MYIR Overview

February, 2016
Agenda

- Brief Introduction Of MYIR
- Main Business Of MYIR
- Key Partners and Customers
Brief Introduction of MYIR
MYIR: Make Your Idea Real, Then My Idea Realizing!

- MYIR Tech LTD Established in 2011, a global provider of ARM development tools and solutions
- MYIR is an ARM Connected Community Member
- Management with 10+ Years Experience in Embedded Market
- Engineers around ARM MCU & Application Processor, LINUX, WinCE with the average 8 Years experience.
- Business focus on ARM development tools, ARM based evaluation boards, ARM CPU modules, Single board computer, OEM/ODM.
- Business branches cover Shenzhen, Shanghai and Beijing and has international preventative in many countries and regions outside China
- Strong sales and Marketing channels and Excellent technical support, Products sold worldwide
Website: www.myirtech.com

Learn more about MYIR at www.myirtech.com
MYIR established in Shenzhen, set branches in Beijing and Shanghai.

MYIR has built global service platform and established distributor partnership with companies in USA, Canada, Germany, Italy, France, Poland, Brazil, Israel, Russia, India, Vietnam and Taiwan.
Technical Expertise of MYIR

- Development based on ARM MCU
  - Experience in developing ARM7, Cortex M3, M4, M0, etc.
  - Hardware Design & Software Development
  - RTOS experience: Free RTOS, ucOS-II, RTX, etc
  - Peripheral: 10/100M Ethernet, Can, Hi Speed USB, I2s, I2c Stacks, etc

- Development based on ARM MPU
  - Experience in developing ARM9, XScale, ARM11, Cortex A8/A9, etc.
  - Multi-Layer Hardware PCB design and Layout: up to 8-12 layers
  - Linux, Android and WinCE Drivers, OS porting, BSP and APP development
  - Drivers: UART, USB, Network, CAN, LCD, Audio, Camera, SD, GSM/GPRS, GPS, Bluetooth, WiFi, RFID…

- Kits & Boards Manufacturing
  - Low-cost Kits Production with short Lead time
  - Manufacture outsourcing

- ARM Technical Training
  - MCU and MPU developing, Driver and Application training
  - Linux, Android, WinCE Training
MYIR manufacturing service

- Broad and mature purchase channels, getting good components and materials in short time, ensure the lead time.

- Solid cooperation with name PCB manufacturer:
  - Fastprint Circuit Tech Co., Ltd.
  - Shennan Circuit Co., Ltd
  - WUZHU TECHNOLOGY CO., LTD
  - Shenzhen Guangtongda Electronics Co., Ltd.

- Quality and effective SMT & Assembly service:
  MYIR’s partners have SMT & Assembly lines compliance with ISO/9001 standard, which make sure the SMT & Assembly’s quality and effective.
MYIR's Business

**ARM Based Customers**

**Tools**
- ARM RVDS, DS-5 & DSTREAM
- MDK-ARM & Ulink2, Ulink Pro
- PK51, PK166, PK251
- ARM IP Evaluation Boards

**OEM/ODM**
- OEM
- Turn-key Design
- Custom design based on existing hardware
- Software custom design
- Lighting ZigBee wireless control system

**Boards**
- Low-cost development boards
- Single Board Computers
- ARM CPU Modules
- Extension Modules

Make Your Idea Real
ARM Development Tools

- MYIR is one of the only two distributors of ARM that can distribute ARM full line of tools products in China.
  - Including high-end ARM AP tools: RVDS, DS-5, DSTREAM, IP Evaluation Boards, etc.
  - Also MCU tools: MDK-ARM, Ulink2, Ulink Pro, PK51, PK166, PK251, etc.
  - Service including technical consultation, technical support, training etc.
Custom Design Services

- MYIR is capable of providing high-quality design and production of Single Board Computer and ODM service that help customer accelerate ARM based embedded developments.

- Our products are through strict test and volume production conforms to RoHS. We provide cost-effective and quality custom design services.

- HW design service covering
  - Specification
  - Schematic
  - PCB layout
  - Realisation of a low production price
  - Fast prototyping
  - Function and system test
  - Transfer to mass production
Custom Design Services

- **SW design service covering**
  - Implementation of protocol stacks
  - Real-time, Multi-tasking software systems
    - Install UC-OS/II, ucLinux, Linux, Android or Windows CE to different targets
  - Board support packages and device drivers like
    - Ethernet/WiFi/Bluetooth/RFID/GPS/GPRS drivers
    - Serial communication drivers
    - USB drivers
    - LCD and Touch Screen drivers
    - SMC/MMC/SD card interface drivers and flash file systems
    - IDE hard disk interface drivers
  - Boot start codes
  - Application development
Successful Cases

- Lighting Zigbee wireless control system
  - Samsung S5PV210 ARM Cortex-A8
  - USB, SD, Zigbee Module, 7-inch LCD/TSP
  - Android

- POS Terminal
  - Samsung S5PV210 ARM Cortex-A8
  - HDMI + Wifi + Ethernet +USB + 7-inch LCD
  - Android

