

At the end of this session, you will be able to understand the Freescale i.MX applications processors strategy and positioning, have an overview of the i.MX portfolio and a grasp on the i.MX software support and enablement tools.



Get to know us

► Hunt the i.MX team on the show floor

- Libor Gecnuk, FAE Eastern Europe libor.gecnuk@freescale.com
- Vladan Jovanovic, FAE Nordic Europe
- Franck Nicholls, i.MX marketing Europe





Freescale Focus

Four **Product Platforms**

+ Software

Focused on **Growth Markets**



Automotive



Networking





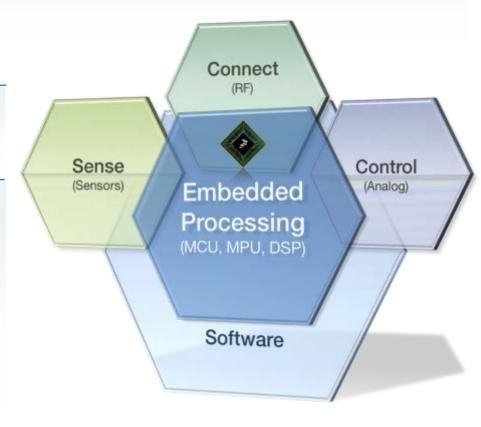
Consumer

Leveraging Three **Growth Trends**





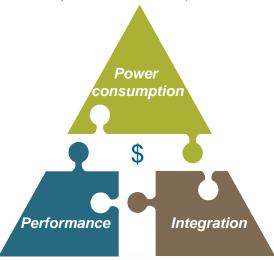




Freescale Multimedia Solutions: i.MX Application Processors

Industry Best Balance of the 3 P's

Price, Performance, Power



Designed for Consumer, Automotive and Industrial markets

3 Qualifications
Larger Pitch Packaging
Product Longevity



i.MX Focus Markets

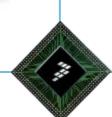
Smart Mobile Devices

Pioneer in Portable Media Players and Tablets



Automotive

 Leadership in Telematics and advanced automotive infotainment



eReaders

#1 market share in e-Reader market





Industrial

 Appliances, Medical, Energy Management, Factory Automation





i.MX Differentiation

Smart Mobile Devices

- ► High quality audio & video
- Small form factor & lowest BOM
- Quick time-to-market





Automotive

- ► Auto grade & ext. temp
- Connectivity peripherals
- Audio, video & navigation



eReaders

- Balanced portfolio
- ► E Ink controller integration





Industrial

- ► Industrial qualification
- Product longevity
- Larger pitch packaging





Product Longevity: Minimum 10 to 15 Years of Availability



Freescale Product Longevity Statement

Freescale Semiconductor provides a product longevity program for the market segments we serve. For the automotive and medical segments, Freescale will make a broad range of devices available for a minimum period of 15 years. For all other market segments in which Freescale participates, Freescale will make a broad range of devices available for a minimum period of 10 years.

Life cycles for participating Freescale products will begin at the time of product launch and will include the standard Freescale end-of-life notification policy (one-year notice for placement of final orders and an additional year until the last ship date). Freescale will manage the program through our own factories, outside foundries and other manufacturing resources. If it becomes necessary to transfer the production of a participating product to an alternate manufacturing facility, Freescale will re-qualify that product. These actions demonstrate our intention to provide supply stability to our customers.

Products included in the Freescale product longevity program:

Products included in the Preescale product longevity program.							
Category		Family	10-Year	15-Year	Product Launch 🕒		
Applications Processor		i.MX Family	-	i.MX28	2010-09		
Applications Processor		i.MX Family	iMV31	-	2005-06		
Applications Processor		i.MX Family	i.MX27	-	2007–06		
Applications Processor		i.MX Family	LMX51	-	2009–11		
Applications Processor		i.MX Family	-	i.MX53	2011–02		
Applications Processor		i.MX Family	-	LMX35	2008-10		
Applications Processor		i.MX Family	-	i.MX25	2009–06		
Applications Processor		i.MX Family	i.MV233	-	2009-08		



