

A Quiet Revolution Gathers Pace

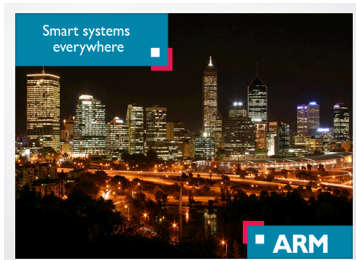
Seats are extremely limited. Only TWO (2) pax per university. Registration deadline is 14 January 2015



A BETTER WORLD, ALL TOGETHER We see a world where billions of people can collaborate and connect every day. We provide efficient, low-power chip intelligence making affordable, easy-to-use electronic innovations come to life.



ENRICHING MOBILE LIFESTYLE Our technology powers over 95% of smartphones. It breaks down the barriers of time and space, enabling limitless sharing of people's lives to transform the way we communicate, work and play.



DOING MORE WITH LESS ARM technology lowers the barriers to development of intelligent, connected and aware electronics. It enables innovative, powerful and efficient devices to smartly manage our natural resources.



UNLOCKING POTENTIAL As our physical and digital worlds merge, we believe everyone and everything will benefit from the use of intelligent ARM technology... A better world, all together.

FIVE THINGS YOU SHOULD KNOW ABOUT THE INTERNET OF THING REVOLUTION

- * **There is more going on than you might think:** 75% of companies from across industries are already exploring the IoT.
- * **The IoT is not just for manufacturers of "things":** Service providers are already offering new IoT products (e.g. insurance companies pricing premiums based on driver behaviour).
- * **Skills development should not be an afterthought:** A lack of IoT-related talent is considered the top obstacle to businesses using the IoT.
- * **The IoT will not flourish without genuine co-operation:** Turning 50bn so-called smart things into a global network requires business to agree standards for interconnectivity and data sharing.
- * **Unknowns should not be feared:** Few know today what successful business models will look like, but exploration now will pay benefits later.

ELVIRA SYSTEMS SDN BHD is conducting this **EXCLUSIVE 5-days Train-the-Trainer: Embedded Systems Design on ARM Technology.**

The programme is fully sponsored by MDeC and is specially targeted for Malaysian lecturers and tutors from the local universities, colleges and polytechnics.

THE GOAL

- Acquire practical knowledge in embedded system design on ARM Technology by understanding ARM Architecture, Processors and using the most up-to-date design tools.
- Appreciate the importance of the ARM technical know-how in the global arena.
- Prepare and encourage the participants and their students to embark on a more comprehensive program leading towards ARM Accredited Engineer Certifications.

LOCATION

MSC Malaysia K-workers Development Centre
Tech Mahindra, Level 8, Persiaran Apec, Cyberjaya,
Selangor 63000 Malaysia.

COURSE DATE

19th to 23rd January 2015

TO REGISTER

Link: <http://tiny.cc/spnenx>

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