



## **PRESS RELEASE**

For Immediate Release

Nick McNamara  
Pebble Bay Consulting Ltd.  
nick.mcnamara@pebblebay.com  
Tel: +44 (0)1926 49 49 48

### **Pebble Bay to support Freescale customers with communications integration expertise**

*Seal of approval as Pebble Bay becomes consulting software partner in the Freescale Design Alliance Programme*

Warwick, UK October 2006 – Pebble Bay Consulting Ltd (PBCL) has been given Freescale Semiconductor's (NYSE:FSL) (NYSE:FSL.B) seal of approval by acceptance into its Design Alliance Programme as a consulting software partner. Freescale Semiconductor's Design Alliance Program is a global network of third-party developers working with Freescale's embedded solutions.

The Freescale Design Alliance program is designed to create a dynamic community of design engineers and consultants to provide Freescale customers with resources to accelerate the time-to-market of their products. For more information and a directory of members visit [www.freescale.com](http://www.freescale.com).

PBCL already provides Freescale customers with low-level embedded and application integration work for a broad spectrum of projects. This new partnership means PBCL is now better placed to advise and assist customers integrate the very latest Freescale technologies into their designs.

PBCL has built up a track record of integration projects working with Freescale's 32-bit processors, including the PowerQUICC™ range of Power Architecture™ processors and the 68k/Coldfire for control-intensive applications; and the i.MX application processors for mobile wireless applications. PBCL gained its Freescale experience over the past decade through integration projects on VxWorks, Linux and Integrity based Power PC designs.

"This is a valuable endorsement of Pebble Bay's expertise and importance to Freescale customers," said Nick McNamara, Commercial Director of PBCL. "Freescale has an extensive product range and very dynamic roadmap so it is important for us to have access to this, enabling us to offer customers, and other Freescale Design Alliance members, the latest technology services and expertise alongside our specialist communication integration services."

Pebble Bay's business model is to set up a pre-defined contract for every project, specifying budget, deliverables and timescales, and to closely project-manage this with regular progress reports. This enables customers to better plan their engineering budgets and reassure product management teams with a reliable source for on-time delivery. In addition, by engaging with an outsourced team working offsite, the major pitfall of expensive temporary contractors being distracted from their work by being onsite is avoided. Pebble Bay provides a cost-effective and reliable alternative to this scenario.

### **About Pebble Bay**

Pebble Bay ([www.pebblebay.com](http://www.pebblebay.com)) is an independent, privately-owned company that specialises in providing embedded software consultancy, training and bespoke development services to OEMs of digital video and communication technologies. The company's core technical focus is on RTOS technologies, BSP and device driver development, integration and customisation, application porting, troubleshooting and project management.

With over 50 years experience in real-time and embedded systems, the Pebble Bay team have worked for market-leading vendors of embedded tools, real-time operating systems and services including Telelogic, QNX Software Systems and Wind River Systems. The company's business model is to work with each customer to a bespoke pre-defined contract that clearly sets out the project deliverables, budget and timescales, enabling clients to have better cost control and clear visibility of the project expectations.

Pebble Bay's founders are: Nick McNamara, Commercial Director; John Efstathiades, Engineering Director; and Ian Willats, Consulting Director.

## **About Freescale Semiconductor**

Freescale is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial, networking and wireless markets. Freescale became a publicly traded company in July 2004. The company is based in Austin, Texas, and has design, research and development, manufacturing or sales operations in more than 30 countries. Freescale, a member of the S&P 500®, is one of the world's largest semiconductor companies with 2005 sales of \$5.8 billion (USD).

[www.freescale.com](http://www.freescale.com)