Search/Filter: li.mx

i.MX Industrial Strategy

- Provides key environmental differentiators
 - 3.3V IO support
 - 0.8mm pitch package to reduce PCB & manufacturing cost
 - Extended Temperature coverage
- ▶ Provide all required peripherals for control and monitoring industrial systems.
 - LCD controller for user interface with touchscreen
 - Connectivity modules for links to other systems (USB host, OTG, UARTs, Ethernet, CAN)
 - Memory and media cards for updates and storage (MMC, SD, PCMCIA, CF)
 - Security for signing code
- Linux®, Android and Windows® CE support as well as RTOS's such as Green Hills, QNX and MQX
- ► Extended Temp range available with full Industrial qualified parts
- ► Supporting long product life spans for required industrial applications
- ► Strong Ecosystem with Module Manufacturers and Software Integrator
- ► Extensive range of core and performance levels.





i.MX Portfolio Overview



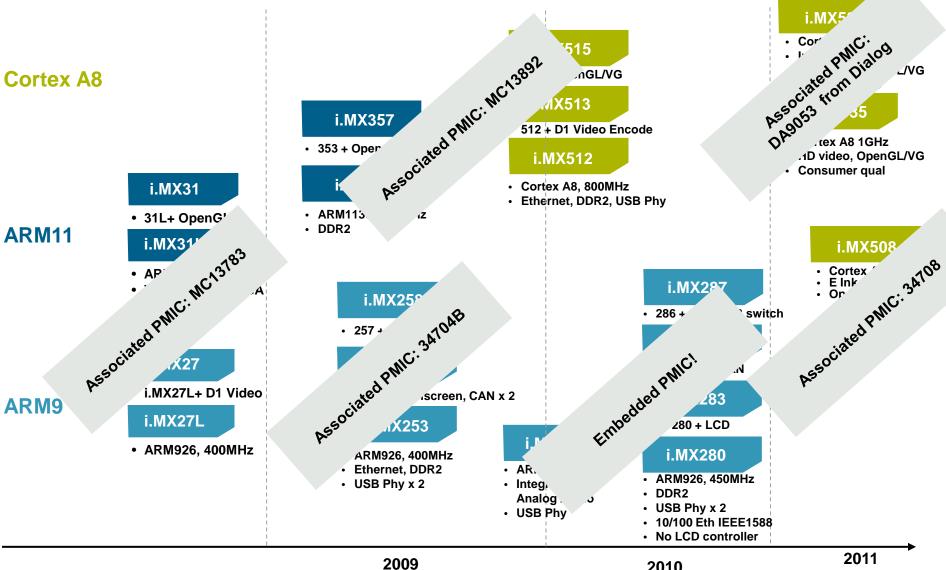


i.MX Consumer & Industrial Portfolio

i.MX537 · Cortex A8 800MHz i.MX515 Industrial qual · HD video, OpenGL/VG • 513 + OpenGL/VG **Cortex A8** CAN, EEE1588 i.MX513 i.MX535 i.MX357 512 + D1 Video Encode Cortex A8 1GHz • 353 + Open VG 1.1 HD video, OpenGL/VG i.MX512 Consumer qual i.MX353 i.MX31 Cortex A8, 800MHz Ethernet, DDR2, USB Phy • ARM1136, 532 MHz • 31L+ OpenGL DDR2 ARM11 i.MX31L i.MX508 Cortex A8, 800MHz • ARM1136, 400 MHz E Ink controller i.MX287 Video Encode VGA OpenVG i.MX258 • 286 + 2xEth, L2 switch 257 + Security i.MX286 i.MX27 i.MX257 283 + 2xCAN • i.MX27L+ D1 Video • 253 + Touchscreen, CAN x 2 i.MX283 ARM9 i.MX27L i.MX253 280 + LCD i.MX233 ARM926, 400MHz i.MX280 ARM926, 400MHz Ethernet, DDR2 ARM926, 454MHz ARM926, 450MHz USB Phy x 2 Integrated PM, DDR2 Analog Audio USB Phy x 2 USB Phy 10/100 Eth IEEE1588 No LCD controller 2011

2009

Associated PMIC



i.MX28 Family: Intelligent Integration

The new i.MX28 processor family reaches new levels of integration in an ARM9[™] device, with on-chip display, power management and connectivity features. Easy-to-use tools and software help you design differentiated industrial, automotive and consumer products in less time.

