SOFTWARE-DEFINED
EVERYTHING

EDITO

MICROEJ

What is our product?
MICROEJ VEE is the standard software container for the consumer and industrial IoT. Expanding upon MICROEJ VEE, VEE Wear® and VEE Energy™, respectively for low-power smartwatches and smart grid end-points, become dominant solutions for edge intelligence.

What makes us unique?
We re-imagine electronics as smart, software-defined devices that enrich lives and drive sustainable progress.

When were we founded?
We launched MicroEJ in 2012 and since then have invested over $45 million in research and development, most of it self-financed.

Where are we?
We can be found in USA, Canada, France, Japan, South Korea, Romania, Germany and India.

Just how fast have we grown?
The sales of our flagship product (MICROEJ VEE) increased from 10M to 300M units between 2018 and 2024, and continue to grow exponentially.

What is our value proposition?
We empower device manufacturers to shift from baseline, functional devices to AI-enabled intelligent products that seamlessly interact with the entire digital world, and foster app ecosystems.

Dr. Fred RIVARD
CEO & FOUNDER

After completing his Ph.D. in computer science, Fred became one of the scientific leaders within the OTI lab at IBM, working on OOP languages; designing their implementations, virtualization, and compilers, and building the iconic Java compiler of IBM/Eclipse, used by millions of engineers worldwide. Fred then earned an MBA and leveraged his combined experience to found MicroEJ, aiming to democratize the benefits of application containers for the embedded world.

"*Since our founding, we have been committed to lowering the technological barriers and transform the way industries create new experiences. We believe that in the coming decades, innovation and new products will originate from software, offering exponential possibilities to develop countless new features on minimalistic hardware. To enable this future, we bridge the gap between mobile, cloud, IT systems and smart devices, shaping cutting-edge technology to meet the needs of cost constrained, low-power devices.*"
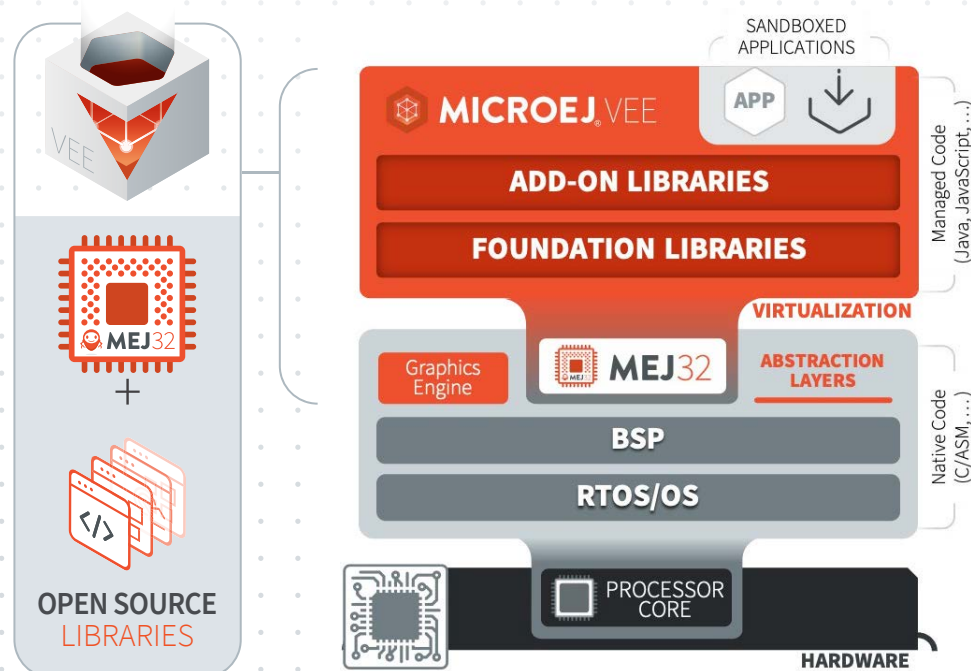
OUR SECRET SAUCE

Application containers and virtualization form the backbone of the Cloud, mobile, and IT worlds. Now, MicroEJ is bringing these same cloud-native concepts to the embedded world.

