

SEVEN

Solutions



An open
hardware
company



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Introduction to the company:

7S SERVICES AND PRODUCTS

7S Company

▪ Origin

- Created in 2006 as spin-off from the University of Granada
- Technology-based created in the framework of several EU projects by a research group of the University of Granada.

▪ Research and innovation awards

- AJE award to the best young company in Granada 2008
- Bancaja National award to young entrepreneurs 2008
- Entrepreneur Award XXI in Andalucía 2009

Team: 12 active workers as manpower

1 Business administration	1 Secretary	1 Part-time accountant
1 CEO	1 R&D Director	1 Technician
2 Software engineers	2 Telecommunications engineers	2 Hardware engineers

Three company ages

❖ First period (2006-2009)

- Prototyping boards and electronics design services

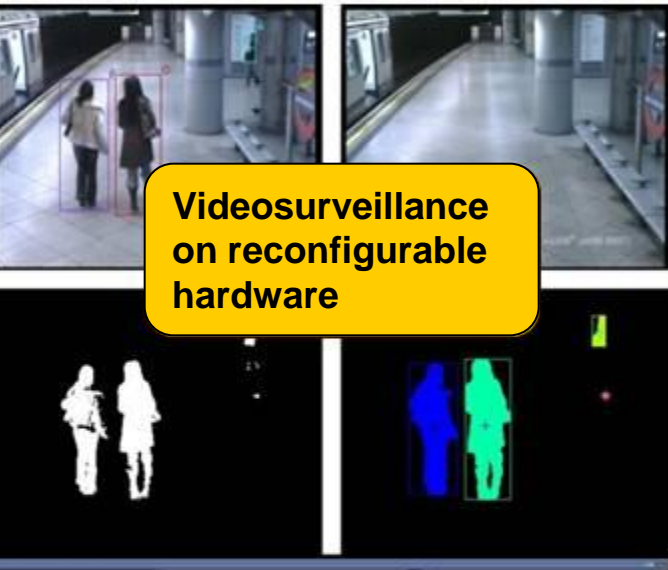
❖ Second period (2008-2011)

- Videoanalytics solutions

❖ Third period (2010 - now)

- Industry for science

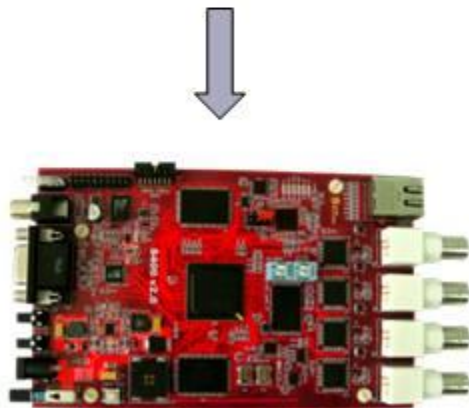
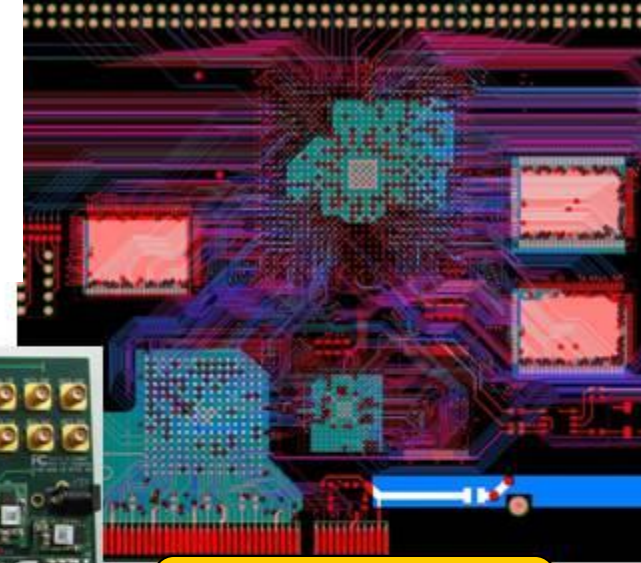
Company products & services



**Videosurveillance
on reconfigurable
hardware**



**FPGA prototyping
boards**



IPcores



**Biomedical
portable systems
for low vision**



Company services & products

▼ Services

- Electronics boards design and production
- Embedded software development (real-time, control...)
- HW/SW dependable systems & certification (***DO-254, DO-178B, IEC-615***)
- High-tech consulting & training
- Integration & turn-key solutions

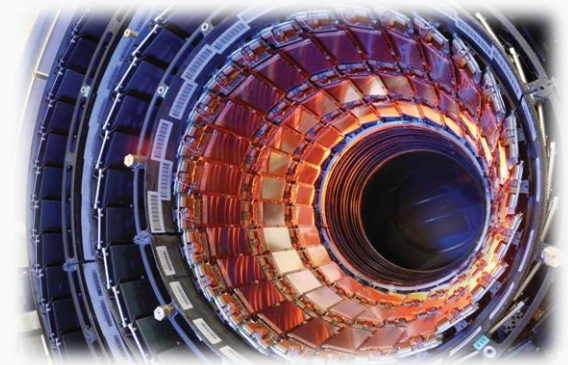
▼ Products

- Prototyping FPGA platforms(XircaV4, S400, SB, ViSmart, WR6)
- Custom electronic products: CODE, Sensonic, Ledlocal
- FPGA IP cores: Memory controllers, Ethernet UDP stack, motion detection, video-analytics, etc..
- **White Rabbit products** (Switch, Spec , FMC DIO, FMC TDC; FMC ADC.....)

