

DesignStart: Paving the way to 1 trillion devices

ARM

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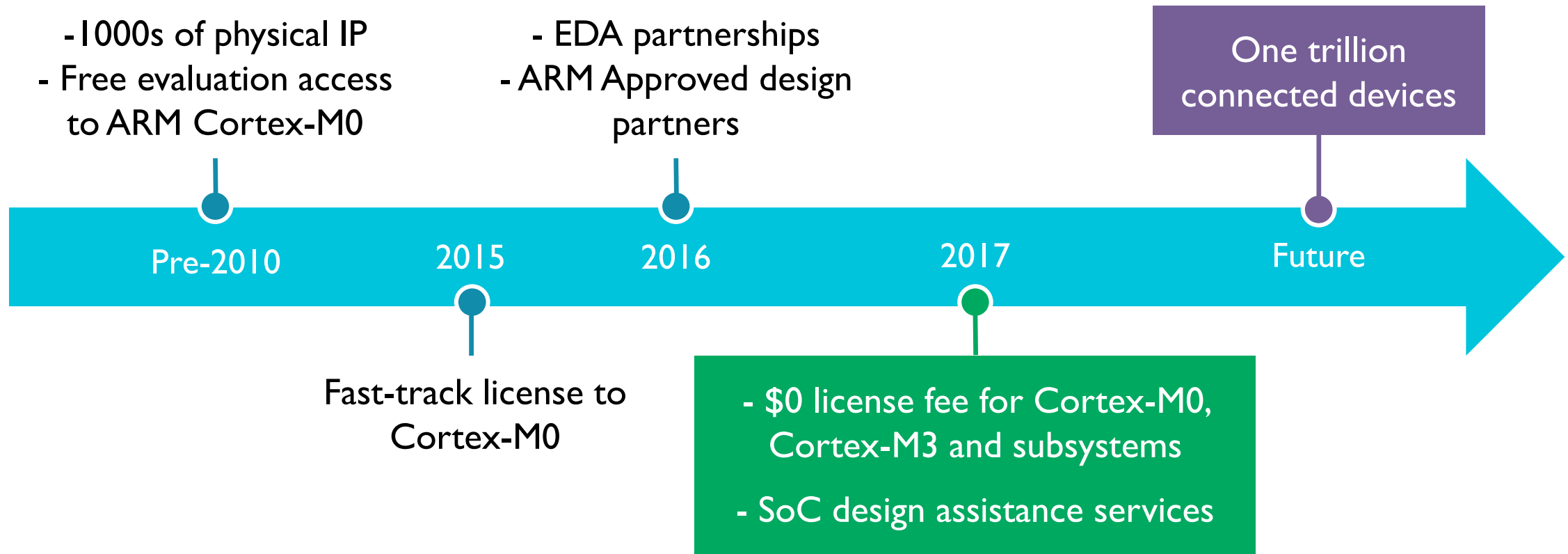
A stylized globe of the Earth is shown in a dark blue, monochromatic color scheme. The globe is composed of a grid of points connected by thin lines, creating a network-like appearance. The background is a deep, dark blue with a subtle, starry pattern of small white dots, suggesting a digital or space-themed environment. The text "The path to a trillion devices" is centered over the globe in a clean, white, sans-serif font.

The path to a trillion devices

Announcing an enhanced DesignStart

Building on a strong foundation

Successfully used by 1000s of designers, researchers and students



Accessing proven, trusted IP has never been easier

Evaluate with DesignStart Eval



Start designing within minutes



Instant, free access to
evaluate, design, and prototype



No signature
Just a simple click-through EULA

Commercialize with DesignStart Pro



Commercialize with no upfront fee



Quick, web-based access to full IP
for a commercial SoC



Simplified contract
Success-based royalty model

Cortex-M0, Cortex-M3 and subsystems available at designstart.arm.com

DesignStart: The fastest route to silicon

Fast, simple
and no-risk access



Start designing today!