To remain competitive and accelerate the pace of innovation, device manufacturers must make their processes as agile as they can. One of the best ways to do this is through both virtualization and, ultimately, containers which enable best practices such as development on simulated devices, continuous development and delivery, and automated testing.

Application containers help to scale business innovation.

MICROEJ VEE disconnects software and hardware, which makes it easier to expedite innovation thanks to massive reuse of intellectual properties assets, in software and in hardware. Such assets can be designed in different languages by different teams, and can be maintained separately. This is exactly how smartphones work and yet MicroEJ works on an even smaller footprint to fit in very small processors that starts at a $1 price point.

The MicroEJ Virtual Execution Environment (VEE) provides an ideal container for the embedded world.

WHAT'S NEW

VEE WEAR®

MicroEJ recently announced VEE Wear 2, the latest version of our wearable operating system specifically designed for cost-effective, low-power smartwatches. Built on insight from a year of market feedback, VEE Wear 2 expands health and fitness capabilities with leading partners and offers enhanced audio features and a scalable ecosystem. With its highly optimized memory footprint and battery life, VEE Wear brings the same leading capabilities as larger operating systems to any smartwatch.

VEE ENERGY™

VEE Energy™ is MicroEJ's transformative solution for the energy industry, turning energy meters into intelligent, AI-enabled, software-defined devices. It enables flexible application deployment without costly hardware upgrades, empowering utilities to drive innovation, modernize smart grid management, and enhance energy efficiency.

NXP PLATFORM ACCELERATOR

NXP looked to make system integration a snap. The NXP Platform Accelerator, NPA, already deployed on millions of NXP-based devices took good ideas and concepts from the IT industry and made them relevant to the world of smart connected devices. The NPA solution product embeds MicroEJ's IP and associated tools that enables easy development, updates in the field, software assets capitalization and improved lifecycle management.

NXP Platform Accelerator pre-integrates standard containers with a standard API for the whole edge processing portfolio of NXP: MCU, crossover MCU and MPU.

MICROEJ REVOLUTIONIZES THE CREATION OF ELECTRONIC DEVICES

With his quote in 2011, "Software is eating the world," Marc Andreessen described how software was redefining many paradigms. In the past decade, this "softwarization" has reached all industries and all corners of society, giving rise to many "software-defined" variants: from networks to radio to cars. This trend is also reaching the smallest of the devices around us.

The "software-defined" trend is now reaching the embedded world, turning fixed-function products into a holistic network of programmable devices with distributed intelligence.
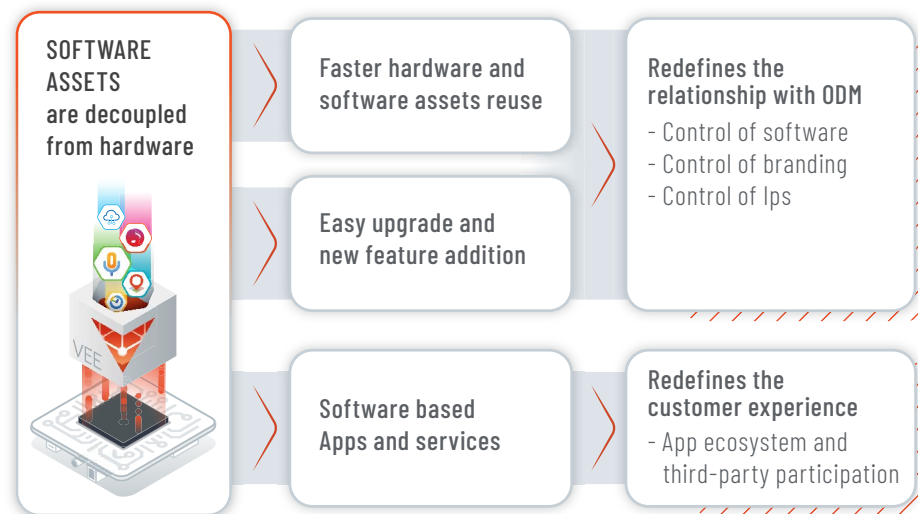
Highly constrained electronic devices typically lack the horsepower required to support what makes Cloud, mobile, and IT applications agile: mainstream operating systems, containers, and DevOps.

