PRESS KIT

MICROEJ®

MICROEJ VEE reinvents the design of consumer and industrial electronics, accelerating their go-to-market and overall rapid adoption.

EDITO

DR. FRED RIVARD, CEO

After receiving his PhD in Computing, Fred RIVARD went to North America to become part of the IBM core team that led the creation of the software container technologies for PCs. After completing his MBA, Fred **founded MicroEJ with the mission to democratize software containers for the embedded world**.

"Since the creation of MicroEJ, I am proud to see our growing business made possible thanks to faithful partners and awesome employees based around the world, contributing to our customer successes at creating useful electronic devices which is extremely rewarding for the teams. It materializes our commitment to a better world, where technology contributes to solve everyday issues and tasks."

MICROEJ®

What is our product?
MICROEJ VEE is the standard software container for IoT and cost effective consumer & industrial electronic devices.

What makes us unique?
We simplify the complexity of the entire software stack of embedded electronic systems, accelerating the design of new devices .

Where are we?
USA, France, China, Japan, South Korea, Romania, Germany, Brazil.

When were we founded?
In 2012, and invested over $35 million in research and development, most of it self-financed, since then.

Phenomenal Growth!
The sales of our flagship product (MICROEJ VEE) grew from 37 to 100+ million in less than 2 years and is growing exponentially.

"Embedded/IoT devices are everywhere but there were no standard applications containers."

Value Proposition?
High-performance, Compact, Energy-Efficient, Secure, and Cost-effective IoT software application container.

OUR SECRET SAUCE

MICROEJ 'Hello my friend' ANDROID 'Hi partner !'

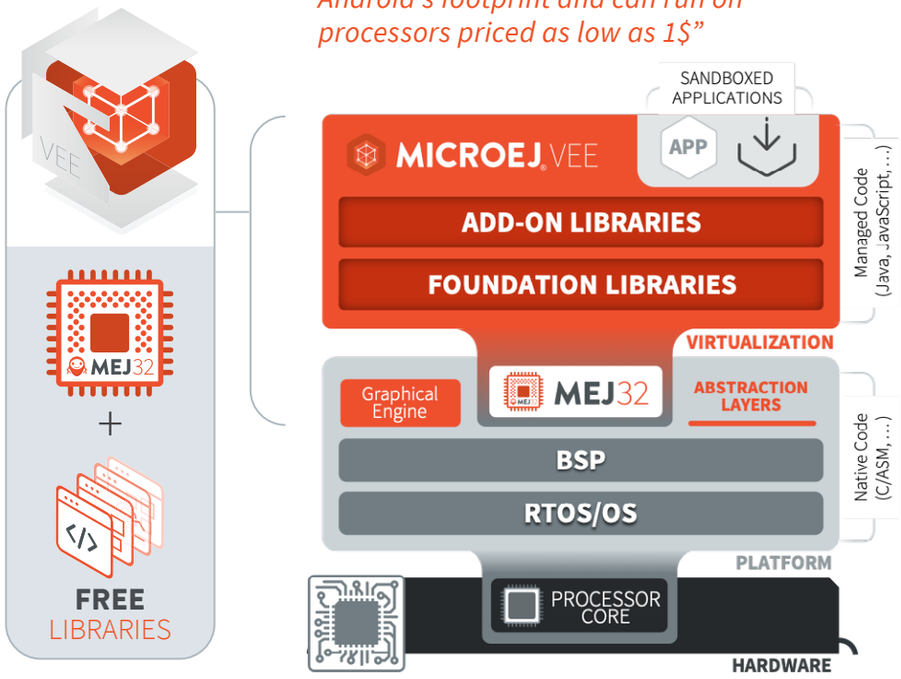
Just like Android disrupted the smartphone industry, MicroEJ disrupts the IoT/embbeded devices industry.

MicroEJ shares the same software container technology as Android, making it possible for developers to effortlessly build apps for cost-effective devices.

"Design electronic devices as you would design smartphones"

Both Google Android and MICROEJ VEE software containers share the same core technology and developers' community, making it possible to effortlessly build applications for smart devices. With MicroEJ, you'll find the same capabilities, user interface, connectivity, software container, applications store, simulation, and prototyping with virtual devices, that you would find on smartphones.