Markets & customers

▪ Experience in different fields:

- Security
- Automobiles, Aerospace and industrial sectors
- Biomedicine / Health
- Robotics
- Hi-tech training



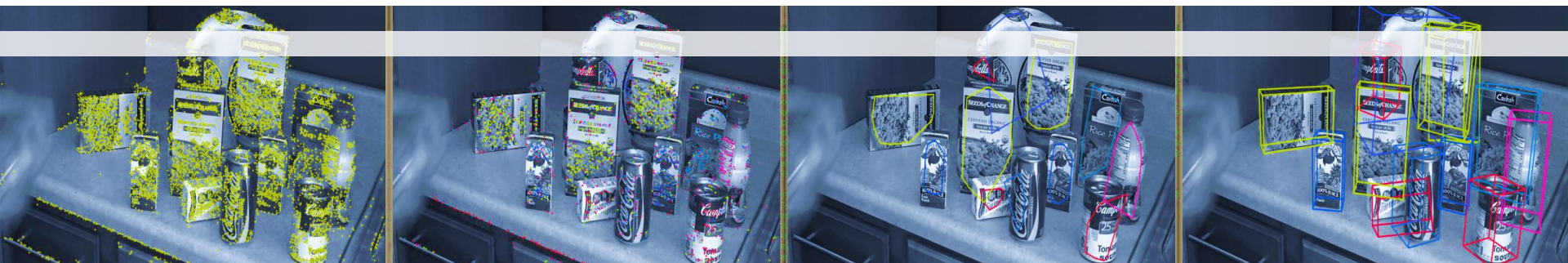
▪ Some customers

- **CERN** (European Organization for Nuclear Research), GSI, DESY, NIK-HEF.
- IAA (Instituto Andaluz de Astrofísica, CSIC)
- Schepens Eye Institut (Harvard University), University of Genoa (Italy), University of Granada
- Telefónica I+D, NTGS,...
- Parque de las Ciencias de Granada, Sam Innovex,...

7S Company

- ❖ Participation in diverse research projects (subcontracted by research institutions or as partners → **RECOMP, ACELTEC, etc..**)
- ❖ Working team: high ratio of specialized Engineers and doctors.

Passion for challenges!



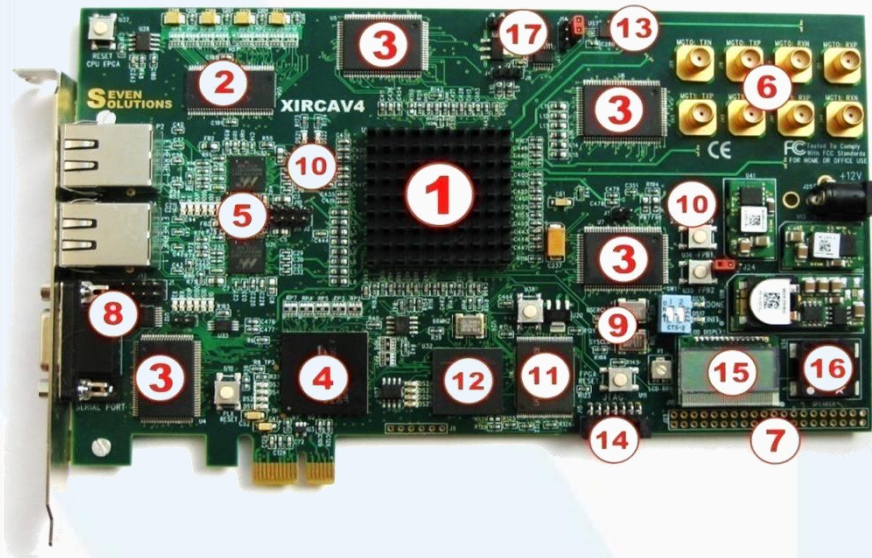
High-performance platforms for **EMBEDDED REAL-TIME VISION**

Xirca V4

- **XircaV4** is a **co-processing** platform, based on FPGA (Virtex-4 of Xilinx).
 - Also works as a “**stand-alone**” platform
- Designed for real-time image processing, and **IP-cores development and testing**.
- It includes an FPGA device (Virtex 4), communication buses (PCI Express, MGT Rocket IO and Ethernet Gigabit), off-chip memory support (DDR and ZBT).
- The platform is fully supported with **SoC** and **high-level synthesis** design tools