With MICROEJ VEE, embedded devices gain similar capabilities. MICROEJ VEE unlocks the same capabilities as leading operating systems—but with a much smaller footprint that fits in very small processors.
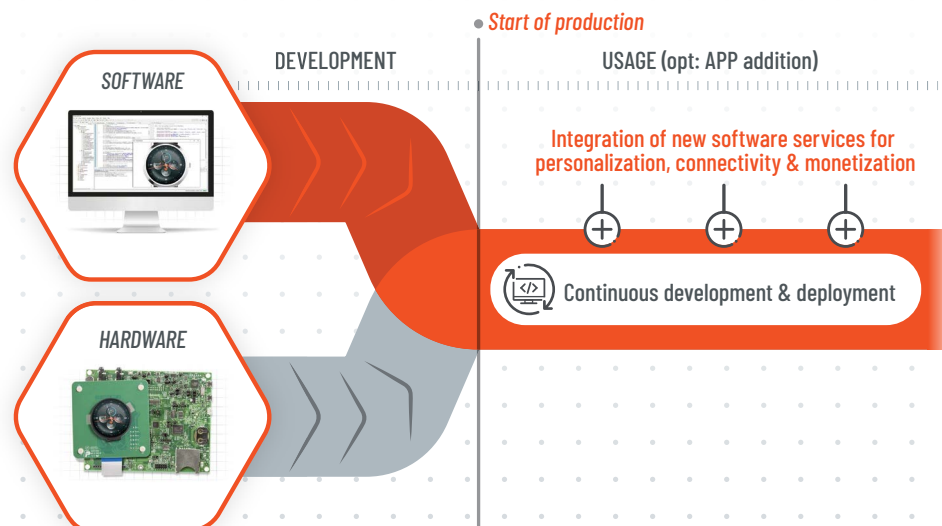
SOFTWARE APPLICATIONS are turning into assets that manufacturers can reuse in various products.

GLOBAL ELECTRONICS MANUFACTURERS BENEFIT IN MULTIPLE WAYS FROM THEIR USE OF THE MICROEJ SOFTWARE CONTAINER.

SOFTWARE ASSETS are decoupled from hardware

Faster hardware and software assets reuse

Redefines the relationship with ODM
- Control of software
- Control of branding
- Control of Ips

Easy upgrade and new feature addition

Software based Apps and services

Redefines the customer experience
- App ecosystem and third-party participation

EVERYTHING DEVELOPS—EVEN DEVELOPMENT

Start of production

SOFTWARE

DEVELOPMENT

USAGE (opt: APP addition)

Integration of new software services for personalization, connectivity & monetization

HARDWARE

Continuous development & deployment

FAST FACTS

300 MILLION
MICROEJ VEE LICENSED
for IoT devices

+30%
GROWTH
licensed units / 4 years

$45
MILLION
in Research & Development

25 KEY
PARTNERS
Hardware, Software,
EMS and ODM

+125
CLIENTS

8 OFFICES
USA
Canada
France
Germany
Japan
South Korea
Romania
India

Our ambition is to become the de facto standard for software-defined devices, thus keeping our exponential growth of MICROEJ VEE units sold.

LEADERSHIP

Dr. Fred Rivard
CEO

Regis Latawiec
COO

Robert DiLoreto
SVP SALES, AMERICAS

Francois You
CFO

Semir Haddad
CHIEF PRODUCT
AND STRATEGY OFFICER

See Leadership
Team

THANKS TO OUR PARTNERS

SILICON AND MODULE VENDORS

Qualcomm · NXP PLATINUM PARTNER · ST · Telit Cinterion · SEQUANS

MEDIATEK · ESPRESSIF · SONY · muRata · RENESAS

REALTEK · SILICON LABS · MICROCHIP · ambiq · Actions

COMMUNITY

Google Cloud · aws · JFrog · Zephyr · THE LINUX FOUNDATION

EMBEDDED SOFTWARE TOOLS PARTNERS

ECLIPSE FOUNDATION · SEGGER · iar · wolfSSL · freeRTOS

GREEN HILLS SOFTWARE · arm KEIL · BlackBerry QNX · JET BRAINS · Kalkitech

ELECTRONIC MANUFACTURING AND DESIGN SERVICES

RTONE · BSE Electronic Solutions · randstad digital · LACROIX Electronics · SMILE