- Audio-visual management system
  - Samsung S5PV210 ARM Cortex-A8
  - MYC-S5PV210 CPU Module
  - NET + RS485 + RS232 + VGA + USB + Analog In
    + Audio In/Out
  - Linux
Successful Case

- Power control system
  - TI AM3352 ARM Cortex A8
  - MYC-AM3352 CPU Module
  - Dual Net + CAN + RS485 + RS232 + GPIO Relay + AD
  - Linux

- Smart Home Gateway
  - TI AM3352 ARM Cortex-A8
  - MYC-AM3352 Cortex-A8
  - HDMI + Wifi + Bluetooth + Ethernet + USB + LCD + TF
  - Linux
Successful Case

- Power control system
  - TI AM3352 ARM Cortex A8
  - MYC-AM3352 CPU Module
  - Dual Net + CAN + RS485 + RS232 + GPIO Relay + AD
  - Linux

- Smart Home Gateway
  - TI AM3352 ARM Cortex-A8
  - MYC-AM3352 Cortex-A8
  - HDMI + Wifi + Bluetooth + Ethernet + USB + LCD + TF
  - Linux
Successful Case

- Attendance Machine
  - TI AM3352 ARM Cortex-A8
  - Based on MCC-AM3352-J CPU Module
  - Linux Porting
  - Linux Driver Development
  - Base Board Design Assist

- Access Control System
  - TI AM3352 ARM Cortex-A8
  - Based on MCC-AM3352-J CPU Module
  - Linux Porting
  - Linux Driver Development
  - Base Board Design Assist
Successful Case

- Computer room monitoring system
  - TI AM3352 ARM Cortex A8
  - Based on MCC-AM3352-J CPU Module
  - Dual Net + RS485 + RS232 + USB
    + Analog In + Digital In/Out +
    IR In/Out + LEDs
  - Linux

- Breathing Machine
  - TI AM3352 ARM Cortex-A8
  - Based on MYC-AM3352 CPU Module
  - Linux Porting
  - Linux Driver Development
  - Base Board Design Assist
Successful Case

- Smart Home control system
  - NXP LPC1788 ARM Cortex-M3
  - Net + RS485 + Relays + Buttons + LEDs
  - Linux

- Power sampling system
  - Atmel SAMA5D35 ARM Cortex-A5
  - MYC-SAMA5D35 CPU Module
  - Linux
Successful Case

- Power control system
  - ST SPEAR1310
  - Dual ARM Corex-A9 cores
  - Net + USB + TF + Extension
  - Linux

- Bird’s Eye view system
  - Xilinx XC7C020-CLG484
  - Dual ARM Cortex-A9 cores
  - CAN + USB + NET + TF + Bluetooth + support video input/output
  - Linux
Successful Case

- **Handheld Meter Reading Terminal**
  - Atmel SAM9X35 ARM9 + 2.3 inch LCD
  - GPS, GPRS, USB, Ethernet
  - Linux

- **Auto-gate Controller Board**
  - Atmel SAM9G25 ARM9
  - MYC-SAM9G25-V2 CPU Module
  - 6 Serial ports, Ethernet, USB
  - Linux
MYIR Product Overview – CPU Modules

- TI AM335x Cortex-A8 module
- TI AM335x Cortex-A8 module
- TI AM335x Cortex-A8 module
- TI AM437x Cortex-A9 module
- Xilinx ZYNQ-7010/20 Cortex-A9 module
- Freescale i.MX28 ARM9 Module
MYIR Product Overview – CPU Modules

- Atmel SAMA5D42/44 Cortex-A5 module
- Atmel SAMA5D3 Cortex-A5 module
- Atmel SAM9X5 ARM9 module
- Atmel SAM9X5 ARM9 module
MYIR Product Overview – EVM & SBC

- **Hardware**
  - TI AM437x ARM Cortex-A9 CPU
  - 4GB eMMC Flash
  - 512MB DDR3 SDRAM
  - 32KB EEPROM

- **Peripherals**
  - 1 x HDMI, 1x LCD
  - 4 x USB Host, 1 x USB OTG
  - 2 x 10/100/1000M Net
  - 2 x CAN, 1 x RS485, 1 x TF

- **OS**
  - Linux
MYIR Product Overview – EVM & SBC

- **Hardware**
  - TI AM335x ARM Cortex-A8 CPU
  - 128MB/256MB/512MB NandFlash
  - 256MB/512MB DDR3 SDRAM

- **Peripherals**
  - 1 x HDMI, 1x LCD
  - 4 x USB Host, 1 x USB OTG
  - 2 x 10/100/1000M Net
  - 1 x CAN, 1 x RS485, 1 x TF

- **OS**
  - Linux
  - Android
  - WinCE
MYIR Product Overview – EVM & SBC

- **Hardware**
  - TI AM335x ARM Cortex-A8 CPU
  - 128MB/256MB/512MB NandFlash
  - 128MB/256MB/512MB DDR3 SDRAM
  - PMIC (TPS65217C)

- **Peripherals**
  - 1x LCD
  - 1 x USB Host, 1 x USB OTG
  - 2 x 10/100/1000M Net
  - 1 x CAN, 1 x RS485, 1 x TF
  - WiFi module