Xirca V4

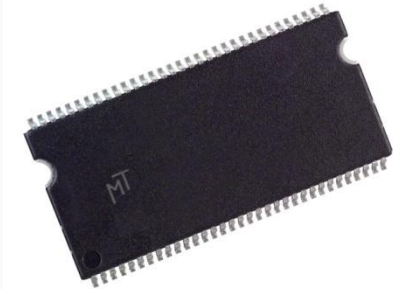
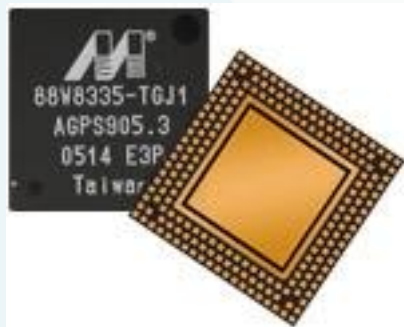
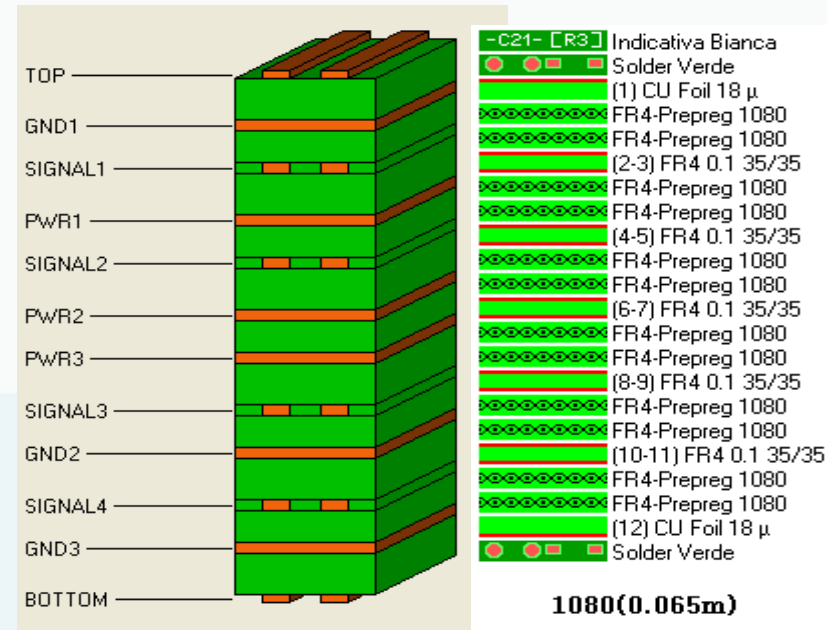


- 1) **VIRTEX-4 FPGA** (XC4VFX100-10FFG1152).
- 2) 2 independent banks of **DDR SDRAM** (512Mb).
- 3) 4 Pipelined **SRAM** memory chips 72-Mbit.
- 4) 1 **PCI Express** port 1x.
- 5) 2 tri-speed **Ethernet PHY transceiver** 100/1000.
- 6) 8 SMA connectors connected to 2 **Rockets IO**.
- 7) 20 expansion pins.
- 8) 1 RS-232 Serial port.
- 9) 1 User clock, 100 MHz and 125 MHz.
- 10) 2 LEDs y 2 push buttons.
- 11) 2 Flash memories (32MB) connected to CPLD.
- 12) CPLD to arbitrate the local bus.
- 13) 4-Kb IIC EEPROM.
- 14) 1 JTAG configuration port.
- 15) 1 LCD display: 2 lines x 8 characters.
- 16) 1 Buzzer.
- 17) IIC Fan Controller.

Xirca V4

Technical characteristics

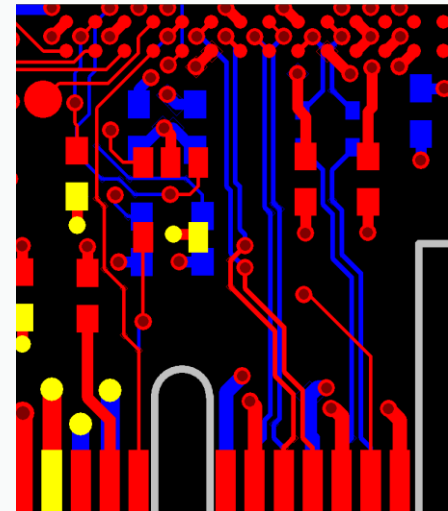
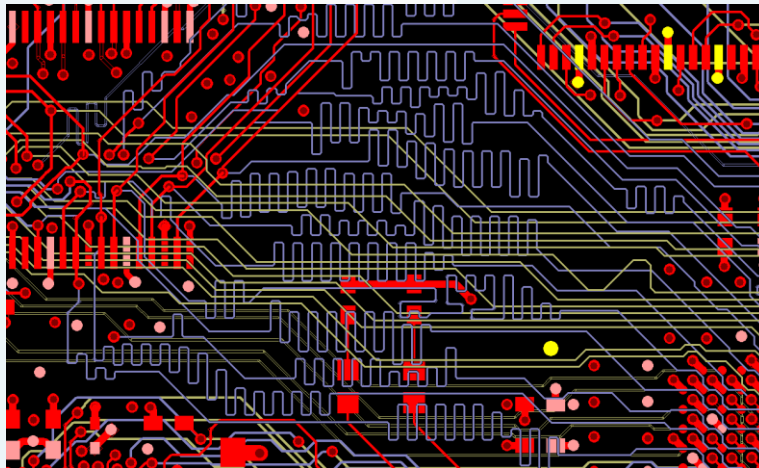
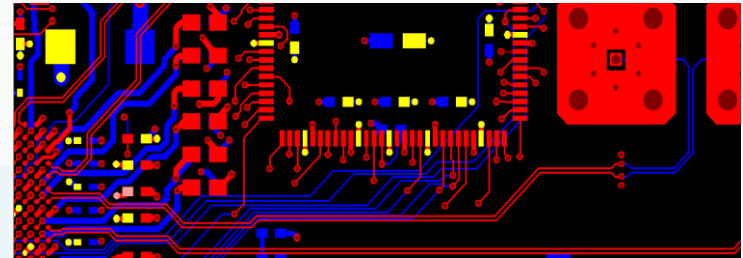
- 12 layers
 - (6 planes and 6 routing layers)
- Minimum separation between paths: 0.095mm
- 1.6 mm thickness
- 3654 drills
- 9 different internal voltages
- Encapsulated technology used:
 - Flip Chip BGA** (FF1152), separation 1.0mm
 - CSP** (Chip Scale Package), separation 0.5mm
 - TSSOP, TQFP**, separation 0.6mm