"MICROEJ VEE is 1,000 smaller than Android's footprint and can run on processors priced as low as 1$"



MicroEJ is known by global electronics manufacturers for its software container technology that:

FACILITATES THE DEVELOPMENT OF ELECTRONIC PRODUCTS

REDUCES THE COMPLEXITY OF SOFTWARE

LOWERS THE COST OF THEIR DEVELOPMENT

STRENGTHEN THE RESILIENCY OF THE PROCESSOR SUPPLY CHAIN

MICROEJ VEE enables manufacturers to maintain their market presence by diversifying their electronic component suppliers.
The additional costs associated with managing multiple suppliers are more than offset by reduced risk exposure, predictable revenue streams and productivity gains. For more information, see our white paper «Chip Shortage Crisis».

RESPONDING TO CHANGING TRENDS

In the world of consumer electronics, MICROEJ VEE enables products to be designed up to three times faster to accelerate time-to-market. MICROEJ VEE also simplifies dynamic updates of new features to meet customer needs.

IMPLEMENT ECO-CONCEPTION

Climate change is at the heart of technological innovation and is prompting manufacturers to change the way they think about the design of connected electronic products. MicroEJ contributes to this effort by enabling the design of products with low energy consumption (e.g. up to 40 days of battery-life for a sports watch). For more information, watch our webinar with our partner NXP.

GATHERING A LARGE COMMUNITY OF DEVELOPERS

MicroEJ supports several programming languages such as C, Java language, JavaScript and soon Kotlin to allow the contribution of more than 35 million developers worldwide thanks to the most open and standard development environments on the market.

MICROEJ REVOLUTIONIZES THE CREATION OF ELECTRONIC DEVICES

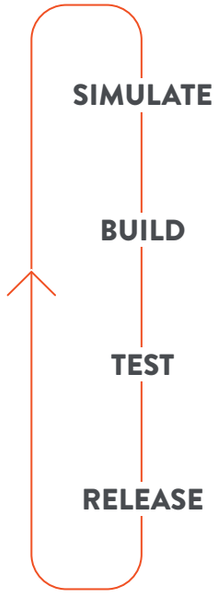
"Footprint-Is-Money", in the electronics industry. MicroEJ is obsessed with building market-winning devices that achieve high performance on low footprint.

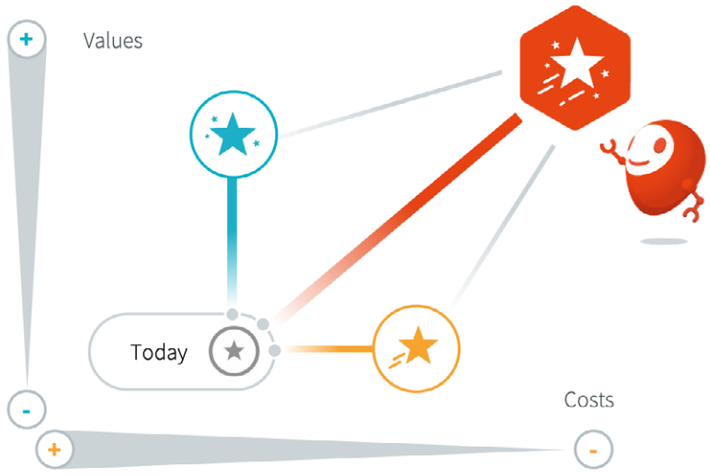
Over the last few years, the new trend of digitalization generates more than 100 billion electronic objects per year globally, or almost 10 electronic objects per person every year. In this global market that is impacting most industries, MicroEJ's unique technology revolutionizes the way manufacturers build their software: they can accelerate their specification processes, choose the best value and technical trade-off early on, deliver their software on time, and speed up time-to-market.

