



SAVAJE

SavaJe*: The Definitive Java* Platform for Next-Generation Mobile Phones

SOLUTION SUMMARY

Challenge	To deliver a flexible, open Java* platform for mobile phone with the rich multimedia and graphics capabilities required by the wireless market.
Solution	<p>SavaJe's complete mobile Java solution features multimedia (MP3, MPEG4), wireless messaging (MMS, IM), and advanced 3D graphics (games, user interface).</p> <p>The SavaJe* OS was developed and optimized initially for Intel® Personal Internet Client Architecture (Intel® PCA) processors. With the introduction of the Intel® PXA27x processor family, SavaJe was able to enhance multimedia capabilities, and increase standby and talk time.</p>
Features	<p>SavaJe's multimedia experience is enhanced by taking advantage of new features in the Intel PXA27x processor family, such as Intel® Integrated Performance Primitives (Intel® IPPs), Intel® Wireless MMX™ technology, and high-end core speed of 624MHz.</p> <p>SavaJe's power management capabilities take advantage of Wireless Intel SpeedStep® Power Manager technology to increase battery life.</p>

Business Objectives

SavaJe Technologies offers a complete mobile solution that includes the operating system, Java platform, and applications. This advanced mobile platform allows operators and handset manufacturers to completely brand and customize the end user experience.

With an open, standards-based, native Java solution, the SavaJe OS is the preferred platform for several of the world's leading operators and manufacturers.

"We had the opportunity to work with Intel at an early stage in our product development," said Vice President Matthew Catino. "This helped us realize our goal of developing a powerful, open, Java solution that is ideal for wireless handsets."

Business Solution

As part of the Intel Personal Internet Client Architecture (Intel PCA) processor family, the Intel PXA27x processor family offered SavaJe the ultra-low power and industry-leading multimedia performance required by the mobile industry.

"Intel Wireless MMX technology is a great feature," said Catino. "By allowing the OS to more efficiently run multimedia applications, we are able to run more applications concurrently or increase battery life."

"In addition, Wireless Intel SpeedStep Power Manager technology offers our engineers the ability to adjust the power and performance based on CPU demand, which produces a significant decrease in

"Wireless Intel SpeedStep® Power Manager technology offers our engineers the ability to adjust the power and performance based on CPU demand, which produces a significant decrease in power consumption."

Matthew Catino
Vice President
SavaJe Technologies

power consumption. This feature really dispels the myth that big performance in a processor requires big power.”

Intel Integrated Performance Primitives (Intel IPP) is another feature in the Intel PXA27x processor family that helped speed SavaJe’s time-to-market by providing code in advance. Intel’s willingness to provide the Intel IPP saved the company time and effort, as they did not have to optimize the code themselves.

“A SavaJe-powered mobile phone can be targeted to multiple users by differentiating the user experience,” said Catino. “Instead of catering just to a single, large market segment, carriers can sell mobile phones and data services that are customized for teens, business owners, families or any number of market groups. When our customers can brand themselves this easily, then we’ve added a tremendous value.

“We will continue to work with Intel to optimize existing applications and target future silicon platforms.”

Intel Advantage

- **Early access to new CPU technology**—SavaJe is able to design next-generation applications that take advantage of new features that allow them to drive advancements in software.
- **Marketing support**—Intel offers opportunities to take the combined technology solution and share the SavaJe solution with new markets and customers.
- **Confidence**—with Intel’s product testing and high-quality design, SavaJe is confident their applications, running on the Intel PXA27x processor family, will continue meeting their customer expectations.
- **Technical expertise**—as a member of the Intel® PCA Developer Network, SavaJe has access to all the tools and technical support needed to design a better product in a shorter period of time.
- **Software**—Intel offers software development tools so that system and application developers can take full advantage of the Intel PXA27x processor family. Intel offers several versions of its Intel® C++ Compiler, Intel Integrated Performance Primitives and the Intel® VTune™ Performance Analyzer.

For more information

www.intel.com/go/wirelessmobility

Intel Access

Developer Web Site

developer.intel.com

Intel® PCA Processors Home Page

developer.intel.com/design/pca/applicationsprocessors/index.htm

Intel® Technical Documentation Center

intel.com/go/techdoc
800 548-4725 7 am–7 pm CST (USA and Canada)

General Information Hotline

800 628-8686 or 916 356-3104 5 am–5 pm PST

For more information, visit the Intel Web site at: developer.intel.com

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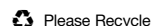
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The Intel® PXA27x processor family may contain design defects or errors known as errata, which may cause the product to deviate from published specifications. Current characterized errata are available upon request.

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