\$0 license fee

Success-based
royalty model

Design with
confidence



*World's most proven
processors*

Cortex-M0 & Cortex-M3

Comprehensive
subsystems

The most accelerated
route to success



*Most comprehensive
services, tools, and software*

Design assistance

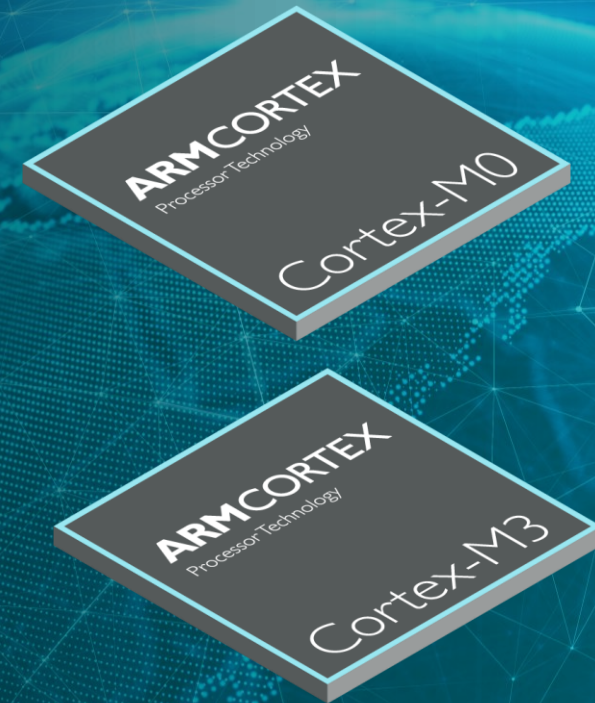
Largest technology
ecosystem

Enabling the broadest range of smart devices

Proven
Trusted
Widely deployed

20 Billion

Cortex-M0 or Cortex-M3 based
SoCs shipped

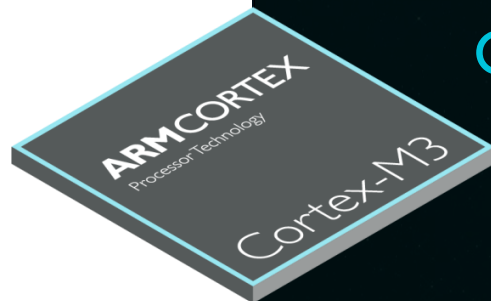


Enabling the broadest range of smart devices



Cortex-M0

- Exceptionally small
- Energy sipping
- Invisible processing



Cortex-M3

- Small
- Mainstream devices