- **OS**
  - Linux
MYIR Product Overview – EVM & SBC

- Hardware
  - TI AM335x ARM Cortex-A8 CPU
  - 128MB/256MB/512MB NandFlash
  - 128MB/256MB/512MB DDR3 SDRAM
  - PMIC (TPS65217C)

- Peripherals
  - 1x LCD
  - 1 x USB Host, 1 x USB OTG
  - 2 x 10/100/1000M Net
  - 1 x CAN, 2 x RS485, 1 x TF
  - Up to 6 x UARTs

- OS
  - Linux
MYIR Product Overview – EVM & SBC

- **Hardware**
  - TI AM437x ARM Cortex-A9 CPU
  - 512MB DDR3 (256MB/1GB)
  - 4GB eMMC Flash
  - 256/512MB Nand Flash (reserved)
  - PMIC (TPS65218)

- **Peripherals**
  - 1 x Debug UART
  - 1 x USB Host, 1 x USB Device
  - 1 x 10/100/1000M Net
  - 2 x Camera
  - 1 x LCD, 1 x HDMI
  - 1 x TF

- **OS**
  - Linux

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**Rico Board – AM437x Single Board Computer**

- Dimensions: 100mm*65mm
- 8-lay PCB design
- USB or 5V/2A power supply

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**Make Your Idea Real**
MYIR Product Overview – EVM & SBC

Atmel SAMA5D3 Cortex-A5 board
Atmel SAMA5D3 Cortex-A5 board
Atmel SAM9X5 ARM9 board

Atmel SAMA5D4 Cortex-A5 board
Atmel SAM9X5 ARM9 board
Atmel SAM9G45 ARM9 board
**MYIR Product Overview – EVM & SBC**

- 1x LCD
- 1 x USB Host, 1 x USB OTG
- 10/100Mbps Ethernet (two for i.MX287, one for i.MX283)
- 2 x CAN interfaces (only for i.MX287)
- 1 x TF

$39
MYIR Product Overview – EVM & SBC

- NXP LPC1788 Cortex-M3 board
- NXP LPC185X Cortex-M3 board
- NXP LPC435X Cortex-M4 board
- Samsung S5PV210 Cortex-A8 board
MYIR Product Overview – EVM & SBC

Z-turn Board (ARM Cortex-A9 + FPGA)

- Xilinx Zynq-7010/7020 Processor
- 16MB QSPI Flash
- 1GB DDR3 SDRAM (2*512MB, 32-bit)
- 1* HDMI
- 1* TF Card
- 1* USB OTG
- 1* USB to Debug UART
- 1* CAN
- 1* 10/100/1000M Ethernet
- 1* 14pin JTAG
- 1* Three-axis acceleration sensor
- 1* Temperature sensor
- 2* 80-pin Expansion Interface
- Linux 3.15.0
MYIR Product Overview – EVM & SBC

**MYD-C7Z010/20 Development Board**

- Xilinx Zynq-7010/7020 Processor
- 4GB eMMC
- 32MB QSPI Flash
- 1GB DDR3 SDRAM (2*512MB, 32-bit)
- HDMI/LCD
- 1* TF Card
- 4* USB Host
- 1* RS232
- 1* CAN
- 1* 10/100/1000M Ethernet
- 1* XADC
- 3* PMoD
- 1* FMC
- Linux 3.15.0
MYIR Product Overview – Extension Modules

- ZigBee module
- ZigBee module
- GPRS module
- Camera module
- GPS module
- WiFi module
- WiFi module
- LCD module
- 3G module

Make Your Idea Real
Key Partners and Customers
Key Partners

- MYIR is an ARM official distributor
  - Distributing full line of ARM development tools in China
  - We closely cooperate with ARM to serve China embedded customers.
- MYIR is an ARM Connected Community Membership.
  - Offering all kinds of ARM based products and services.

MYIR at ARM Seminar

Make Your Idea Real
Key Partners

MYIR has won “Awarded for Exceptional Teamwork 2014” by ARM Company on 2014 AsiaPac Distributor Meeting for franchised ARM Tools partners in Taipei, Taiwan.

MYIR has been awarded 2013 Best ARM Tools Distributor of Asia-Pacific Region for their excellent support by ARM company at Fukuoka Sea Hawk Hotel in Fukuoka, Japan in Sep. 2013.
Key Partners

MYIR is third-party partner of Xilinx
http://www.xilinx.com/alliance/memberlocator/1-2wv1bc.html
- We cooperate with XILINX on the new product Zynq-7000 (dual-core A9+FPGA)

MYIR at Xilinx Seminar

MYIR - Make Your Idea Real
Key Partners

- MYIR has close cooperation with many other well-known chip vendors in China.
Part of our Customers

Enterprise Customers

Danfoss

Qualcomm

Huawei

NARI

Hisense

Broadcom

Delphi

Sigma

Schneider Electric

Educational Customers

北京邮电大学

西南交通大学

四川大学

电子科技大学

Make Your Idea Real
The End

Thanks!

www.myirtech.com