

# IEEE KITCHENER-WATERLOO GOLD Chapter Presentation

Dan Joncas, ALT Software Inc.  
and  
Robert Applebaum, Silicon Turnkey Express

## “Horizons of Embedded Graphics - Current and future trends from both a hardware and a software perspective”

### Abstract:

Jointly presented by Dan Joncas from ALT, ALT's Vice President of Sales, and Robert Applebaum, President of Silicon Turnkey Express, the dynamic duo will offer a provocative overview in the world of embedded graphics from both a hardware and a software perspective. This interesting presentation not only discusses the existing technologies and offerings of the embedded graphics industry including the existing standards (i.e. OpenGL), PC104 / COTS embedded boards plus a wide range of applications (i.e. Graphic mobile terminals, PDAs, cockpit display in aircrafts) but also look into the future of the industry with the forthcoming standardization (i.e. Khronos group, embedded OpenGL API), and other technology trends.

### Biography:

**Robert Applebaum** - President, Silicon Turnkey Express (STx), Highland Heights, Ohio. Graduated Cornell University in 1988 BS Director RPC Electronics, Cleveland OH, 1989-1997 CEO and Founder. Embedded Planet, Cleveland OH, 1998-2000 Director. Narad Networks, Westford MA, 2001-2003 President. STx 2003- present.

**Dan Joncas**, M.Ed, MBA - VP of Sales, ALT Software Inc., Toronto, Ontario. Dan has secured many software development contracts for ALT with major corporations such as Microsoft, BAE Systems, Northrop Grumman, Honeywell Security Systems, Pioneer, RIM, Palm, and Psion Teklogix. During the recent downturn in the information technology industry, Dan helped ALT Software double in size and earn a place in Profit 100 magazine as one of Canada's fastest growing companies (2002). Before joining ALT Software Dan was Director of Operations for LCHRAS, a privately owned company that provided professional placement and business consulting services to commercial and government organizations. He also provided executive recruitment & consulting services to Proctor and Gamble, Novartis, Computer Sciences Corp, and others.

DATE: Wednesday November 17, 2004

TIME: 7:00

LOCATION: DC 1304, University of Waterloo

***All are Welcome!***

Invited by Kevin Ma

## Company Profiles:

**Silicon Turnkey Express (STx)** is a division of RPC Electronics, an EMS (electronic manufacturing services) provider to OEM (original equipment manufacturer) customers. **Embedded Microprocessor Development Platforms:** STx is a provider of both support and design services to semiconductor suppliers for their new microprocessor development systems as well as offering our own branded ODM production ready embedded microprocessor reference boards and software. **RPC Semiconductor Products and Services:** A fabless designer and manufacturer of both Application Specific Semiconductor Products (ASSP) as well as standard product silicon devices targeted for the embedded and military markets.

**ALT Software Inc.** ALT Software designs, develops and optimizes software for most operating systems and all categories of hardware adapters. Our multi-disciplinary development teams create, improve and add functionality to a diverse array of hardware and software products. ALT's Embedded Graphics team provides real-time, embedded, and safety critical OpenGL drivers and solutions. ALT's Development Services group offers professional application and system level software and hardware development services to organizations worldwide across a broad range of sectors. Our strengths are in hardware-related software engineering and

include expertise in 3D/2D graphics, embedded systems, video processing, audio, networking, mobile and wireless technologies.