

# Embedded Software Association-ESOFTA Debuts At ESC-West

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Yes, ESOFTA does know the way to San Jose and will make its first official public appearance there at Miller-Freeman's Embedded Systems Conference, September 29 through October 2. The Membership Drive for the new Embedded Software Association kicks off in earnest at the conference where membership packets will be available at booth number #47.

The new Embedded Software Association (ESOFTA) was formed to provide industry infrastructure and the forum for open vendor-user communications within the ultra-fragmented embedded systems industry. Impetus for ESOFTA derived from the VITA Standards Organization's ESSE (Embedded System Software Environment) meetings attended by many VITA members to address potential areas for standardization in embedded software. All ESSE information and materials will soon migrate to the ESOFTA web site (<http://www.esofta.com>).

While the concept for the new association grew from the VSO's ESSE meetings, ESOFTA will address the entire embedded software market, rather than only software relative to VMEbus applications. This broad-market approach is sub-



stantiated in the association's new *Embedded Systems Development Directory*, already published on the association's Web site. The printed version of the directory, published by *Electronic Design* magazine, will be distributed at the Embedded Systems Conference. The

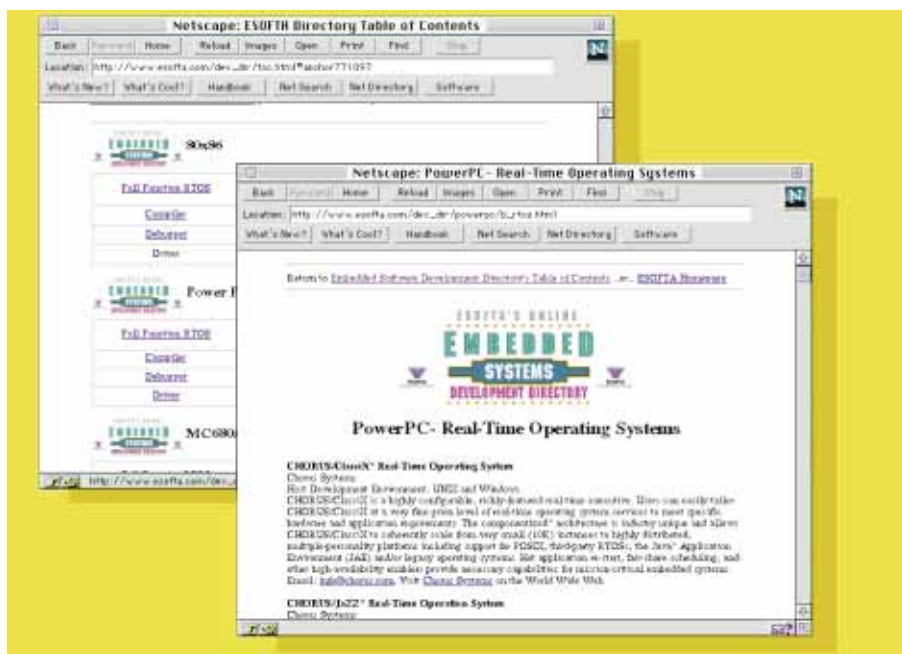
compendium of companies and products is expected to evolve into the ultimate directory for embedded system developers.

ESOFTA, as a marketing service organization, is modeling its marketing and communications services after those of VITA, with a couple of notable exceptions. The VITA organization was formed originally to ensure that the VMEbus became an industry standard and evolved over time, with the association's primary focus on that effort in the early years, obviously with great success. ESOFTA has no similar single issue about which to evangelize, but will support instead those standards activities initiated by the membership, particularly those that benefit embedded software users, definitely including VITA member companies, and the industry at large. The ESOFTA Internet site will serve as a repository for public software and will employ reflectors to enable communications between embedded software-users and embedded software-creators.

ESOFTA will post a newsletter on its member email reflector and work closely with trade publications that cover the embedded industry, rather than produce a magazine. The association will work to place articles about the industry and its member companies as well as to negotiate advertising discounts for members in leading trade publications.

Recently, a spokesperson from a software development tools company summarized the reason for ESOFTA's existence when he said, "The only sources of information we really hear from are the chip companies, and then only if we are members of their chip's tool support organization. The press is usually focused on futures, which may or may not have any importance to our industry, so for much of the time, we don't know what is really going on out there. It would be nice if we could have some non-biased sources of information and some infrastructure for communications within our industry segment."

For those wishing to learn more about ESOFTA, visit the Web URL above, call 602-991-4662, or send an email message to [sara@esofta.com](mailto:sara@esofta.com).



Software tools, applications software, logic devices and company profiles are presented in the online edition of the *Embedded Systems Development Directory* which can be accessed at: [www.esofta.com](http://www.esofta.com).