



Martin Orrell

TTP

**Building Complex Embedded Software Applications That Keep Pace With
Rapidly Changing Silicon And End User Expectations**

The presentation provides an overview of the development process when working with new just released silicon. Product development in a consultancy company like TTP is very different from a brand, we are commissioned to add innovation whilst meeting hard deadlines for delivery. Semiconductor companies continue to add more and more functionality whilst product planners / users push for features and simplicity of use, these drivers are discussed, along with their impact on the application software development process and teams.