- Balanced performance & efficiency



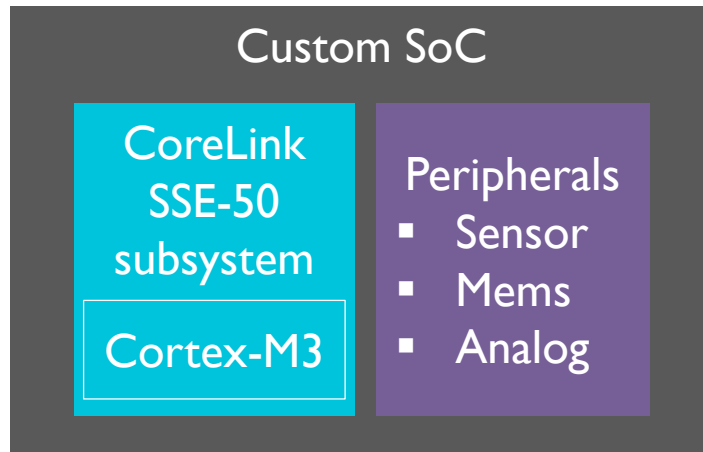


million

Cortex-M0 and Cortex-M3 SoCs
ship every 30 mins

Subsystem and software speed time to market

Fastest time to market with proven subsystem



ARM IP
Partner IP

10x IoT software productivity gain with mbed OS

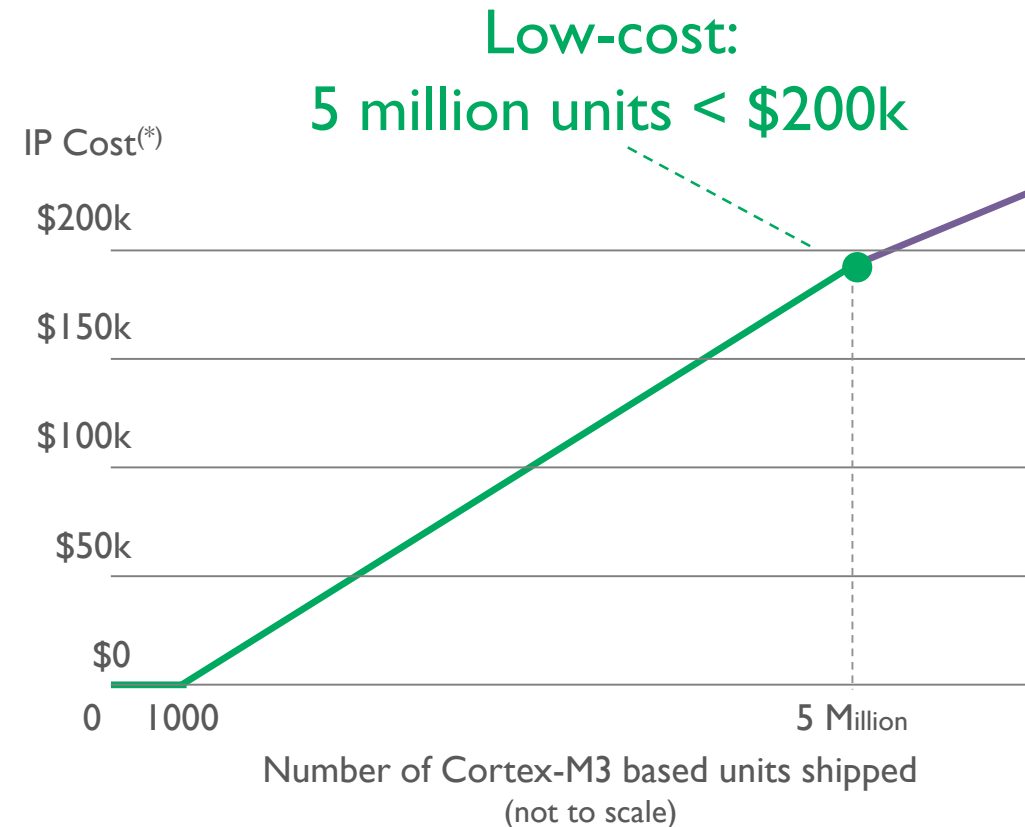
ARMmbed



With out-of-the-box support on Cortex-M3 and FPGA

Low-cost, success-based royalty

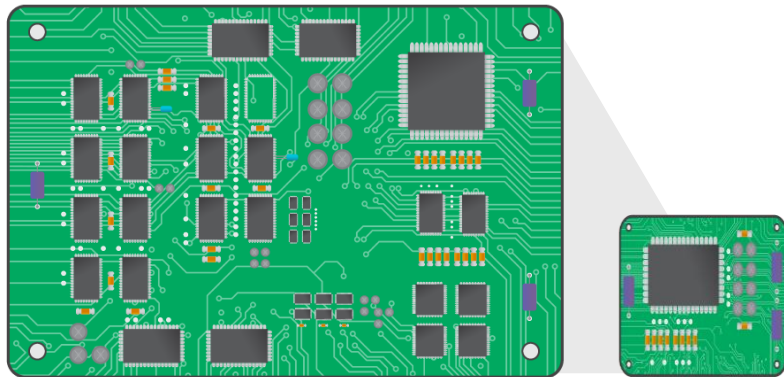
- No upfront fee. Royalties based on units produced
- Reduce initial investment for SoC development
- Ship in millions at industry's lowest cost
- Flexible licensing model available for high-volume customers



