

SOFTWARE-DEFINED EVERYTHING



EDITO



What is our product?

MICROEJ VEE is the standard software container for the consumer and industrial IoT. Expanding upon MICROEJ VEE, we recently launched VEE Wear®, the new OS for low-power smartwatches.

What makes us unique?

We simplify and amplify embedded systems software, accelerating design and innovation for low-power and cost optimized devices, and opening new possibilities in every market.

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, France, Japan, South Korea, Romania, and Germany.

Just how fast have we grown?

The sales of our flagship product (MICROEJ VEE) increased from 10M to 250M units between 2018 and 2024, and continue to grow exponentially.

What is our value proposition?

We offer IoT device manufacturers high-performance, compact, energy-efficient, secure, and cost-effective software application containers that unlock live product upgrades and open new “as-a-service” business models, and help cut design and new-product introduction time by up to half.



FRED RIVARD / PhD, 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 used his combined experience to found MicroEJ with the goal of democratizing the benefits of software containers to the embedded world.

“We want to lead the digital transformation of all ‘electronic things,’ transforming any device into a flexible, service-oriented product that can evolve quickly. We are proud to support our clients’ and partners’ growth by reducing their time to revenue and unlocking new business models. As software is overtaking the electronics world, our goal is to become the de facto standard for all software-defined ‘things’ that contribute to a smarter and more sustainable world.”

OUR SECRET SAUCE

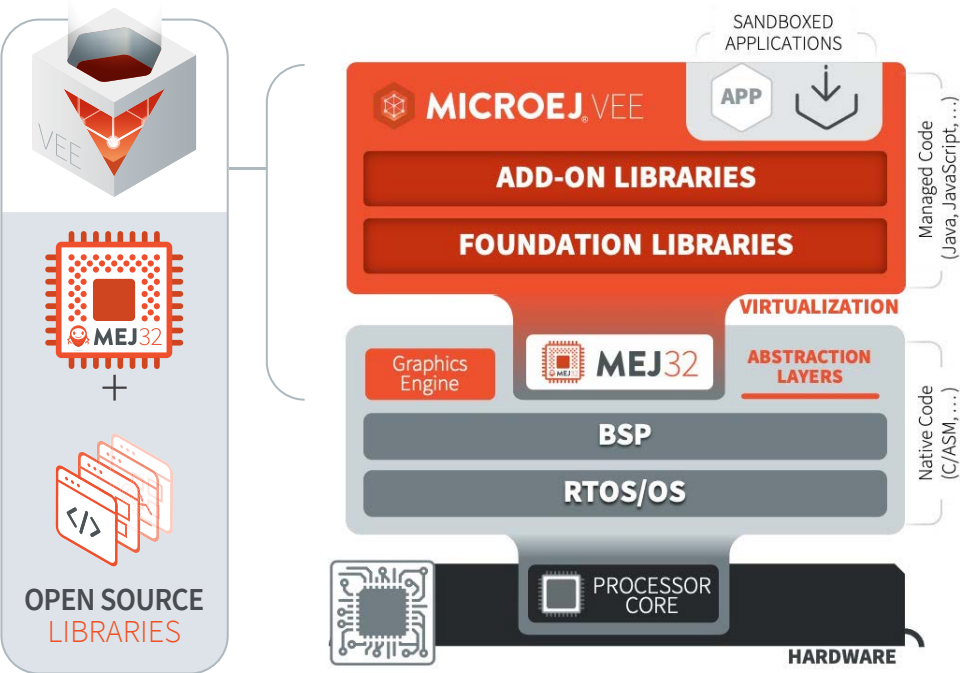
Application containers and virtualization form the backbone of the Cloud, mobile, and IT worlds. Now, MicroEJ is bringing these same cloud-native concepts to the embedded world.

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 unveiled VEE Wear, a next-generation wearable operating system specifically designed for cost-effective, low-power smartwatches. Engineered with a highly optimized memory footprint, VEE Wear brings equivalent features and capabilities found in larger operating systems to any smartwatch. It unifies the fragmented low-power watch ecosystem by bringing the same environment on multiple hardware platforms (MCU+RTOS & MPU+LINUX).



FACER PARTNERSHIP

Through a strategic partnership with Facer, MicroEJ enhances any smartwatch by providing access to an astounding hundred of thousands of watch faces catalog via the Facer app, which leverages VEE Wear API. Moreover, it connects brands with a vibrant community of over 30,000 watch face designers, ensuring unparalleled customization options for any watch.



