

Best New Company – Embedded System Conference by eg3

Embedded Systems Conference Silicon Valley 2009 Best New Company and Best of Show Awards by eg3.com

Synapse Wireless has been recognized by eg3 as the "Best New Company" at the Embedded Systems Conference Silicon Valley 2009, San Jose, California, and that SNAP, Synapse's wireless mesh network protocol, received the "Best of Show" award.

"IEEE 802.15.4 wireless has been a core enabler bringing embedded sensor networks to some great new applications," said Jason McDonald, Senior Editor, eg3.com. "What's really cool about Synapse's SNAP Connect is not only that it brings the Internet to this realm, but that it makes it 'easy' for application developers. Python scripting is another added ease-of-use feature. That's why we designated it as a 'best new product' at this Spring's Embedded Systems Conference."

For more information, please visit:

<http://www.eg3.com/eclipsmonthly/embedded-systems-san-jose-2009.htm>

Spring 2008 eg3.com Editors Tech Choice
Awarded to Synapse in the category: Wireless

Synapse won the eg3's editor's choice from its announcement of the shipping of its next-generation SNAP wireless mesh network product line which delivers instant-on, mesh networks with no embedded programming skills required for developing applications.

"[The eg3 Tech Choice awards](#) are the newest and one of the largest "reader's choice" awards in the embedded and electronic design industries. The awards commend new products that take promising technologies and provide practical ways that design engineers and programmers can turn these technologies into real designs, today."

What technology represents the future? And what future is practical? To find out, the eg3.com editorial staff identified technologies that are:

Imminent:

Coming very soon to deployability.

Broad:

Applicable to a broad range of designs and usages (not for the few, but for the many).

Practical:

Ones that have eval kits, demos, papers, seminars - ways that practical designers can learn about

them and deploy them in their own designs; not just "gee whiz" technologies but "how about that" technologies.

eg3.com is the oldest and largest Web portal for "embedded systems", broadly defined. They seek to identify the "best of the web" across domains from embedded software to boards, from chip design to FPGAs, from DSP to Internet enabling communications focused on engineers, programmers, and OEM managers. The "Tech Choice" awards focus on recent products that are both cutting edge and design practical.

For each, eg3.com surveyed their design audience of over 42,000 registered subscribers to identify those new products that cleverly capitalized on these trends and helped bring their intellectual promise to real applications for the real world. Two categories are awarded: editors' choice (the best products chosen by our editorial staff), and readers' choice (the top readers' pick in each category - one only).