Xirca V4

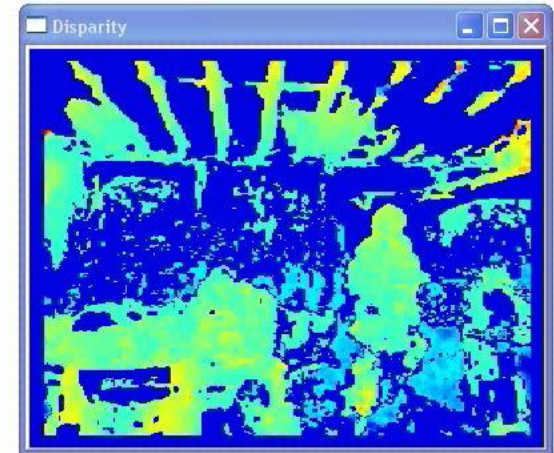
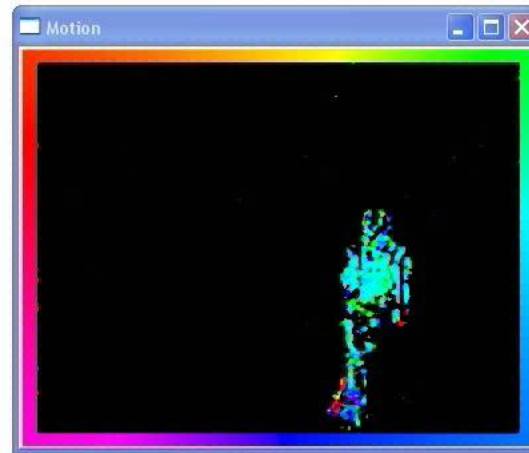
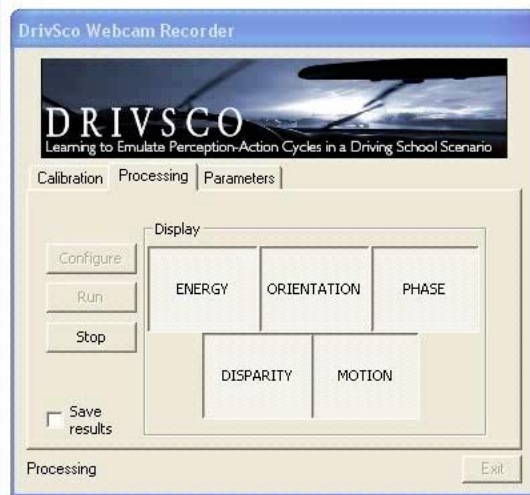
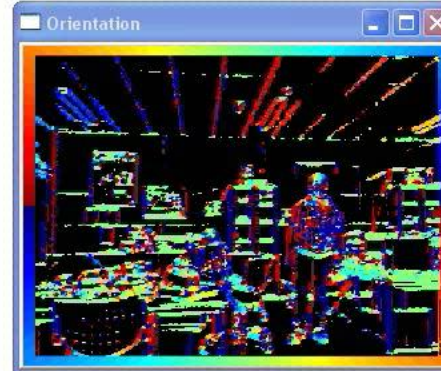
Technical Characteristics

- ▼ **Controlled impedance** (DDR, ZBT, Ethernet Gigabit, PCI-express, MGT RocketIO...):
 - 50 ohms (single traces).
 - 100 ohms (differential pairs).
- ▼ **Signal Integrity simulations** (Hyperlynx):
 - LineSim
 - BoardSim
 - Ussing IBIS models
- ▼ **Paths length control** (DDR, Differential pairs).