NXP PLATFORM ACCELERATOR

This electronic solution from NXP powered by MicroEJ aims to accelerate the time-to-production by a factor of 2 or more, supercharge the productivity of engineering teams, and improve the cost of an electronic device. 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 BECOMES IDE AGNOSTIC

MicroEJ recently launched its latest software development kit, SDK, with support for the leading integrated development environments Android Studio, IntelliJ, and Eclipse, as well as Gradle Build Tool. Uniquely designed to empower embedded and IoT developers, this new release offers increased accessibility and efficiency.



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.



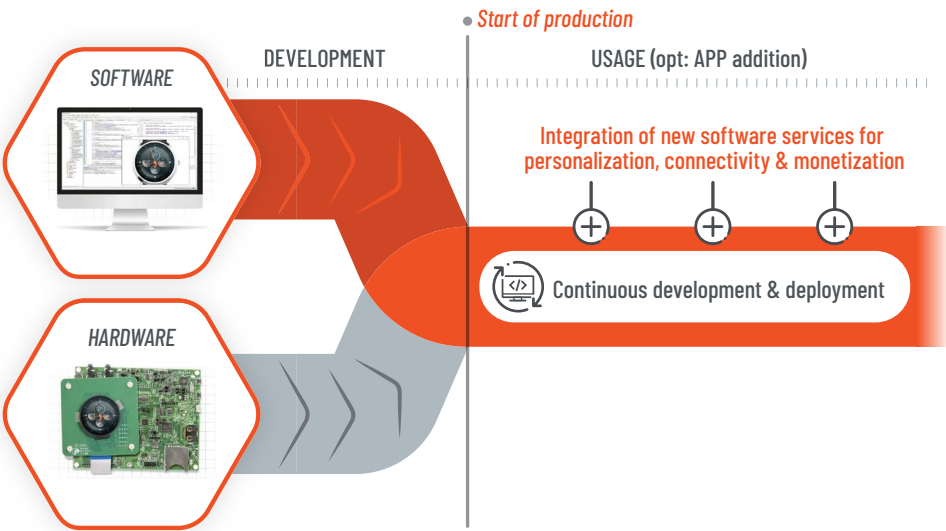
GLOBAL ELECTRONICS MANUFACTURERS BENEFIT IN MULTIPLE WAYS FROM THEIR USE OF THE MICROEJ SOFTWARE CONTAINER.

MicroEJ transforms any electronic product from single, fixed-purpose to software-defined, boosting present and future innovations with renewed scalability and flexibility and easier extensibility.

The two most remarkable impacts of the software-defined approach are:

- Software functions are decoupled from hardware, enabling faster hardware and software assets reuse.
- Software enables the constant upgrade and servitization of electronic products, allowing the addition of new features and software-based services.

EVERYTHING DEVELOPS—EVEN DEVELOPMENT



FAST FACTS

**250 MILLION
MICROJ 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**

6 OFFICES
USA
France
Germany
Japan
South Korea
Romania

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

LEADERSHIP



Dr. Fred Rivard
CEO



Regis Latawicz
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



IOT CLOUD SERVICES



EMBEDDED SOFTWARE TOOLS PARTNERS



ELECTRONIC MANUFACTURING AND DESIGN SERVICES



TECHNOLOGY PARTNERS



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 Challenges IoT's Forest of Silos

OJOYOSHIBA REPORT / Feb 2023



Software Defined IoT and Sustainable Design

IOT FOR ALL / Oct 2023



MicroEJ, the Rising Star in the Internet of Things

LES ECHOS / Jan 2023



Green Software is Key to Sustainable IoT Innovations

EETIMES / Apr 2023



Software Portability is Key Driver for Embedded IoT

EETIMES / Jan 2023



Why a Software-Defined Approach is the Future for Embedded and IoT devices

EMBEDDED / Apr 2023



Embedded Software is Eating the World

DENA / July 2022



Managed vs Unmanaged Cloud

EMBEDDED COMPUTING DESIGN
Apr 2023



MicroEJ Kit Boosts Android Portability in The IoT

EENEWS / July 2022



The Industrial IoT is Ready to Embrace Developers

STACEY IN IOT / Feb 2023



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