

# Design Services Partner Profile



## BitSim NOW AB Company Overview

Date : 12/13/2017

www.bitsimnow.com

### Partner Details

Partner Tier: Certified  
Headquarters Location: Borgafjordsg 13A, Kista, Sweden  
Xilinx Alliance Partner Since: 6/8/2001

### Key Contact Info

Niclas Jansson  
nija@bitsim.com

### Regions Served

Western Europe

### Supported Product Types

Yes	Design Services	No	Embedded Products
Yes	IP	No	EDA Tools
Yes	Boards		

### Engineering Service Types

Yes	General Purpose Services	Preferred
Yes	Services in Support of Products Sold	
No	Services Leading to Contract Manufacturing	
	Maximum Service Scope: Turnkey / full product design	

### Engagement Models Supported

Yes	SOW-Based Fixed Bid Projects	Preferred
Yes	Time and Materials	
Both	Captive Resources at Partner or Customer Premises	

### Xilinx Design Tool Experience

Yes	Vivado	Yes	SDSoC
No	HLx	No	SDAccel

### Industry Certifications Achieved

### Industry Certification Services Offered

### Government Clearances

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## BitSim NOW AB Segment and Application Focus

Secondary Focus	<b>Defense/Aerospace</b>	Secondary Focus Secondary Focus Secondary Focus No Focus No Focus No Focus No Focus No Focus No Focus No Focus	Homeland Security Electronic Warfare ISR Space Missiles & Munitions Military Avionics Commercial Avionics SatComm Wireless Milcom Other A&D
Primary Focus	<b>Audio, Video, Broadcast</b>	No Focus No Focus Secondary Focus No Focus Secondary Focus No Focus No Focus Primary Focus Primary Focus	Encoders & Decoders Monitors & Projection Networking & Converters Audio Systems Video Processing Cards Video Conferencing Routers and Switches Pro Cameras & Camcorders Other Broadcast
Secondary Focus	<b>Automotive &amp; Transport</b>	Secondary Focus No Focus No Focus No Focus Secondary Focus	Driver Assist - Camera Driver Assist Radar/LIDAR Driver Info/Infotainment Automated Driving Other Automotive
No Focus	<b>Consumer</b>	No Focus No Focus No Focus No Focus	Digital Display Drones Multifunction Printers Other Consumer
No Focus	<b>Datacenter</b>	No Focus No Focus No Focus	Storage Compute Networking
Primary Focus	<b>Industrial, Medical</b>	No Focus Primary Focus Primary Focus Primary Focus Secondary Focus No Focus No Focus	Motor Control Industrial Networking Surveillance Machine Vision Medical Imaging Medical / Clinical Other ISM

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## BitSim NOW AB Segment and Application Focus (continued)

Primary Focus	<b>Test &amp; Measurement</b>	<ul style="list-style-type: none"> <li>Secondary Focus</li> <li>No Focus</li> <li>Secondary Focus</li> <li>Secondary Focus</li> <li>No Focus</li> <li>Primary Focus</li> </ul>	<ul style="list-style-type: none"> <li>Simulation / Emulation</li> <li>T &amp; M Instrumentation</li> <li>Semiconductor Test</li> <li>Wired Communication Test</li> <li>Wireless Communications Test</li> <li>Other Test &amp; Measurement</li> </ul>
Secondary Focus	<b>Wired Comms &amp; Networks</b>	<ul style="list-style-type: none"> <li>Secondary Focus</li> <li>No Focus</li> <li>Secondary Focus</li> <li>No Focus</li> <li>No Focus</li> <li>Secondary Focus</li> <li>Secondary Focus</li> <li>No Focus</li> </ul>	<ul style="list-style-type: none"> <li>Access Equipment</li> <li>Long Haul/Transport</li> <li>Wired Mobile Backhaul</li> <li>OTN</li> <li>Enterprise Equipment</li> <li>Ethernet Interlaken Connectivity</li> <li>Packet Processing</li> <li>Other Wired Communications</li> </ul>
Secondary Focus	<b>Wireless Comms &amp; Networks</b>	<ul style="list-style-type: none"> <li>No Focus</li> <li>No Focus</li> <li>Secondary Focus</li> <li>No Focus</li> <li>No Focus</li> </ul>	<ul style="list-style-type: none"> <li>Baseband</li> <li>Wireless Backhaul</li> <li>Connectivity &amp; Switching</li> <li>Radio</li> <li>Other Wireless</li> </ul>

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## Design Competencies

<b>System Architecture</b>	Primary Focus	We've done several architectural choices during the years, SW vs Board/PCB vs FPGA. A key to success.
<b>RF and Analog Design</b>	Secondary Focus	We've done several board design for GPS/IoT Trackers solutions, and there are always a lot of analog parts on our boards
<b>FPGA Design and Integration</b>	Primary Focus	We're doing 10+ designs every year. Sometimes just a block, sometimes the whole FPGA
<b>FPGA Timing Closure</b>	Primary Focus	See above
<b>FPGA Design Optimization</b>	Primary Focus	Not necessary on all designs
<b>Signal Integrity Design and Analysis</b>	Primary Focus	We performs this on most of our board designs
	Inhouse or Subcontracted: Inhouse Typical Serial Speed: 5	
<b>PCB Design &amp; Layout</b>	Primary Focus	We have our own tools: Mentor Expedition, Altium, Eagle
	Inhouse or Subcontracted: Both	
<b>Industrial and Mechanical Design</b>	Secondary Focus	We use partners for these areas.
	Inhouse or Subcontracted:	
<b>Industry Certification and Compliance Testing</b>	Secondary Focus	We use partners for these areas.
	Inhouse or Subcontracted:	
<b>Quality and Reliability Testing</b>	No Focus	
	Inhouse or Subcontracted:	
<b>Contract Manufacturing</b>	Secondary Focus	We have helped many of our customers to pick the right Subcontractor. For smaller volumes, we handle it inhouse.
	Inhouse or Subcontracted: Both Max Quantities Supported: 10,000+	
<b>Digital Signal Processing</b>	Secondary Focus	We have extensive experience in this area: to do it in parallel
	<b>Experience:</b> Only FPGA/ASIC-based	
<b>Embedded Processors</b>	Primary Focus	We have used both ASSP processors and FPGA embedded processors for a long long time
	<b>Experience:</b> Zynq, Microblaze, Leon, ARM, PIC, AVR	

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<b>Embedded Porting / BSP Extension</b>	Primary Focus	More and more SW is needed for the larger FPGAs and SoCs, we need to provide this to get an efficient system solution.
OS and RTOS Design Experience:	FreeRTOS, Linux, Ubuntu Linux, Windows Embedded, uC Linux	
<b>Embedded Application</b>	Secondary Focus	Normally, this is the customer's responsibility
<b>Development</b>		
<b>Image Sensor Fusion</b>	Primary Focus	Thermal cameras, with MIPI CSI-2 I/F; Stereo cameras; General camera/imaging processing platforms
Homo or Heterogeneous:	Heterogeneous	
Sensor Types Design Experience:	Accelerometer, GPS / Position, Gyro, Inclinometer, Other / Contact Partner, Thermal, Tilt, Video (SD, HD)	
<b>Computer Vision</b>	Primary Focus	We've started to use reVISION and embedded vision with the Xilinx MPSoC-board ZCU102.
<b>Machine Learning</b>	No Focus	
Framework Experience:		
Network Model Experience:		

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