



DRIVING EMBEDDED EXCELLENCE

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## Press Release

FOR IMMEDIATE RELEASE

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### **Meeting the requirements of ADAS: Powerful Next Generation Electronic Control Unit Interface Technology**

**ANN ARBOR, Michigan – August 19, 2019** – ETAS, a provider of innovative solutions for the development of automotive embedded systems, will showcase their industry-driving automotive Electronic Control Unit (ECU) interface technology while attending Drive World Conference & Expo, August 27-29 in Santa Clara, CA.

**Today's vehicle ECUs feature numerous sophisticated software functions which are crucial to attain expectations in terms of vehicle performance, safety, responsiveness, drivability, fuel savings and emissions.** To develop and calibrate these ECU functions, direct access to the ECU measurement variables and control parameters via the ECU memory is required. ETAS offers powerful, high-speed microcontroller/microprocessor interfaces, called ETKs, which are used between the development ECU and a PC-based development and calibration tool to provide access to the ECU's memory.

ETAS is the industry leader in real-time, high-speed, on-vehicle ECU interface technology, utilized in the validation and calibration of automotive embedded electronic systems. **At Drive, ETAS will introduce the GETK, the next generation ETK ECU Interface technology. GETK can handle vast amounts of data and is powerful enough to meet the requirements of Advanced Driver Assistance Systems (ADAS):**

- Connects a microprocessor's PCIe interface to a real-time, in-vehicle data recording system
- Features measurement and calibration recording capability of greater than 500 MByte/s
- Suitable for large amounts of data typically generated by radar, lidar, and other sensors
- Supports the largest variety of automotive embedded micros in the industry



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### **Demonstrations and expertise at ETAS booth #451**

Visitors to Drive World will be able to **experience the GETK's capabilities at the ETAS booth**. The demonstration will show the GETK's data acquisition abilities from the microprocessor and microcontroller in an ADAS ECU via Ethernet to a real-time on-vehicle logging PC.

**Adaptive AUTOSAR is a topic often mentioned along with ADAS.** ETAS is one of very few companies that has capabilities in AUTOSAR, functional safety, *and* embedded security and can therefore provide the full solution for safe and secure automotive ECU development. Janak Patel, our AUTOSAR expert, will be available at the booth to present ETAS' ready-to-go runtime environment, an extension of the Adaptive AUTOSAR platform.

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### **About ETAS**

*ETAS provides innovative solutions for the development of embedded systems for the automotive industry and other sectors of the embedded industry. As a systems provider, ETAS supplies a multi-faceted portfolio that covers the range from integrated tools and tool solutions to engineering services, consulting, training, and support. Holistic cyber security solutions are offered by ETAS' subsidiary ESCRYPT. Established in 1994, ETAS GmbH is a 100-percent subsidiary of the Bosch Group, with international subsidiaries and sales offices in Europe, North and South America, and Asia. For more information, visit [www.etas.com](http://www.etas.com)*

### **About Drive World Conference & Expo:**

*Drive World Conference & Expo is part of Informa Markets' Advanced Manufacturing portfolio, the leading B2B event producer, publisher, and digital media business for the world's \$3-trillion advanced, technology-based manufacturing industry. Our print and electronic products deliver trusted information to the advanced manufacturing market and leverage our proprietary 1.3-million-name database to connect suppliers with buyers and purchase influencers. We produce more than 50 events and conferences in a dozen countries, connecting manufacturing professionals from around the globe. The Advanced Manufacturing portfolio is organized by Informa Markets, which recently acquired UBM to become a leading B2B information services group and the largest B2B events and exhibitions organizer in the world. To learn more and for the latest news and information, visit [www.informa.com](http://www.informa.com).*