

## **Indesign to showcase ColdFire® Point-of-Sale Reference Design and ZigBee demo at premier Freescale Technology Forum**

INDIANAPOLIS, IN – July 10, 2006 – Indianapolis-based engineering firm, Indesign, LLC, will join numerous industry leaders at the second annual Freescale Technology Forum in Orlando, FL on July 24-27. Indesign will set the stage at their pedestal in the technology lab with a demo of a ColdFire®-based Point-of-Sale Reference Design and a demo of their ZigBee™ Reference Design.

The Freescale Technology Forum (FTF) is quickly becoming the embedded semiconductor industry's foremost developer conference. In its second year, the forum will bring together engineers, partners, executives, journalists, and analysts for a week of networking, training, and exploration into the possibilities of design freedom.

FTF will offer unique insight on new solutions with live, hands-on demonstrations from both established industry leaders and up-and-coming talent.

In a session that focuses on designing with the ColdFire processor, Indesign will partner with Freescale Semiconductor to provide insight into secure connectivity applications. Forum participants can learn about the open source and design development strategies used to create this secure application. The Point-of-Sale Reference Design, which is based on the uClinux™ operating system and uses the NanoX Open Source graphical user interface (GUI) configuration tool, will be featured during the presentation.

Additionally, Indesign will offer a ZigBee demonstration based on Freescale Semiconductor's MC9S08GB60 microcontroller and 13193 transceiver, which will highlight the benefits of developing custom wireless products using 802.15.4/ZigBee building blocks. The reference design will showcase Indesign's ZigBee hardware/software design capabilities. FTF attendees can view the ZigBee reference design first-hand by visiting Indesign in the Technology Lab.

To learn more about the history and accomplishments of Indesign, visit their website at [www.indesign-llc.com](http://www.indesign-llc.com). To register for FTF 2006, visit [www.freescale.com/ftf](http://www.freescale.com/ftf).

### **About Indesign, LLC**

Indesign is an engineering design services firm with a proven track record of helping companies develop new electronic devices. Engineering disciplines consist of electrical/circuit design, software/firmware design, mechanical design, human factors design, and testing/validation with a strong emphasis on products utilizing embedded microprocessors and DSPs.

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