Industrial-Strength Integration

- ► WVGA LCD controller with touchscreen for display-centric applications
- Numerous connectivity options including dual 10/100 Ethernet (1588 capable) with L2 switch

Industry-leading Power Management

- ▶ Integrated power management simplifies customer design and saves on system cost
- <0.5 W performance under harshest conditions</p>

Comprehensive Enablement

- ▶ Software BSPs and multimedia codecs available and supported by Freescale at no added cost
- ► Freescale-owned development system priced at <\$400 include access to all design and layout files



i.MX28 Target Applications

Industrial







- Smart Energy Gateways/Meters
- HMI (Factory Automation & Building Control)
- Industrial Control

Home & Office







- HMI (Appliances, Security Panels, Automation)
- Portable Medical
- Media Gateways/Accessories

Point Of Sale







- Data Acquisition (Scanners)
- Fixed and Handheld Printers

Automotive





- Audio Connectivity
- CAN Gateways



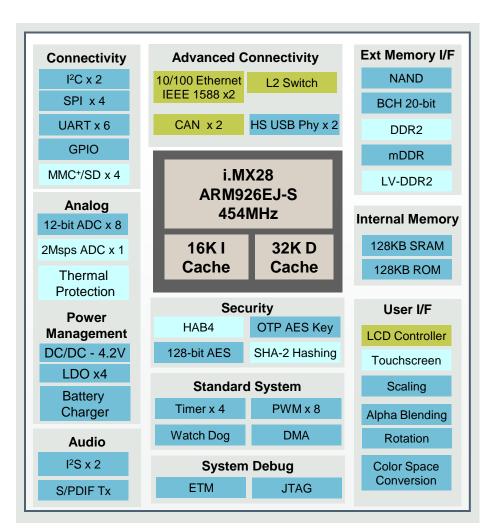
i.MX28 Family Overview

Key Features and Advantages

- 454MHz ARM926EJ-S core w/ 32KB Cache
- PMU with high efficiency on-chip DC/DC, supports Lilon batteries
- 10/100 Dual IEEE 1588 Ethernet with RMII support and L2 Switch
- Dual CAN interfaces
- LCD Controller with Touchscreen
- NAND support SLC/MLC and eMMC 4.4 managed
- Hardware BCH (up to 20-bit correction)
- 200 MHz 16-bit DDR2, LV-DDR2, mDDR external memory support
- Dual High speed USB with embedded PHY
- Up to 8 General purpose 12-bit ADC channels and single 2 Msps ADC channel
- Temperature sensor for thermal protection
- Multiple connectivity ports (UARTs, SSP, SDIO, SPI, I2C, I2S)
- Family of products supporting various feature sets

► Package and Temperature

- 289 BGA 14x14mm .8mm
- -40C to +85C (Industrial, Automotive)
- -20C to +70C (Consumer)



Common IP with i.MX233

New or enhanced from i.MX233

Not available on all variants



i.MX53 Family – Multimedia Experience to the Max

The low-power i.MX53 family offers ultrafast processing and full HD capability to provide the ultimate user experience.

- ► Full HD Capability: The i.MX53 is the first i.MX processor to offer full HD video playback, for a stunning visual experience
- ▶ Best-in-Class Performance and Integration: The highly integrated i.MX53 offers fast processing and features hardware accelerators, improving graphics performance and reducing power consumption
- Beyond the Chip: Highly optimized hardware and software solutions that simplify out-of-box development and speed time to market





i.MX53 Target Markets

Consumer



- Tablet
- Smart Mobile Devices
- Smartphone
- Personal Navigation
- Video-enabled IP Phone
- Digital Photo Frame
- Connected TV
- Smart Monitor i.MX535, i.MX538 (POP)

Industrial



- Security and Surveillance
- Industrial HMI
- Digital Signage / Kiosks
- Barcode Scanners
- Printers

i.MX537

Automotive



- Connectivity and Telematics
- Digital Instrument Clusters
- Video and Navigation

i.MX534, i.MX536

Medical



- Patient Monitors
- Telehealth
- Infusion Pumps

i.MX537



i.MX53 Family Overview

Specifications:

CPU: Cortex-A8

1.0GHz - Consumer

800MHz – Automotive/Industrial

65nm, LP/GP Process: Core Voltage: 0.85V-1.3V

Package: 19x19 0.8mm 529 ball BGA

12x12 0.4mm PoP (Consumer)

-20 to 70C (Consumer) Case Temp:

-40 to 85C (Automotive/Industrial)

Key Features and Advantages

High performance CPU: Cortex A8

2GB DDR2/3, LPDDR2 memory at 400MHz

HDD: PATA. S-ATA interface

One eSDHC ports supports MMC4.4 including DDR mode

Ethernet 10/100 with IEEE1588

Delivers rich graphics and UI in HW

OpenGL ES 2.0 3D accelerator (AMD Z430)

OpenVG 1.1 graphics accelerator (AMD Z160)

Neon Vector floating point co-processor

Display up to UXGA (1600x1200)

Drives high resolution video in HW

Multi-format HD1080 video decode

Multi-format HD720 video encode

High quality video processing (resizing, de-interlacing, etc)

Displays: Parallel, LVDS or VGA

Audio:

I2S, SPDIF Rx/Tx, ESAI

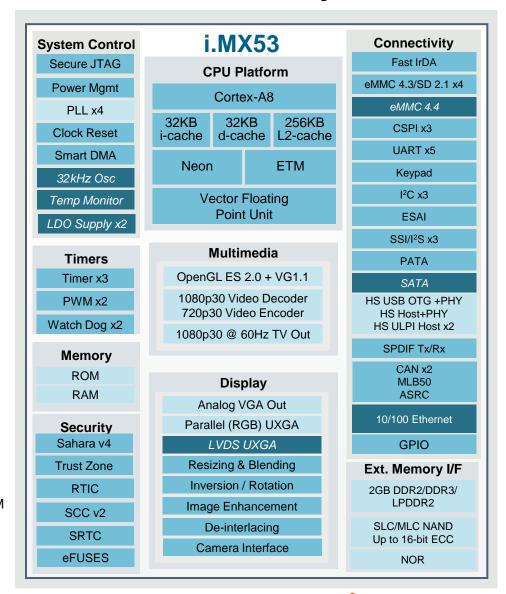
Secure boot (HAB), cryptographic accelerators, TZ

More analog integration: simplified system, reduced system BOM

Temperature Monitor for smart performance control

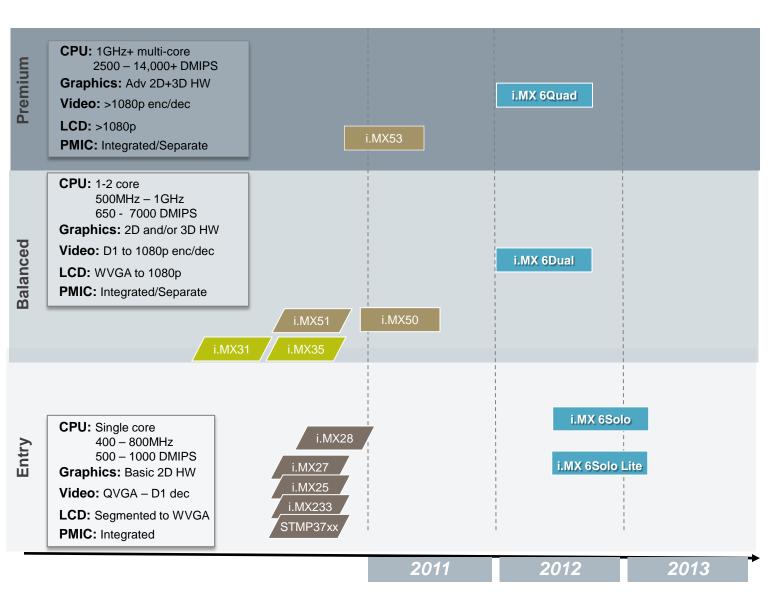
Linear supply regulators

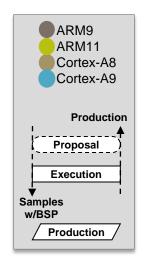
32KHz Oscillator





i.MX Roadmap







i.MX 6 Series

Coming in 2012







i.MX 6Solo, 6Solo Lite

- Single ARM Cortex A9 at 1.2GHz
- 256KB L2 cache, Neon, VFPv3, Trustzone
- Next generation video, 3D graphics (6Solo only)
- External memory support up to 32bit DDR3 and LPDDR2
- Integrated EPD controller









