

# Embedded Solutions



So that we have real clarity, an embedded application is a software application that permanently resides in an industrial or consumer device. Providing some type of control function and/or user interface, the software is typically stored in a non-volatile memory such as ROM or flash memory. Contrast with a general-purpose computer that can be used to run all kinds of applications

## The challenge

Many embedded applications are developed with a limited view of the need for long term reusability, yet almost all organisations can benefit by establishing a development framework that provides a high degree of platform independence and which facilitates reusability. The benefits are not only future proof embedded software components, but also long term improvements in quality and reduced development time.

## Portable future proof software

Over time, concepts have emerged, such as object oriented programming, which enabled reusable software that was independent of external or platform considerations. For example, Windows or Linux code written for one target architecture generally runs on another. Porting the board support package was the most significant aspect of any project.

This objective of portable 'future proof' software has escaped the deeply embedded world for a multitude of reasons - not least, the large number of possible combinations of hardware, peripherals and tools which must be handled within relatively small teams with very specialised applications.

High quality code can be expensive to produce, though this cost could be reduced if software modules were reusable. There are a number of key steps in establishing a 'future proof' framework.

This is where offshore development from ComMedia IT Solutions is the answer.

## Lowering costs through offshore embedded software applications development

Partnering with a reputable offshore software company like ComMedia IT Solutions can significantly lower the cost of developing a product, which in turn can directly affect the bottom line of your product development initiative. We can serve as an ideal partner for the offshore software development of your product.

Unlike most offshore software development companies in India which are primarily services based, ComMedia IT Solutions has ventured into the product space over the last decade as well. We have indigenously developed a set of product development skills by putting together a team of domain, industry and technology experts. Our experience in product development has given us more than a fair idea of what is involved in indigenously developing and marketing an embedded software product.

## A one stop shop for your complete solution

Different companies have partnered with us in different ways for various product development initiatives. We can serve simply as an offshore development partner to develop the product as per your specification at our offshore facility. However, if the idea for a product lies in our domain(s) of expertise, we can be involved in all stages of the initiative including conceptualisation, specification, development and even marketing.



Shriv ComMedia Solutions

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