

## ARM to exhibit racing robots at national event

Cambridge superchip designer ARM Holdings is sponsoring National Electronics Week and has handed out a challenge that looks a racing certainty to be taken up.

The UK's premier electronics trade exhibition (NEW:UK) will take place at the NEC Pavilion at Birmingham's National Exhibition Centre on April 12 and 13 and will introduce a showcase of cutting-edge technology that is both fun and educational.

Running alongside The Gadget Show Live in 2011, National Electronics Week will highlight the connection between today's most wanted consumer electronics and the UK's electronics industry, innovation, R & D and the supply-chain behind the best tech on display.

ARM is challenging NEW:UK attendees to test their development and racing skills at the mbed Robot Racing challenge. Competitors will work against the clock to optimize and race mbed-powered robots.

For the brave, workstations will be available so developers can write a program for the mbed microcontroller that will enable the robot to follow a line around the centre of the track. Prizes, based on speed and skill, will be given out at the end of each day.

Claire Saunders, NEW:UK event director, said: "We are delighted to have ARM as an exhibitor and as our main sponsor. ARM is a leading light in the electronics industry and at the heart of today's most wanted hi-tech products."

The first 5,000 attendees who register for NEW:UK at [www.reg-box.co.uk/new2011](http://www.reg-box.co.uk/new2011) will have a unique opportunity to attend the Gadget Show Live on the trade and press day (10:00-16:00 April 12).

Supporting the exhibition, seminars, workshops and panel discussions will also provide rich networking opportunities. See [www.new-expo.co.uk](http://www.new-expo.co.uk) Also see pages 8 and 9 today.

## Cambridge company pushes into US



XJTAG CEO Simon Payne (left) with Deval Patrick, Governor of Massachusetts. Photograph by Clive Totman.

Cambridge technology company, XJTAG has expanded into the US. It has opened its first overseas office in Waltham, Massachusetts. The company will start small but hopes to scale up fairly rapidly.

XJTAG's client base includes ARM, Aeroflex, Advanced Relay Corporation, Curtiss-Wright, Diagnosys, QSI Corporation, Imagination Technologies, Rheinmetall Air Defence Group, Thales and many others. It is a leading global supplier of IEEE Std. 1149.x compliant boundary scan development systems for designers and developers of electronic printed circuit boards and systems.

Using XJTAG allows the circuit design, development and manufacturing process to be shortened significantly by facilitating early development of reconfigurable and re-useable test scripts that can be used from design validation through prototype debugging and on into manufacturing.

Part of the Cambridge Technology Group, XJTAG already has a global network of distributors servicing Europe, the Far East, North and South America, and Australasia.

But CEO Simon Payne said the physical move into the US was significant.

"We have long-term plans to grow our US business. Massachusetts is the ideal location for us with excellent transport links, both nationally and internationally and boasts a significant cluster of hi-tech businesses and technology graduates.

"Currently we are enjoying an annual growth of over 40 per cent. We are thrilled to be increasing our presence in the US with the new office in Massachusetts. This will help us develop and support our growing client base."

The move is also being heralded in the States by Deval Patrick, Governor of Massachusetts, who met the company on his recent UK tech tour.

Congratulating Simon Payne on the company's investment, the Governor said: "We are delighted to hear of XJTAG's plans to open an office in Massachusetts. The Commonwealth is a world leader in hosting the industries of tomorrow and the home of a growing innovation economy."