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# Title:
# ‘Using plug in processor modules for custom solutions’

Through the last years Intel has manifested itself more and more in the embedded space through standard form-factors like COM Express® in combination with long-life cycle processors and support chipsets. This is done by placing selectively devices on a so called embedded roadmap. Intel guarantees to manufacture these products for a minimum of 7 years. Freescale on the other hand is already known for long-life cycle and energy efficient devices. With the introduction of the multicore QorIQ processors Freescale realized they need to help OEMs simplify design cycles, reduce development costs and speed time-to-market. With that a new collaboration was born: Emerson Network Power, a business of Emerson and the global leader in enabling *Business-Critical Continuity™,* and Freescale Semiconductor, a global leader in the design and manufacture of embedded semiconductors, announced a collaborative effort to deploy Freescale multicore QorIQ processors on modular single-board computers (SBCs) based on the COM Express® small form factor.

The goal of the collaborative initiative is to deliver the power, performance, integration and broad feature sets associated with embedded processors to systems designers targeting the telecom, military, aerospace, medical and factory automation markets. Bringing these two technologies together eliminates the chip-level design effort, simplifying the OEM design cycle and reducing the customer’s hardware design time and cost. This will appeal to OEMs so they can better focus on their differentiating part of the solution.

On the surface people would think these two architectures are in direct competition, but diving into details one will notice that Intel predominately plays well in new markets where Freescale Com Express® is more a make versus buy decision in historic and new markets i.e where real-time, shock and vibration or safety are more critical.

In this presentation these details will be explained.