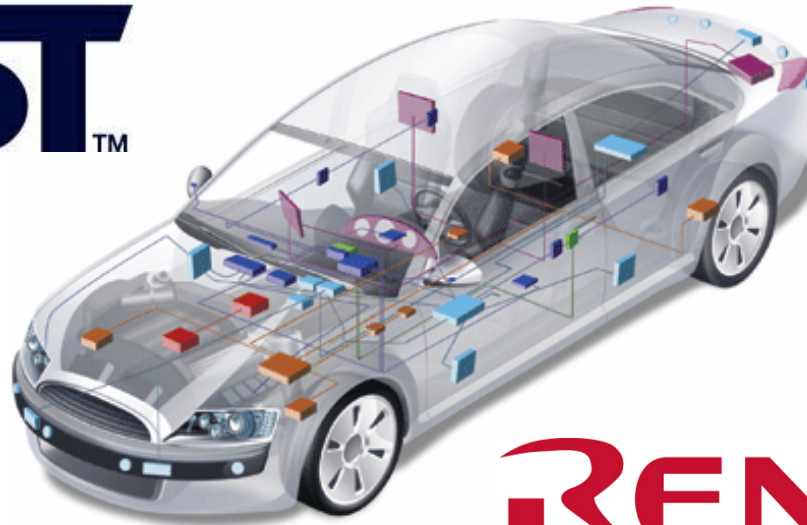




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VaSTTM



RENESAS

Virtualization and Model Based Design of Automotive Electronics

Detroit MI, September 6, 2007

Welcome From VaST, The MathWorks, our Partners

VaST SYSTEMS TECHNOLOGY

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VaST

- **Ford Motor Company**
 - **Darren P. Shelcusky** – Supervisor, Vehicle Solutions
- **The Mathworks**
 - **Wensi Jin** – Automotive Industry Manager, NA/AP/LA
- **Synopsys**
 - **Mark C. Williams** - Director, Solutions Marketing
- **Renesas**
 - **Paul Fox** – Director of Marketing
- **Hitachi**
 - **Yasuo Sugure** – R&D Engineer
- **Invirtech**
 - **John Stawarz** - Director
 - **Dan Wilczak** - Director
 - **Pam Leshinsky** - Operations
- **VaST**
 - **Jason Niatas** – Director of East Coast Sales
 - **Casey Alford** – Sr. Application Engineer
 - **Jeff Roane** – VP Marketing

VaST is at the Intersection of an Electronics Convergence Megatrend

VaST SYSTEMS TECHNOLOGY

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VaST

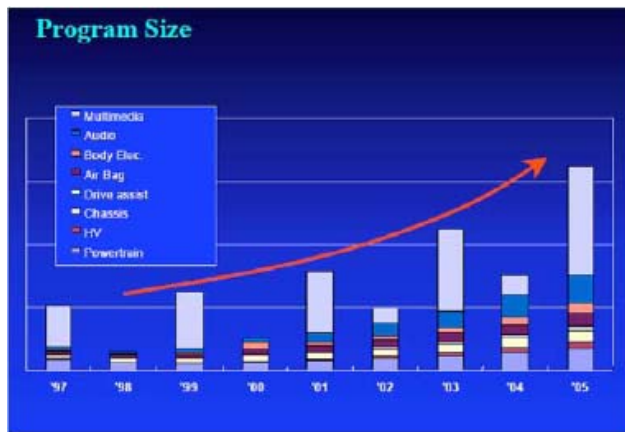
Delivering electronic virtualization solutions that simplify supply chain interactions