Enabling a new wave of custom SoCs

Unlock a greater potential with custom SoCs

From PCB to custom SoC



Increase margins by reducing

- Cost
- Complexity
- Size

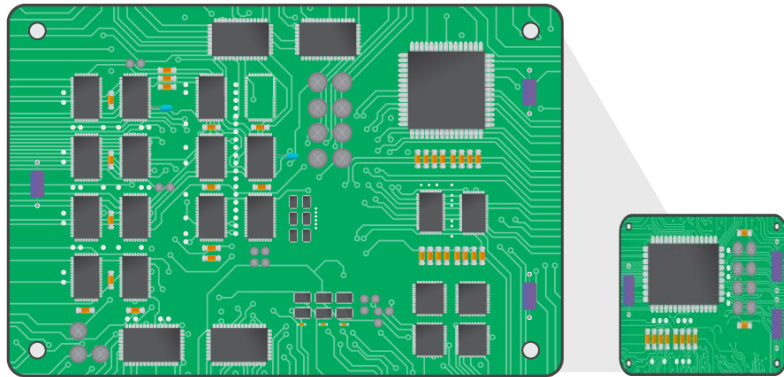


Enhance designs with greater

- Efficiency
- Reliability
- Differentiation
- IP protection

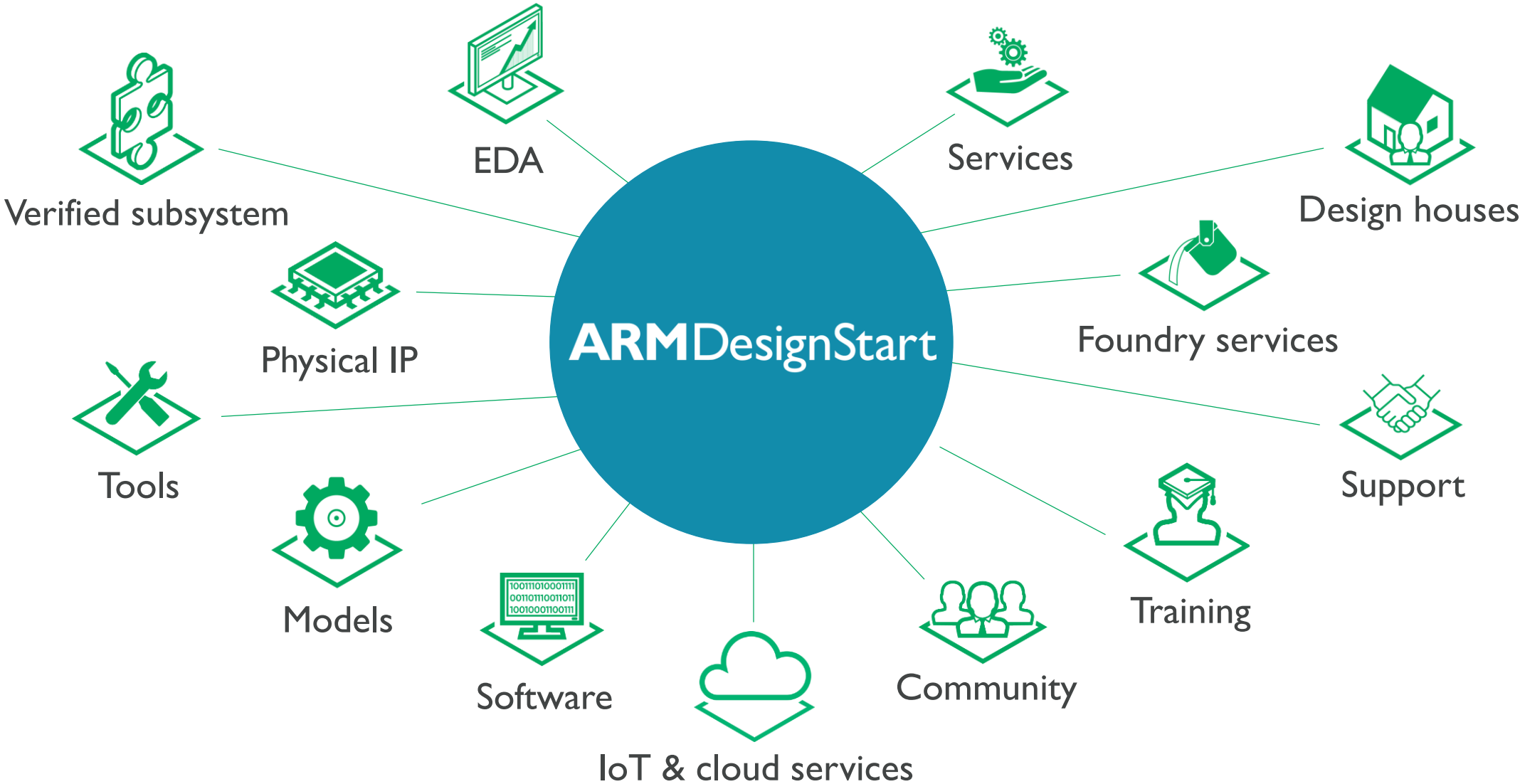
Custom SoCs enhance industrial control

- Valve controller for oil & gas industry
- Pressure, temperature, diagnostics control