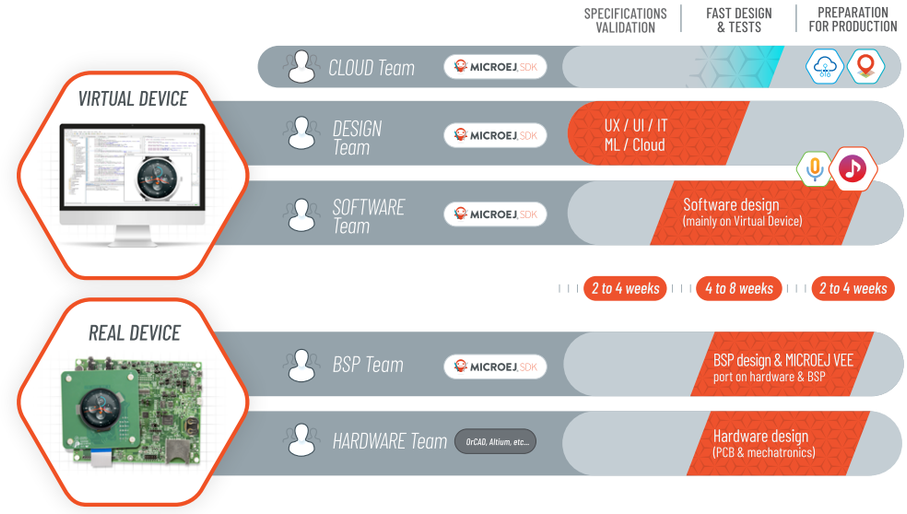
Additionally, MicroEJ technology enables code-reuse: manufacturers can now capitalize on code as "software assets", easily expand their product range, improve customer experience over time, and maintain software quality levels. MicroEJ has democratized software containers for the entire industry, on any processor, at any power-level for every price-point.

MicroEJ changes what electronic devices can do. Thanks to MicroEJ unique software container technology "things" aren't just "doing the job" anymore: they can now evolve overtime to keep up with customers ever-changing needs and expectations.

The software application container is becoming widespread technology that allows the creation and execution of a software brick on a multitude of diverse electronic systems. Facilitating product development has always been the MicroEJ DNA with strong cooperation with its customers and consistent efforts in R&D. As a result, the MicroEJ team managed to create the only mature software container specifically designed for cost-effective and smart devices: MICROEJ VEE







HOW TO INCREASE VALUES
- Incremental innovation
- Follow market changes
- Sell product as a service
- Improve security

HOW TO REDUCE COSTS
- Reduce complexity
- Create assets & reuse
- Deliver on time & on budget
- Outsource to ecosystems

COLLABORATIVE PROTOTYPING WITH DIGITAL TWINS
- Shorter iteration cycles
- Involve all team members
- Validate specifications earlier

FAST TRACK INDEPENDENT WORKFLOWS
- Unleash your development
- Portable software assets
- Extensive and proficient testing
- Debug and adjust

WHAT'S NEXT?

"Software container is the new reality"

Continue to grow by supporting more and more customers to become the leading provider of software containers for connected products.

2023

Create an ultra-optimized electronic version of the container:
a **VPC** Virtual Processor Core.

2026

Towards a **billion** of MICROEJ VEE sold for "Powered by MicroEJ" devices.

"Create your ecosystem for new business models"

THANKS TO OUR PARTNERS

SILICON AND MODULE VENDORS

arm, NXP, RENESAS, muRata, ST, MEDIATEK, ESPRESSIF, SONY, SILICON LABS, SEQUANS, Telit, AVNET, THALES, REALTEK, VeriSilicon

EMBEDDED SOFTWARE TOOLS PARTNERS

expresslogic, Micrium, SEGGER, IAR SYSTEMS, wolfSSL, RTOS, Green Hills SOFTWARE, ALPVISE, arm KEIL, BlackBerry QNX

IOT CLOUD SERVICES

Google Cloud, IBM Watson IoT, aws, JFrog, TOMTOM, MyScript

ELECTRONIC MANUFACTURING AND DESIGN SERVICES

LOGIENT, BSE, Witekio, AUSY, SMILE, SOFTWARE IMAGING, ALTYOR, LACROIX, éolane, MIGHTY INSTRUMENTS, SECTRONIC, RTONE, KICKMAKER

WHAT OUR CLIENTS ARE SAYING

ZEBRA

"Nowadays, things are moving so quickly. IoT is moving, use cases are changing. Imagine if we could have a way to go faster, and develop applications on top of that real time [printing engine] and keep them separated, keep them managed, so that we are delivering real time. Our partnership with MicroEJ allowed us to solve that problem."