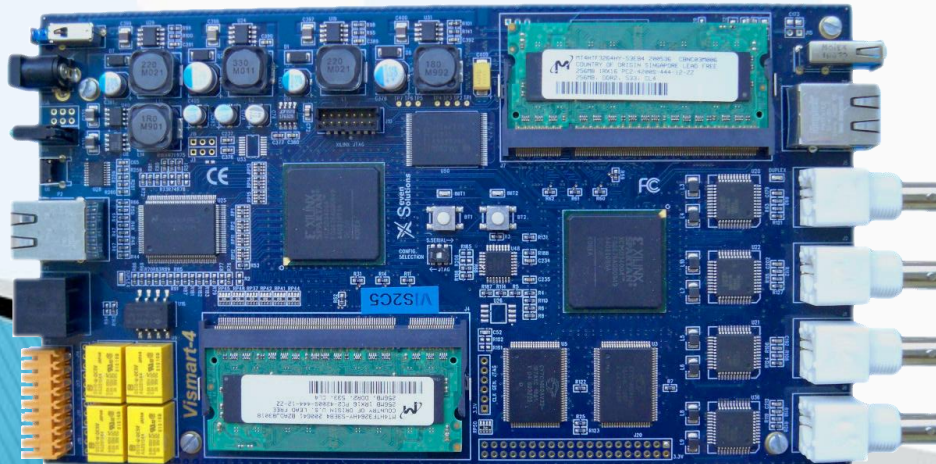
Coprocessing application example

▼ Demo developed by UGR for EU grant

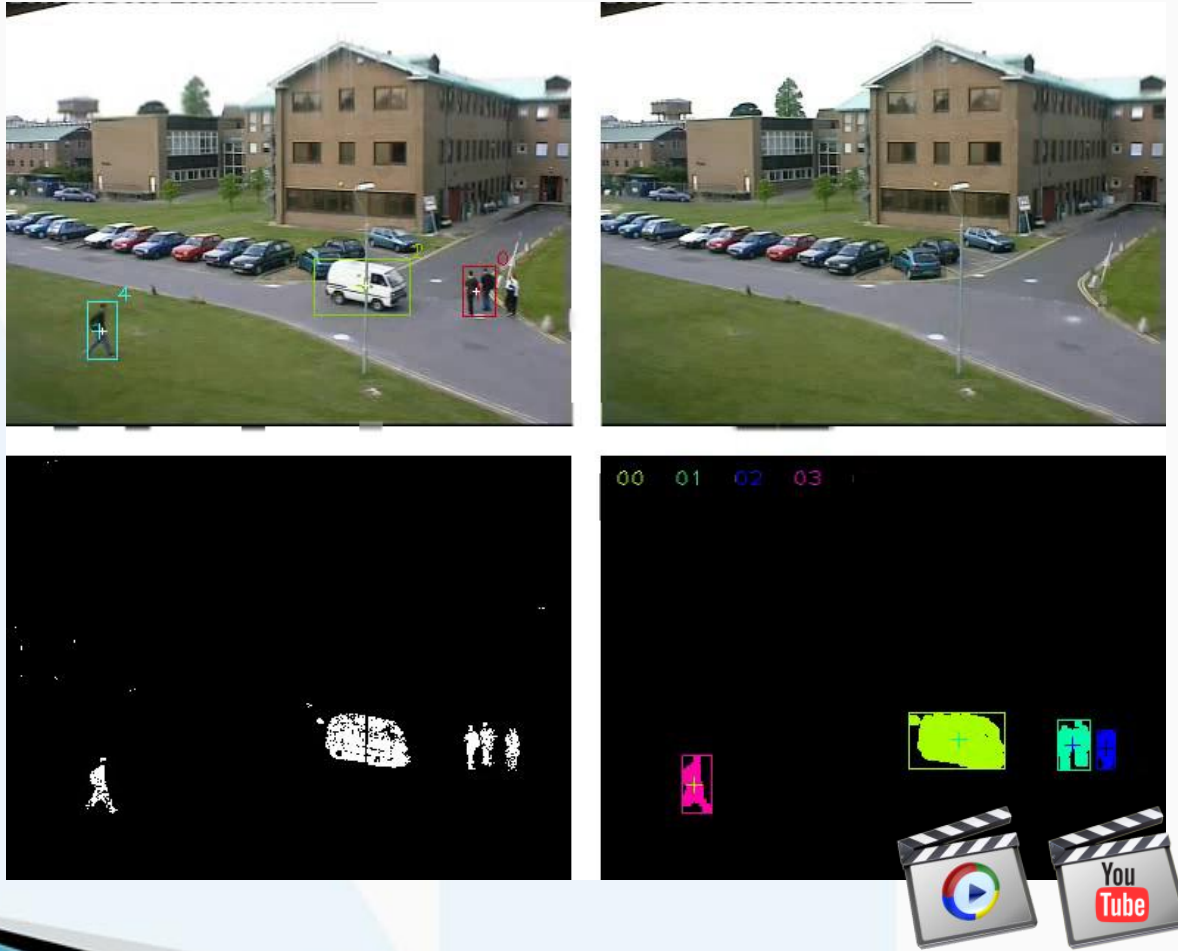


Vismart-4 multi-chip platform

- *High performance multi-chip FPGA platform (Spartan3 DSP)*
- *Stand-alone platform*
- **Hi scalability and memory support**
- **Fully supported peripherals**
- **SoC: direct C programming**
- **Parallel access to the cameras image streams:**
 - ✓ 4 cameras can be used and processed in parallel.



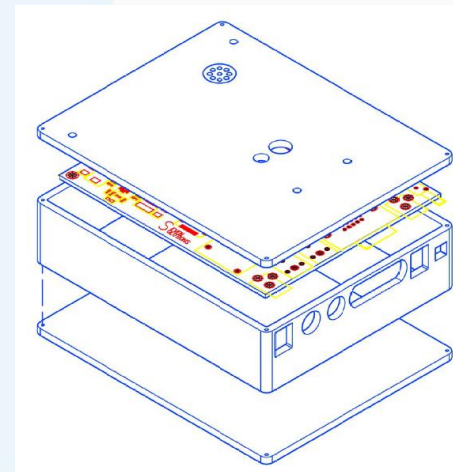
On-chip videoanalytics example



SB portable platform

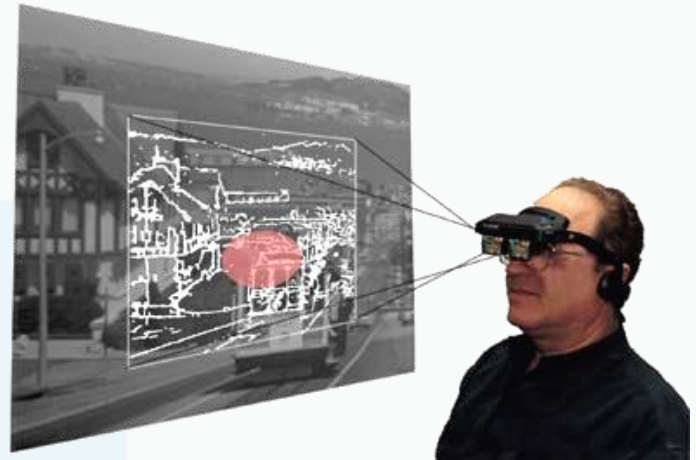


- *Stand-alone platform.*
- **Portable.** 5000mA battery for more than 10 hours of autonomy
- **EDK support** for direct C programming
- **Peripherals fully supported**