i.MX 6Dual

- Dual ARM Cortex A9 at 1.2GHz
- 1 MB L2 cache, Neon, VFPv3, Trustzone
- 3D graphics with 4 shaders up to 200MT/s
- Dual stream 1080p/720p dec/enc
- External memory support up to 64bit DDR3 and 2-channel 32-bit LPDDR2
- Integrated SATA-II









i.MX 6Quad

- Quad ARM Cortex A9 at 1.2GHz
- 1 MB L2 cache, Neon, VFPv3, Trustzone
- 3D graphics with 4 shaders up to 200MT/s
- Dual stream 1080p/720p dec/enc
- External memory support up to 64bit DDR3 and 2-channel 32-bit LPDDR2
- Integrated SATA-II



Common Features of the i.MX 6 Series Platform:

- ARM Cortex A9 based solutions up to 1.2GHz
- Dual HD 1080p decode, Dual 720p encode, single stream up to 1080p60, 50Mb/s
- · 3D video playback in High definition
- Low power 1080p playback at 350mW Integrated IO's that include HDMI v1.4 w/PHY, LVDS display ports, MIPI CSI/DSI for camera/Display, MIPI HSI, Gigabit Ethernet, multiple USB 2.0, PCI-Express, CAN controller, MLB bus
- Consumer, Industrial and Automotive temperature range qualifications
- POP, BGA packaging options using low layer count PCB design rules
- SW support: Google Android, Microsoft Windows Embedded CE, Ubuntu, QNX, Linux, Linaro, Adobe Flash, Skype



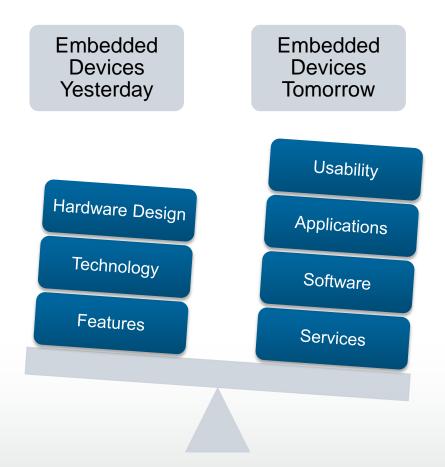


i.MX Enablement: Software, Ecosystem & Dev Kits





Market Focus is Shifting



Solution => A worldwide community of partners driving system solutions on Freescale platforms.



Software Completeness

Freescale Complimentary Software Development Kit: product-worthy software components, publicly available online

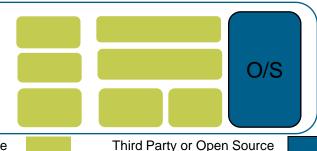
- ▶ **Documentation:** Release notes, user/reference guides, data sheets
- ▶ **Development Tools:** FSL tools and listing of 3rd party tools
- Demo Applications: set of apps for demos or to serve as starting point for customers



Middleware: Gstreamer or WinCE framework, multimedia codecs, power management



▶ BSP: standard O/S optimized with additional drivers to support peripherals on Personality Module



Board Support Packages

Linux, Android, and Windows Embedded Compact 7 OS support (on i.MX53).



- Support for Froyo and Gingerbread versions available today
- In Sync with Google's Android releases
- Optimized Flash10, Video Codecs, Graphics Hardware Accelerations

Video Codecs, Graphics Hardware Accelerations



- SilverLight optimized to use Graphics Hardware engine
- Optimized Video Codecs and Flash10 support
- In Sync with Microsoft's RTM updates

Microsoft's RTM updates



- Hardware accelerated X-Windows environment
- Optimized Flash10, video codecs
- Enabling upstream native support through Linaro

