MCF5329 embedded controller and MC9S08QG 8-bit microcontroller. For more details on Indesign LLC, visit www.indesign-llc.com.

Figure 1



We recommend DAP members to customers seeking services or who need help to design a product. We have developed many of our own application reference designs, demonstration boards and evaluation boards with DAP members. Some examples include: a point of sale (POS) reference design with Indesign LLC; a ZigBee demo system with FSI Systems and a high brightness light emitting diode (HBLED) demo design with i2systems.

Besides these examples, we have other members with various ZigBee ready platform boards; very complex boards based on Power Architecture technology for the networking, communications, industrial and commercial markets; portable cellular handsets; PLC controller platforms; motor control; consumer reference designs and so on. It is very likely that we have a DAP member with the necessary experience and capability to fill any void you may have.



FSI Systems has worked with Freescale on multiple occasions. This is an example of a ZigBee-enabled system (Figure 2) we have been demonstrating to customers and developers since 2005. For more details on FSI Systems, visit www.fsisys.com.

i2 Systems designed this handy HBLED demo (Figure 3) for Freescale showing how to drive and manage the power control for HBLEDs with the MC68HC908QY4 microcontroller. It was introduced in July 2006 at the Freescale Technology Forum in Orlando, Florida. For more details on i2 Systems, visit www.i2systems.com.

Figure 2

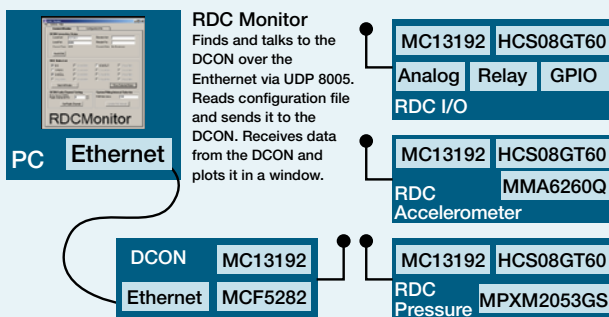
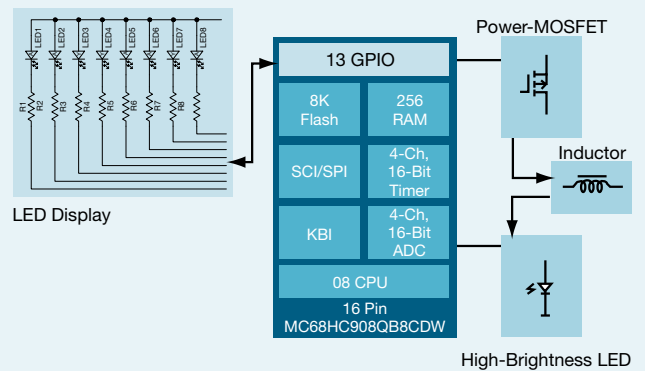


Figure 3



Our DAP members have access to our future roadmaps and preliminary specification, which give them the ability to help ensure the solution they develop for you is the best solution with a solid migration path into the future.

Many of the DAP members participate in our “Alpha” silicon program, which gives them the opportunity to have early silicon access. This access allows those members to be ready to integrate the latest technology into your products. Freescale also has access to new product inputs from customers as well as the DAP community to help us bring you the best possible enabling technology in the industry.

You can find a DAP member with the experience you need by visiting our member directory and selecting the services needed and any filtering desired to find the best possible match at www.freescale.com/webapp/sps/site/dap.search.framework?NEXT_SCREEN=SEARCH.

You can also type a keyword or product name in our search engine at www.freescale.com. The resulting output will have additional filtering options on the left menu bar. Select “third party support” for a list of various alliance members, which can be further filtered from the left menu bar.

To learn more about the Design Alliance Program go to www.freescale.com/designalliance.

When a customer needs help bringing a product to market better, faster and cheaper, we are confident with Freescale’s 53+ years of innovation and technology plus the experience of our DAP members, we, as a team, have the capability to make it happen.

Gary Streber has been involved in customer-focused semiconductor technical sales and third party relations for over 25 years.