
**Sophia Systems Co., Ltd is pleased to announce the
Development platform named [Black Creek]
Loaded with the Intel Tunnel Creek
Available with support for in-vehicle entertainment system IVI.**

◆ For Public Relations Announcement - by all

Microcomputer development and debugger maker Sophia Systems Co.,Ltd (Headquarters :Kawasaki-shi, Kanagawa, President: Seiji Konishi, Capital: 90 million yen, is pleased to release Intel corporation (HQ: USA) developed In-Vehicle Infotainment(IVI) loaded with (IVI) Tunnel Creek named as [Black Creek]. Intel will exhibit this product as reference on [IDF 2010 FALL] hold at USA during 13th, Sep to 15th, Sep.

Sophia has continued to support development platform loaded with the high-end processor such as Intel®Atom™, and support not only Japan domestic but also world-wide embedded system engineers. Sophia has supported requests for entrusted manufacturing these years, such as platform loaded with high-end processor. [Black Creek] was developed by experienced engineers.

Intel Tunnel Creek is product for Mobile and Embedded market that with low power consumption and conserve size Atom™ processor architecture. The below was announced on Apr, 2010:

- Build automation system based on software for industrial automation
- About IP Media Phone, save cost by footprint with various functions.
- High cost and high quality ECR(Electronic Cash Register) as POS for New growth country m
- The using examples in the targeting market for loading In-Vehicle Infotainment(IVI) with car, then reference the information and enjoy entertainment is introduced.。

[Black Creek] is available to use development platform as [Black Creek] for proposal develop by using general OS and BSP for IVI systems. It is possible to provide [Black Creek] special set include target board and BSP for supporting any OS of [Linux/Android].

Because of engineers develop and debug hardware/software in parallel by using [Black Creek] schematic, part list and BSP, etc, it is able to shorten the development term and save cost.

The main sales target for [Black Creek] is as below:

- Maker who develops equipment for IVI field
- Evaluate Tunnel Creek performance
- Develops and evaluates application software and middleware
- Develops and studies user interface, etc

- Construction and field verification of the new business model
 - Proof evaluation for all above items
 - New business models for PR and demonstrations by product creators and salesmen evolve
- Sophia Systems can support requests for trial manufacturing, re-spin target boards, etc. based on the [Black Creek].

The「Black Creek」 is loaded with the XDP connector supported Sophia JTAG emulator [EJSCT (debug)]. Available to do on chip debug if customer purchase「EJSCT」 as option.. It is available to support not only high-level language, but also multi OS debug. Host PC can work by USB password.

Sophia Systems offers a complete solution set package for [Black Creek] with EJ-SCT JTAG emulator (debug), BSPs, software for OS debug, etc.

Sophia Systems is a leading company in Japan embedded field with an excellent track record for providing high quality products that help customers release their final products to market effectively.

●About Sophia Systems Co.,Ltd

Sophia Systems has been a leader in the embedded systems industry over 30 years and offers comprehensive development solutions supporting various 32/64-bit microprocessors. Sophia Systems became a member of the holding company “Sohwa Corporation” in April 2009(Kuroda Electronics, Tousehou 1st part, code 7517). Sophia Systems will continue to support its embedded design and debugging tools going forward. Domestically Sophia Systems has sales offices in Tokyo and Osaka. Internationally Sophia Systems has sales distributors(and support) in North America, Asia, Mideast, Europe, etc.

Please access our website for more details about Sophia Systems.

- <http://www.sophia-systems.co.jp> (Japanese)
- <http://www.sophia-systems.com> (English)



●Publishing release day: After 09/15/2010

- Product support: Black Creek
 - Sales Price JPY328,000
 - Shipping Schedule: Start from the beginning of 11/2010
- (Inquiries for this article:

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It would be greatly appreciated if publishing this announcement could be considered.