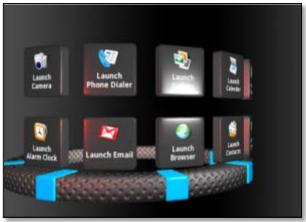
native support through Linaro



Inflexion: Complimentary UI Development Toolkit for i.MX by Mentor Graphics

Create Uls on i.MX51 and 53 in a fraction of the time







- Stunning animations & OpenGL ES effects in minutes
- Skinable advanced Uis
- Drag & drop tool
- Zero cost for i.MX customers until Feb 2012: download at

www.freescale.com/imxinflexion



i.MX Community

http://www.iMXcommunity.org





Freescale i.MX DevKits

i.MX35PDK-1500USD

•i.MX35

i.MX31PDK - 1500USD

· VGA Touch-screen Display

Camera

i.MX27PDK - 1500USD

Storage (HDD)

USB. Ethernet

BT. Wifi, GPS

FM Transmitter

FM Receiver

TV Encoder

Headset

Speaker

Connector

Microphone

- •MC13892
- •SGTL5000



- Auxiliary Video Input for display from external video source
- ▶ 5.1 Sound (Audio CODEC)
- ► FM receiver/tuner to support short range FM adapters
- CAN Connector
- CMOS Image Sensor
- USB OTG and USB Host
- ▶ 10/100 Ethernet
- ▶ Optional GPS daughtercard

i.MX25PDK-995USD

- •i.MX25
- •MC34704B
- •SGTL500



- ▶ 5.7" VGA LCD w/ Touchscreen
- USB 2.0 OTG. Ethernet
- ▶ SD/MMC, Smartcard
- CMOS Image Sensor

i.MX51EVKJ-699USD

- •i.MX51
- •MC13892
- SGTL5000



- Display (add-on module)
- Expansion board (add-on module)
- ▶ 2 LVDS connectors
- ► DVI-I connector
- ≥ 2 SD/MMC Card Slots
- ▶ USB Host x2 / USB OTG x1
- Fthernet Port
- Mini PCIe
- SATA HDD connector
- SIM Card connector
- Mic input, stereo headphone output (jack), V2IP Headphone
- ▶ USB Camera connector
- RGB output through DVI-I connector
- Ambient light sensor footprint
- FM receiver footprint

i.MX53 Quick Start

- -149USD
- •i.MX51
- DA9303
- SGTL5000
- i.MX53 1Ghz Cortex-A8 Processor
- Dialog DA9053 PMIC
- 1 GB DDR3 Memory
- 3" x 3" 8-layer PCB
- LVDS connector
- VGA connector Parallel LCD add-on card via Expansion
- connector HDMI add-on card via Expansion
- connector |
- SPDIF output via HDMI add-on card Freescale SGTL5000 Audio Codec
- Microphone iack
- Headphone iack
- Enables Parallel LCD or HDMI output
- Camera CSI port signals I2C, SSI, SPI signals
- Full-size SD/MMC card slot
- Micro SD card slot
- 7-pin SATA data connector
- 10/100BT Ethernet port
- 2x High-Speed USB Host port 1x Micro USB Device port

i.MX28EVK-399USD



i.MX23EVK-399USD

•i.MX233



- ▶ 4.3" WQVGA Touchscreen LCD Display (add-on module)
- ► SD/MMC Card Slot
- ▶ USB Host/Device
- ► Ethernet supported via SPI header
- Navigation keys
- Mic input, headphone output (iack)
- ► Composite TV Out connector footprint
- ▶ 3-Axis Accelerometer footprint •
- Expansion Port for optional Peripheral Card



•i.MX28

- i.MX28 Applications Processor (289 BGA)
- DDR2
- NAND FLASH
- SPI Flash footprint
- **ETM Support**
- DC/DC Converter components
- Li-Ion battery connector



i.MX28 Evaluation Kit (EVK)

Price. Performance. Personality.								
CPU	Debug	Peripherals						
 i.MX28 Applications Processor (289 BGA) DDR2 NAND FLASH SPI Flash footprint ETM Support DC/DC Converter components Li-lon battery connector 	 Debug Serial Port JTAG Reset, Interrupt, boot switches Debug display/LED's Power Source 	 WVGA Touchscreen LCD Display (add-on module) SD/MMC Card Slot Dual USB Host/Device connector CAN connector Dual Ethernet with Switch for testing of features and throughput Navigation keys Line input, headphone output (jack) 						



