



RoweBots  
Research Inc.

## Consulting Services

*People – Delivering Embedded Systems Excellence*

### Changing Environments

Today, products are changing rapidly and many consumer, medical, military and industrial devices are transitioning from line powered to portable and from boards of electronics to system on a chip (SoC) solutions using standard micro-controllers. Today, many products which were not intelligent now have intelligence along with many new features for very low cost. And today, almost all products are integrated with laptop or desktop computers and Internet services.

### Services

RoweBots assists companies in making their products and operations more intelligent and capable in three ways:

- providing system and software design capabilities for new or existing products.
- providing total system planning and prototype design services.
- providing product development services to transition from prototype designs to products.

For the past 21 years, RoweBots has been building embedded systems products and prototypes ranging from small hand-held devices through large multicore and multiple processor machines. This experience in developing products allows us to produce:

- market focused products...
  - which meet users needs;
  - with innovative features;
  - ...and great product quality.

All products and prototypes can be easily migrated through lean product development.



## Applications

RoweBots has experience in a broad set of applications. Today our focus is on small portable and hand-held applications and energy savings.

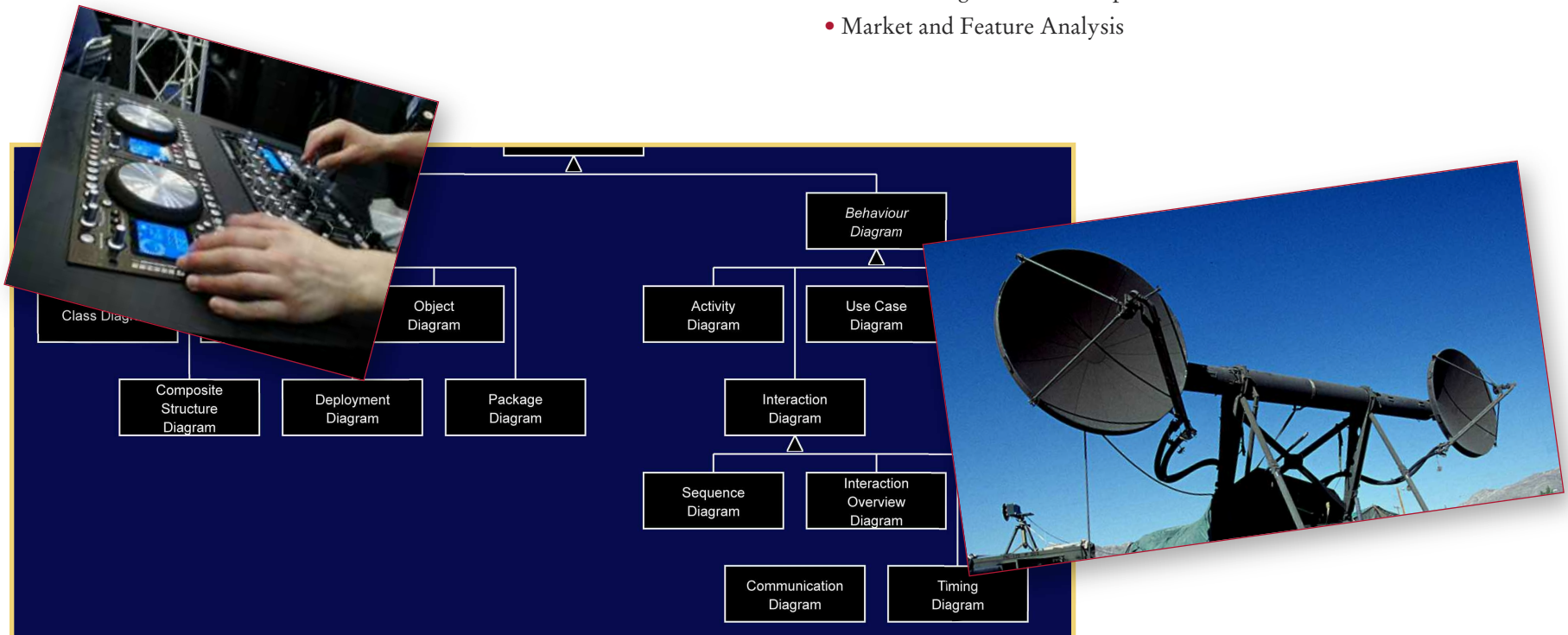
- Power supplies
- Lighting control
- Appliances
- Motion devices
- Audio devices
- Instrumentation, medical devices and sensors

RoweBots is willing explore any area provided there is a good fit of skills and needs.

## Expertise

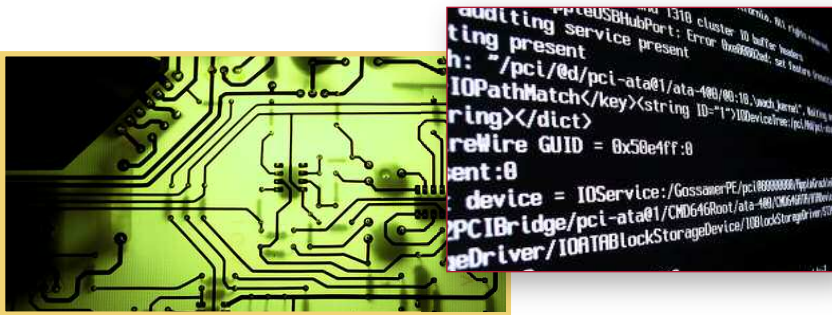
RoweBots has extensive expertise in a variety of technologies over the past 21 years. Today, our expertise is focused in microcontroller software, sensors and power electronics. This involves:

- Linux and POSIX standards
- Networking Protocols (TCP/UDP/IP, HTTP, WiFi )
- Serial communications
- USB
- GUI interfaces using LCD, Color LCD and touch panel interfaces
- Bus Protocols: I2C, PMBus, CAN, CANopen, LIN
- Fast File Systems, SD, Flash File Systems
- DSP and Algorithm Development
- Market and Feature Analysis



## Technologies

- ▶ Microcontrollers, DSPs, DSCs: Microchip, Renesas, Luminary, Freescale, ADI, TI
- ▶ Multicore/Multiprocessor and FPGA: Xilinx, ANN,
- ▶ Target OS: Unison, DSPnano, POSIX, other RTOS on demand
- ▶ Server OS: Linux (LAMP), Windows, Solaris
- ▶ Target Languages: C, C++,
- ▶ Server Languages: PHP, Java, SQL
- ▶ Security Protocols: SSL, IPSEC, AES



## Business Model

RoweBots undertakes projects under two different business models:

- time and materials,
- and fixed price.

Either of these models may be used after firm requirements and features are specified; however, the preferred model is time and materials because it provides the flexibility to deliver solutions when requirements are not well specified or are subject to change.

Other business models are possible too. RoweBots is open to many different approaches.

[www.rowebots.com](http://www.rowebots.com)

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