open · 4MOD. · THEORIS · SOFTWARE IMAGING · MIGHTY INSTRUMENTS

DPE DESIGN · Blue Trail Software · ALTYOR · Wooree · M2O CONNECTED · éolane

TECHNOLOGY PARTNERS

VeriSilicon · Think Silicon · MORISAWA · B-SECUR · FACER

LifeQ · ActiveLook

WHAT OUR CLIENTS SAY

"We are working with MicroEJ to bring the software-defined approach to our products, so that our customers can take advantage of distributed intelligence for a rapid response to changing energy needs. Even more important, this software-defined approach is instrumental to driving greater energy efficiency and sustainability. It makes it possible for site and facility managers in all industries to optimize energy infrastructure resources."

Peter WECKSSER
Executive Vice President, Chief Digital Officer
SCHNEIDER ELECTRIC

"The extreme versatility and ease of use of MicroEJ's solution are outstanding. Its flexibility drives the creativity and boosts the efficiency of our research department. Since we started collaborating, Polar Electro has accelerated the release of a watch to market. Our partnership delivers advanced user interfaces and other great features to our users while dramatically reducing electronics requirements to minimize carbon footprint and cost."

Sander WERRING
CEO
Polar Electro

"Innovation for Groupe SEB means making consumer's everyday life easier and more enjoyable. As a leading manufacturer in its category, it is essential to be supported by a partner such as MicroEJ. They provide us technology and softwares that enable us to offer ever more effective and innovative products, in line with new consumer trends and needs. It allows us to enrich and transform shopper experience."

Cyril BUXTORF
Senior Executive Vice President, Products & Innovation
Groupe SEB

"With MicroEJ, developers can utilize processor capabilities while minimizing software development costs. This is of great value to our customers, particularly for those who build multiple product families using the breadth of our advanced portfolio of secure and energy efficient embedded processors from MCUs, to i.MX RT crossover MCUs and i.MX applications processors. It's a win-win for our customers.."

Mario CENTENO,
General Manager – IoT Segment, Secure Connected Edge
NXP Semiconductors

► More at www.microej.com/customers

MICROEJ IN THE NEWS

MicroEJ Introduces VEE Energy, Enabling a New Software-Defined Era for the Smart Grid
Energy Central / Nov 2024

MicroEJ and Qt Group Join the Zephyr Project to Advance their Commitment to Secure, Connected, Future-Proof Devices
The Linux Foundation / Oct 2024

Wear OS, HarmonyOS to Register Strong Growth in Global Smartwatch Market in 2024
Counterpoint Research / Apr 2024

Why the world will be wearing more technology in the future
Computer World / Apr 2024

The Future Of IoT Cloud Services
Moor Insights Strategy / Mar 2024

Containers Speed Embedded Software Development
Microwaves & RF / Mar 2024

The Future Of IoT Cloud Services
Forbes / Mar 2024

The software-defined trend for embedded devices
SDTimes / Feb 2024

Embedded trends to watch for in 2024
VMBlog / Jan 2024

An unknown company has a plan to change smartwatches forever
Digital Trends / Jan 2024

CES 2024 MicroEJ VEE Wear Introduction – Interview by Charbax
ARM Devices / Jan 2024

Watch for MicroEJ and its Flexible Low-Power Wearable OS
Embedded Computing Design / Jan 2024

NXP delivers software portability across edge devices
Electronics Weekly / Jan 2024

KEEP IN TOUCH

Our communication team loves working with journalists around the world to share compelling stories. If you are a member of the media or an industry analyst and would like to contact our communication team about MicroEJ and its products, please send us email at **press@microej.com.**

SOFTWARE-DEFINED
EVERYTHING

VISIT OUR WEBSITE
www.microej.com

MICROEJ