

# CogniVue Corporation Licenses APEX Image Cognition Processor Models to Synopsys to Accelerate Software Development with Virtual Development Kits for APEX Users

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Freescale Technology Forum 2014: Tokyo, Japan December 4, 2014 — [CogniVue Corporation](#) announced an agreement today granting Synopsys rights to distribute and sub-license CogniVue's APEX Image Cognition Processor (ICP) core SystemC model with Synopsys' VirtualizerTM and Virtual Development Kit (VDK) tools. This agreement addresses the growing customer demand to develop next-generation APEX-enabled System-on-Chips (SoCs) in advance of silicon. Synopsys' Virtualizer and VDK tools reduce time to market by enabling customers to develop software for vision applications with new APEX- based SoCs pre-silicon.

"Synopsys and Freescale established a Center of Excellence to develop Virtual Development Kits (VDKs) to speed development of automotive system software," said Marc Serughetti, Director of Business Development at Synopsys. "As Freescale's preferred solution provider for automotive VDKs, we strive to support a broad set of third-party IP. Our agreement with CogniVue to distribute APEX ICP models with our VDKs enables Freescale customers to accelerate software development of automotive embedded vision systems."

"It is important to Freescale to have APEX SystemC model support for our customers," said Davide Santo, ADAS Microcontroller Product Line Manager at Freescale. "Freescale customers will be pleased to see support for APEX SystemC models as part of the Synopsys Virtualizer environment to accelerate development."

"In a relatively short time frame the CogniVue team has established a strong reputation for its embedded vision expertise and for providing the most comprehensive solution for vision applications," commented Tom Wilson, VP of Product Management at CogniVue. "This includes vision libraries and algorithm level development tools that reduce time to market for our semiconductor customer's customers. This agreement with Synopsys to distribute CogniVue's APEX SystemC models helps further reduce time to market for our customers' customers developing in advance of silicon on APEX enabled SoCs."

## About CogniVue Corporation

CogniVue is a leading innovator in embedded vision, providing both semiconductor processor technology IP, tools and software that enable its customers to develop high-performance, low-power embedded vision applications for high volume automotive, consumer and industrial markets. With its strong expertise in embedded vision and its APEX development tools, CogniVue enables developers to design innovative, previously implausible vision products like smart pens and smart back-up cameras. CogniVue is a privately held company headquartered in Ottawa-Gatineau, Canada.

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## Related Keywords:

APEX :: CogniVue :: Synopsys ::  
Freescale :: SystemC :: Vision  
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