VaST's Impact

- Shrink Time to Market
- Shrink Development Cost
- Improve HW and SW Quality

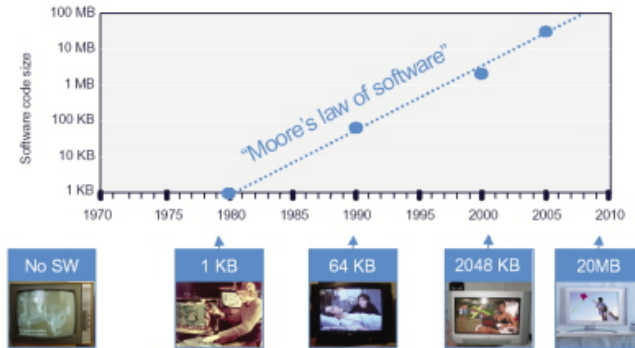


The Software Epoch is Underway



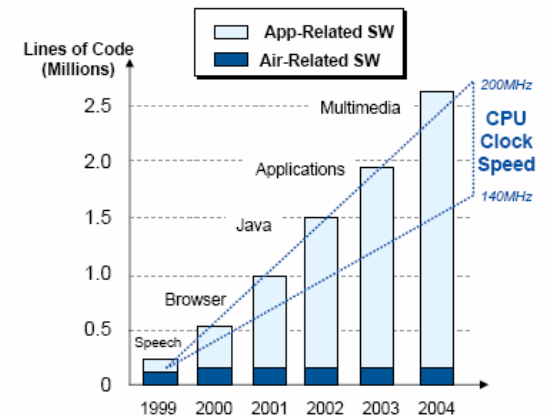
Automotive

The amount of TV software grows exponentially



Consumer

Handsets have become full clients.



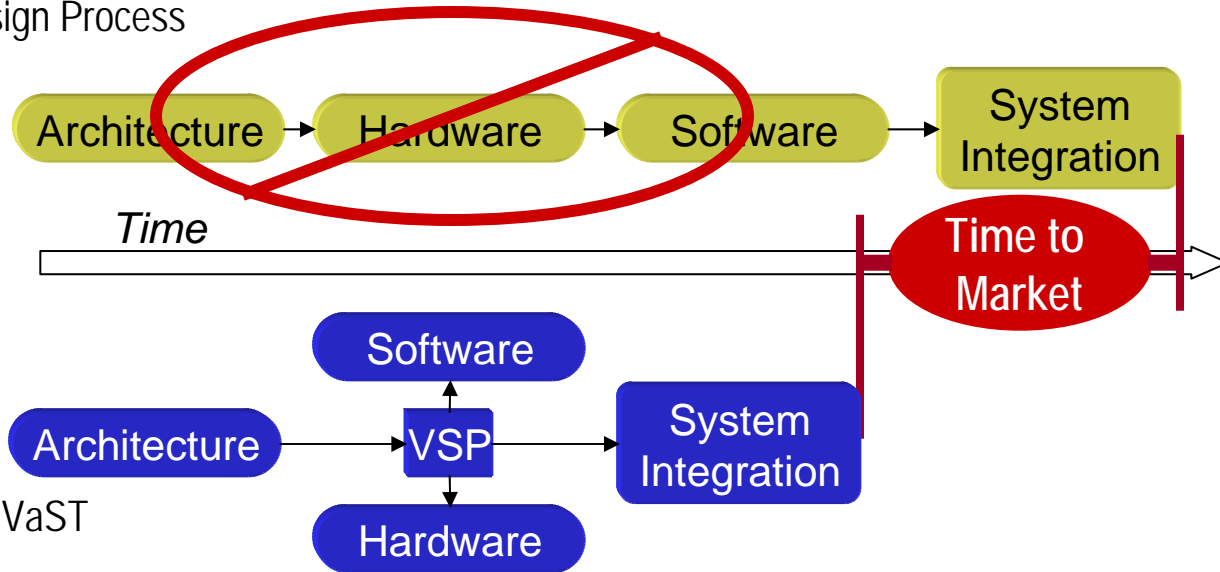
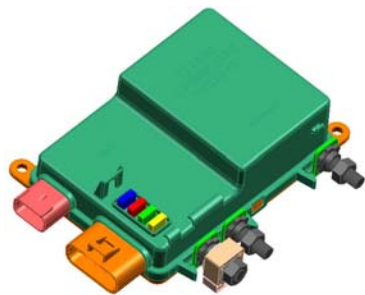
Wireless

- Embedded = software programmability
- Software complexity rises exponentially
- Affecting TTM, quality, and product differentiation

SW Doesn't Have to Wait for HW



Conventional Serial Design Process



Concurrent Design with VaST

- Software growth makes serial design untenable
- Develop software *before silicon availability*



Cut time-to-market by 6-12 months

Agenda



8:30 Continental Breakfast and Registration

9:00 Introduction

9:15 OEM Electronics Design Challenge.....Ford

9:45 Virtualization and Model Based Design.....VaST, TMW, Synopsys

10:30 Coffee Break

10:45 Case Study & Demo – Virtual Embedded Mechatronic.....Hitachi

11:30 Semiconductor Products and Virtual Models.....Renesas

11:45 Virtual Electronics Verification System.....Invirtech

12:00 Lunch

1:15 Hands-On-Lab.....VaST, TMW