Victor SALMONS
Vice President, New Product Development
ZEBRA Specialty Printing Group

:hager

"We chose MicroEJ to save time. It is a flexible, reliable and secure solution which we are very satisfied with. We didn't have any return of this product. This is something very important for us since the quality attests to our brand image."

Christophe TEILLOT
Senior Software Engineer
Hager

"Our collaboration with our partner MicroEJ has allowed us to enhance Groupe SEB's R&D approach to accelerate the development of complex software for our products! Thanks to the virtualization and ecosystem offered by MicroEJ, we can easily design high quality graphical interfaces and integrate them on the various electronic systems of our product lines."

Sophie CHABANNES
Vice President of Product Development
Groupe SEB

GROUPE SEB

"With its incredible growth, the small electronics industry is increasingly looking for both low consuming GUI combined with impressive performance on a very low footprint. When NXP had chosen our Vivante GCNanoLite-V IP to build their next gen i.MX-RT MCU, MICROEJ VEE was the obvious natural one-device platform, as our combined technologies follow the same cost-oriented logic and address the same markets."

David JARMON
Sr. VP Worldwide Sales and Business Development
VeriSilicon

VeriSilicon

More at www.microej.com/customers

UNIVERSAL ELECTRONICS · THALES · SEB · :hager · KRUPS · ZEBRA · EDF · Schneider Electric

hydrelis · Bodet · atlantic · JABIL · Audi · valentin DRUCKSYSTEME · bouygues · nke MARINE ELECTRONICS

iridium · Moulinex · sowee · LEROY MERLIN · HUAWEI · ECA GROUP · DELTA DORE Smart is the new power · SFR

AT Controls, Inc. · Landis+Gyr · ROWENTA · Stago · Thermor · bong · Itron · Hillrom

MICROEJ IN THE NEWS

Forbes

November 2021: Avec des dizaines de millions d'objects électroniques du quotidien Powered By MicroEJ, l'éditeur français MicroEJ dispose d'une communauté de 35 millons d'ingénieur...

PR TIMES

September 2021: モリサワ IoT分野のフランス大手プロバイダーMicroEJ社と業務提携 和文や簡体字、欧文書体を組込み製品などに提供

Embedded COMPUTING DESIGN

September 2021: MicroEJ and NXP Collaborate to Enable Ultra Low power Optimization On The i.MX RT500 Crossover MCUs for Wearables...

EMBARQUÉ Logiciels & systèmes

September 2021: NXP et le français MicroEJ s'associent pour rendre ultrasobres les dispositifs électroniques portés sur soi...

Electronic Engineering JOURNAL

August 2021: MicroEJ announces the availability of MICROEJ Kifaru, the safest Javascript development environment for embedded devices...

Javamagazin

March 2021: Getting Started with Java on the Raspberry Pi – Java Magazin

MtoM Mag .COM

November 2020: MicroEJ annonce le support de Blackberry QNX

IoT BUSINESS news

September 2020: Iridium Edge® Pro Brings Programmable Intelligence to Asset Management Beyond Terrestrial Coverage

JDN JOURNAL DU NET

January 2020: Journal du net – CES 2020: MicroEJ veut devenir l'Android des objets connectés

TechCrunch

January 2020: MicroEJ is Taking Over IoT on Earth and Beyond

El Tiempo

January 2020: Exponen avances tecnológicos en drones, robots y electrodomésticos

▶ More at www.microej.com/press

"Many exciting news coming soon. Do not miss them!"

KEEP IN TOUCH

MicroEJ's communications team would love to work with you and share the stories of our amazing customers, partners and team. Our direct email at press@microej.com.

Stay tuned and find out many news to know more about our ongoing projects for a smarter digital and the latest trends in IoT (edge computing, AI, machine learning, industrial innovations…)

EXCITING THINGS

VISIT OUR WEBSITE

www.microej.com

MICROEJ®