Sondrel Announced as ARM Approved Design Partner at DAC 2016

First Approved European Design House to provide support with SoC Development for ARM® DesignStart™ Customers

READING, BERKSHIRE, UNITED KINGDOM, June 16, 2016 /EINPresswire.com/ -- Sondrel, a UK Headquartered IC Design Consultancy has joined the ARM Approved Design Partner program as a founding partner. The program provides users of the ARM® DesignStart™ initiative with a global list of audited design houses offering expert support during development of SoC designs. Sondrel representatives joined ARM at the recent Design Automation Conference, DAC, in Austin, US, to promote the use of ARM processor IP in SoC designs for IoT and M2M products.

"Sondrel is delighted to become the first European design house to join the ARM Approved Design Partner program as a founding partner," commented Sondrel CEO, Graham Curren. "With design centers in Europe and Asia, we are well placed to support ARM customers globally, with an engineering team that has significant expertise in the design and implementation of ARM-based SoCs. As well as the availability of engineering know-how, we provide a very flexible business model. The IoT space encompasses products in multiple market segments. There is no one size fits all here and so our engagement models reflect this. This is what ARM DesignStart is all about, breaking down entry barriers and helping new ideas to succeed."

Sondrel, founded in 2002, has supported multiple projects in the industrial, mobile, communications, and automotive sectors, on technologies from 180nm down to 16nm and has vast experience of large complex SoCs as well as mixed signal devices. Its advanced low-power design and verification techniques translate well into quality products targeted at IoT applications. Low-power design is a critical factor in enabling opportunities for greater numbers of differentiated products in the market.

"We welcome Sondrel, a company that ARM has worked with over many years, as a founding partner of the ARM Approved Design Partner program," said Chris Shore, product manager, ARM. "It has joined the program through a stringent auditing process that gives ARM SoC partners the assurance that Sondrel offers the highest quality engineering expertise. The program also reassures Sondrel's customers that the company is following the best processes and standards governing the development of ARM-based SoC designs."

Notes:
Sondrel Web Page relating to ARM Approved Program

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