SB Application example

- Collaboration with UGR, UMU & Schepens Eye Institute (Harvard University),
 - Application oriented to low vision patients with **visual deficiencies** such as tunnel vision, foveal vision lost, etc.
 - On-chip processing: zoom, detection of edges, binarization, etc.



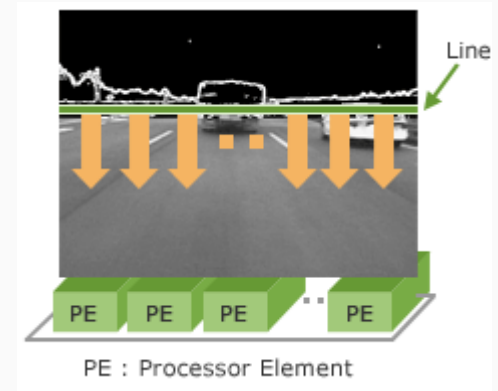


Embedded Video-Analytics

SECURITY & VIDEOSURVEILLANCE.

7S video analytics advantage

- Embedded hardware FPGA technology.
 - **100x processing speed up** thanks to the utilization of specific hardware (FPGA,DSP)
 - **100x durability**
(no moving elements, low power consumption, etc)
 - **10x less power consumption.**
 - **Autonomous system**
 - **Scalable system:** flexible architecture



**Expertise on distributed
video surveillance solutions**

IP Core for videoanalytics I

▼ Multimodal background estimation

- Basic stage of videoanalytics capable to detect moving object on a stationary camera.
- Multimodal background model. Capable of dealing with periodic movement (waving trees, elevator movements, etc..) without producing false alarms.

▼ Applications: integration on smart IP cameras for security.

- Ideal for distributed systems development



System accuracy example. From left to right: first image, input of a sequence with moving trees (Wallflower dataset). Second picture, background ground-truth manually estimated. Third to fifth, background models of well-known approaches. Last picture, our IP core results. .

IP Core for videoanalytics II

▼ Resources & performance

- Resources on a Xilinx XC3SD3400aFG676 FPGA
 - 26% slices, 66% DSP48s.
 - Max operating frequency: 70 MHz.
- Performance:
 - One camera with 1280x1024 pixels resolution at 16 fps
 - Four cameras with VGA resolution up to 18 FPS.
 - It require a system clock of 66 MHz and external memory DDR2 interface as provided with Vismark multichip platform.

▼ Software functional model for evaluation.

▼ IP core provided as netlist or source format.

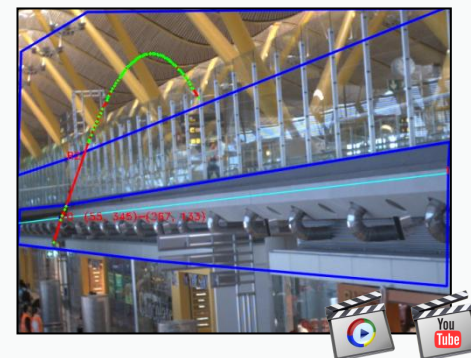
Distributed videosurveillance

- ✓ Computational power on edge devices
- ✓ Number of camera unlimited
- ✓ Access from anywhere in the world
- ✓ Flexible & scalable architecture
- ✓ Third party integration



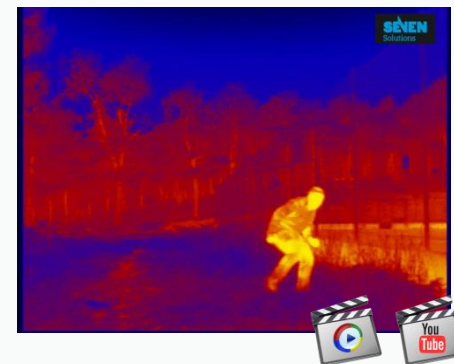
References

- Virtual Roof in the *Madrid/Barajas* Terminal4
(detection of throwing objects)
- Queue estimation in T4
(Estimation of waiting time)
- Video analysis: counting people and dynamic privacy in the University of Granada



References (II)

- ❖ Perimeter security combined with thermal video analysis in a solar plant (perimeter > 8km), Castuera (ASSYCE)
- ❖ CCTV synchronized with microwaves barrier in a private parking
- ❖ Perimeter security in a solar plant, Escúzar, Moraleda (ASSYCE)





Creating technology for science

SEVEN SOLUTIONS

Capacities and expertise

- ▼ Technology for science:
 - Real time embedded software (DSP, microcontrollers, etc).
 - High performance processing with FPGA
 - IP cores design
 - System on Chip (SoC) design
 - High performance PCB design (FPGA, DSP, etc)
 - Safety critical design, test and certification
 - Embedded control systems

Creating technology for science

▼ CERN: White-Rabbit Project

- Currently collaborating in the development of White Rabbit platform (WR6).
- Design of hardware boards (high performance switch based on FPGA)
- IP cores design (Wishbone serializer)
- PCB fabrication, test and support.