MCIMX28EVK	i.MX28 Evaluation Kit	MSRP \$399
MCIMX28LCD	4.3" WVGA Touchscreen LCD Display (add-on module)	MSRP \$199

Software:

- Freescale Board Support Packages (BSPs)
 - Linux
 - Windows Embedded CE
- Freescale Multimedia Codecs
 - Audio Codec: MP3, AAC, WMA
 - Video Codec: MPEG4, H264
- IEEE 1588 Demo (IXXAT)



i.MX53 Quick Start Board

i.MX53 1Ghz Cortex-A8 Processor

- Dialog DA9053 PMIC
- 1 GB DDR3 memory
- 3" x 3" 8-layer PCB

Display

- LVDS connector
- VGA connector
- Parallel LCD add-on card via expansion connector
- 24 bit 4.3" 800x480 WVGA with 4-wire touch screen
- HDMI add-on card via expansion connector

Audio

- SPDIF output via HDMI add-on card
- Freescale SGTL5000 audio codec
- Microphone and headphone jacks

Expansion Connector

- Enables parallel LCD or HDMI output
- Camera CSI port signals
- I2C, SSI, SPI signals



Tools Support

- Segger/CodeSourcery, Macgraigor, IAR debug/IDE tool chain
- Inflexion™ UI from Mentor Embedded
- VMware player to bring up image on a Windows PC

Connectivity

- Full-size SD/MMC card slot
- Micro SD card slot
- 7-pin SATA data connector
- 10/100BT Ethernet port
- 2x high-speed USB host port
- 1x micro USB device port

Debug

- JTAG connector
- DB-9 UART port

Additional Features

- 3-axis Freescale accelerometer (MMA8450QT)
- Power supply 5V, 2A

OS Support

 Linux from Freescale; Android 2.2 and Windows Compact 7 from Adeneo



i.MX53 SABRE Tablet Reference Design







i.MX53 1GHz Cortex-A8 Other Freescale silicon

- SGTL5000 Audio Codec
- MMA8451Q 3-Axis Accelerometer
- MAG3110 Magnetic Sensor
- MC1323X ZigBee[®]

Memory

- 1GB DDR3
- 32GB SanDisk SSD (optional)
- 8GB eMMC

PMIC: Dialog DA9053

Connectivity

- · Atheros GM22 GPS Receiver
- Atheros AR6003 Wi-Fi + AR3001 BT Module
- Infineon Amazon-1 3G Module (optional)

User Interface

- 10.1" 1024x768 display with capacitive multi-touch
- Omnivision OV5642 5MP camera
- · Capacitive Buttons: Home, Menu, Back, Search
- Other Buttons: Power, Reset, Volume up/down

I/Os:

- HDMI connector
- 1x Full size SD Card Slot
- 2x High-Speed USB Host, 1 x Micro-USB
- 1x SATA port, 1x LVDS display footprint
- Debug PCB with Ethernet 10/100, JTAG, UART
- Stereo Speaker, Headphone/Microphone

OS Support

Android, Ubuntu, Linux, Windows Embedded

\$1499



Home Energy Gateway (HEG) Reference Platform - based on i.MX28

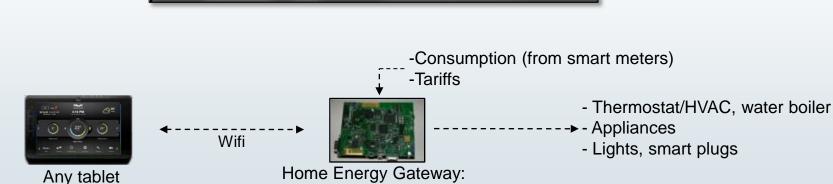
Real-time home energy management system, leveraging a ZigBee meshed architecture



Windows Embedded

ProSyst

MCRODIC GENERAL STRING



reference platform

based on i.MX28

Teaser:

http://www.youtube.com/watch?v= 62abnnwmY

with browser

or special HEG app

Learn everything on...

http://www.freescale.com/imx

http://www.iMXcommunity.org







Making the World a Smarter Place.