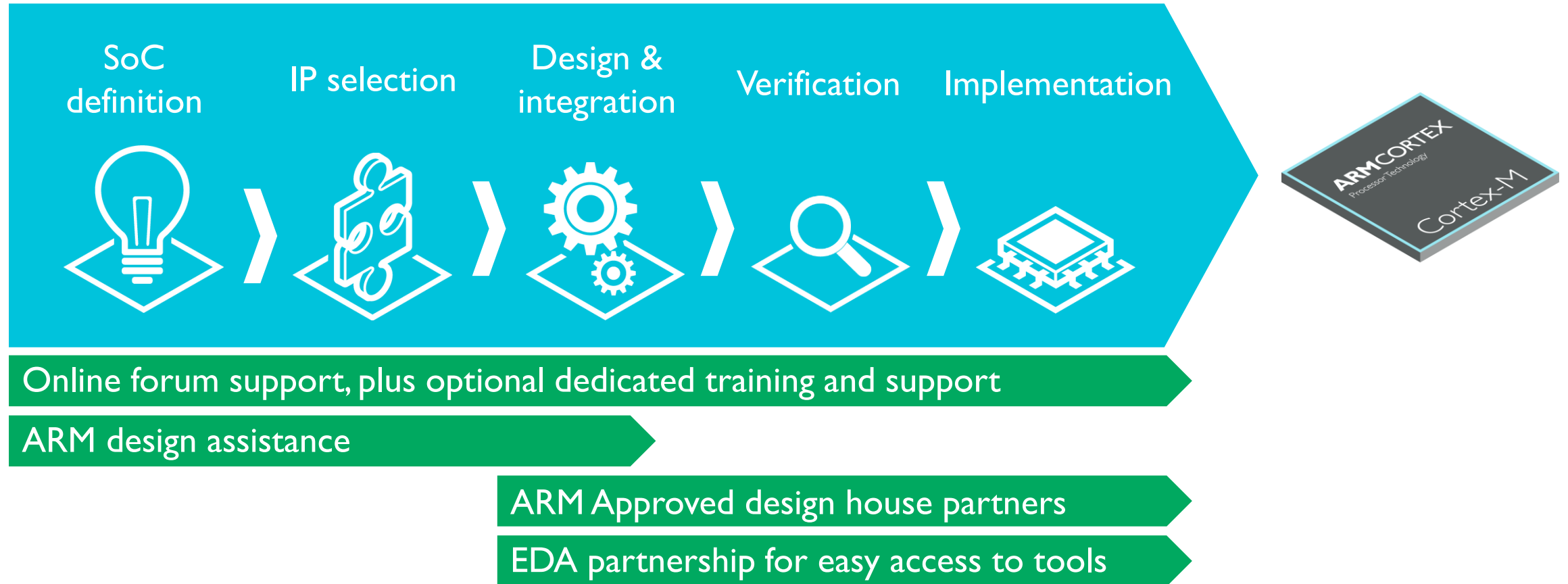


- >70% power reduction
- >75% smaller
- Improved reliability
- New revenue streams
- >80% BOM reduction
- Feature differentiation
- Hard to copy
- Simple inventory management

Much more than a CPU for silicon success



The most supported path to custom SoCs...



... or a complete design service



The most supported development with Cortex-M

Largest choice of proven OS and tools



40+ RTOS

20+ IDE compiler

21+ Debug & trace

Thriving developer base

250k+

mbed OS registered developers

2+ million

Eclipse/GCC (ARM) downloads in 2016

5+ million

CMSIS pack downloads in 2016

Largest open-access development resources



ARM Community

ARM Developer

1000's of how-to guides, articles, and online development resources

DesignStart: Accelerate silicon success

- The simplest, fastest route to proven, trusted CPUs and subsystems
 - Proven IP enabling the broadest applications
 - Instant evaluation access
- Design with confidence
 - \$0 upfront license. Low-cost, success-based royalties
 - The most comprehensive services, tools, and software ecosystem
- Access the widest market

ARMDesignStart

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