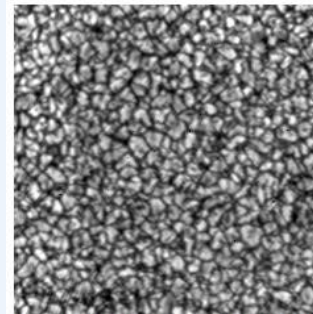
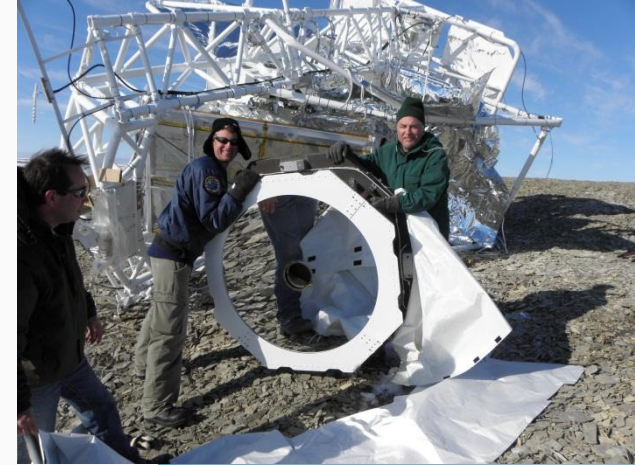
▼ ESA : *European Spatial Agency* (IAA)

- Development of embedded software, FPGA boards and HDL code (RTEMS OS, DSP baremetal code, LEON-3 architectures, Rad-tolerant electronics)
- Related project:
 - IMAX in Sunrise project
 - NOMAD in EXOMARS
 - SOPHI of Solar Orbiter

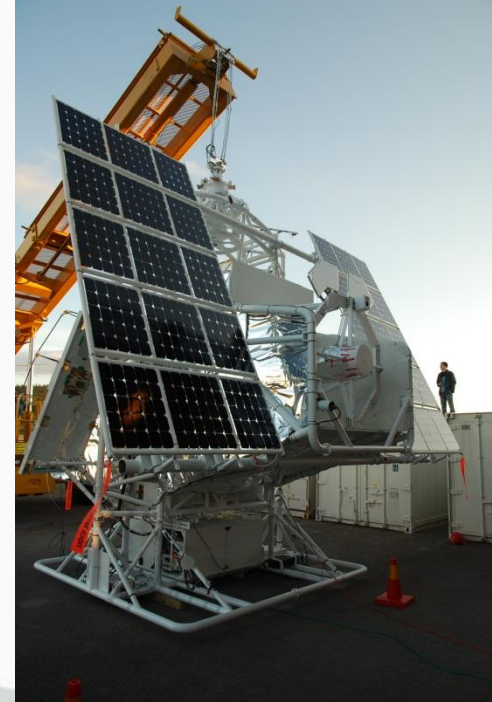


Creating technology for science

IMAX Sunrise 2009



Sunrise first image. Granulation at disk center as seen in one of the modulation states of the IMaX instrument. Preliminary processed thumbnail with a 4x4 binning, 256x256 pixels (0."22/px). Exposure time: 1.5 s. $\lambda = 525.04$ nm. Field of view: 56".





EXAMPLE OF COLLABORATION

THE WHITE RABBIT PROJECT



White Rabbit project

What is White Rabbit?

An Ethernet extension which provides:

- Synchronous mode - **precise time** and frequency transfer.
- .Precision Time Protocol (IEEE1588) + Synchronous Ethernet + DMTD phase tracking
- **Deterministic** routing latency

Characteristics

- ~1000 nodes synchronized up to 10 Km
- [Sub-nano second accuracy !!](#)
- [Self-calibration](#)

Development model

- Collaborative, industry and research centers (CERN, GSI, ...) but with **commercial support**.
- ❑ Open source

Applications

Large-scale data acquisition systems

Precise time tagging

Clock & trigger distribution

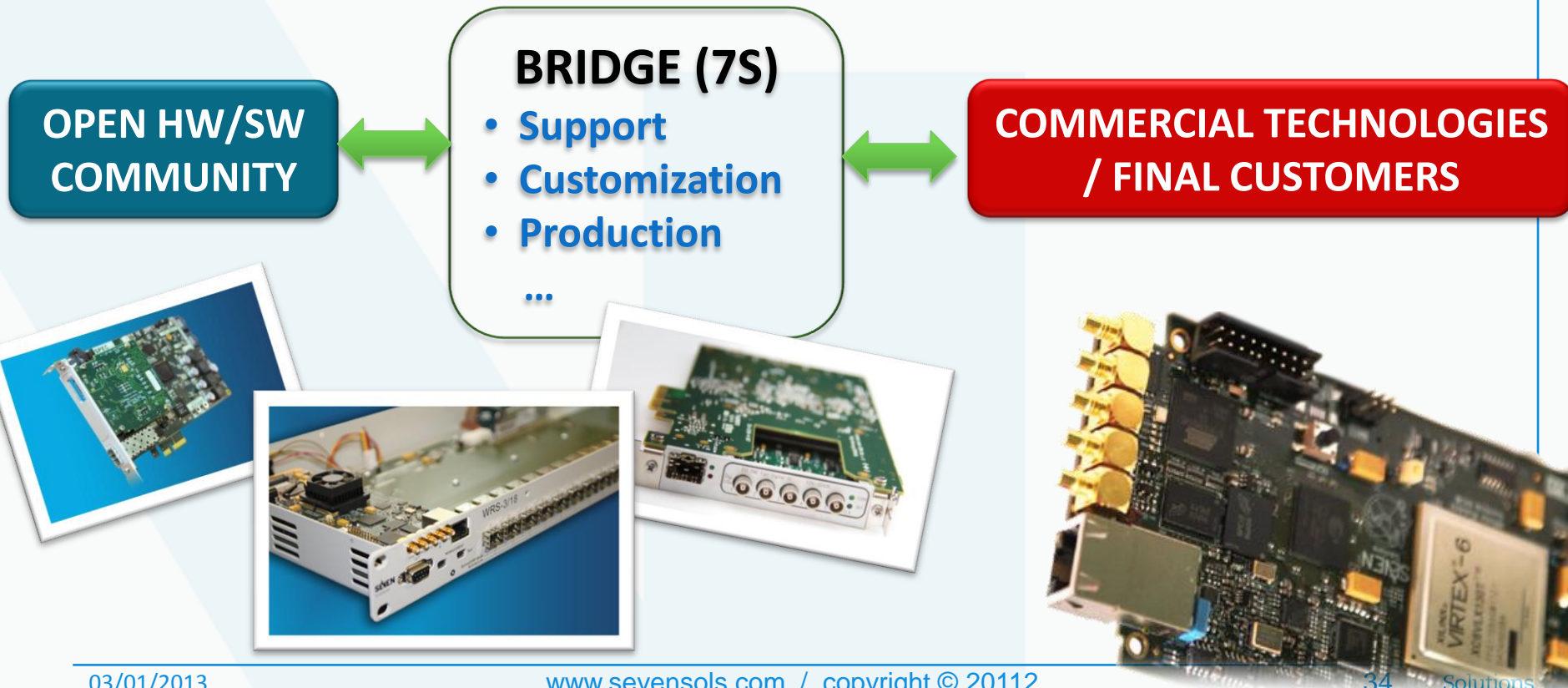
Robust event delivery



7S role in White Rabbit project

White Rabbit Switch

- White Rabbit integrated solutions: production, customization, design, support and more...



WRS-3/18

White Rabbit Switch v3

Standalone version with 18 SFP ports



White Rabbit Switch (WRS) is the key component of the White Rabbit Protocol that provides precision timing and high synchronization over an Ethernet-based network.

The WRS can be configured as master and sends its clock to all the nodes in the network using cascade architecture.

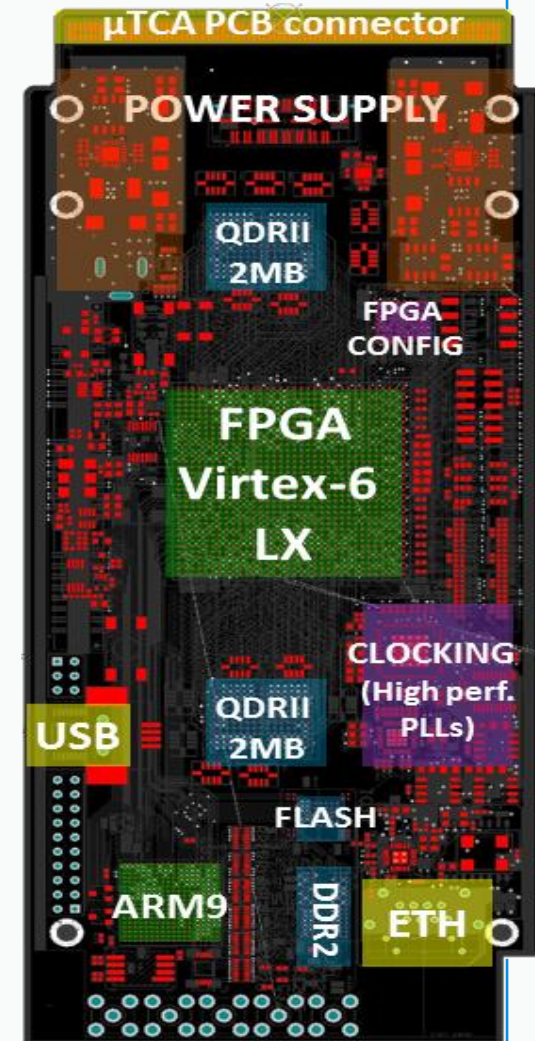
The WRS-3/18 version is a standalone version using 18 SFP connectors to synchronize the different nodes

- Time precision: sub-nanosecond timing.
- Scalability: 2000 nodes in the network
- Distance range: over 10km using fiber
- PTPv2, Sync-E
- Robustness configuration.
- RS-232 and USB debug.

WRS core board (SCB) components

▼ The board main elements are:

- the High performance **Virtex-6 FPGA** (XC6VLX130T, XC6VLX240T or XC6VLX365T chips)
- **ARM processor** (AT91SAM9G45). Well-known architecture and Linux support.
- 32M x 16 DDR2
- 256 MB NAND Flash
- Ethernet 10/100 PHY
- 8 MB SPI Boot Flash
- ~~Two 512Kx36 QDRII SRAM~~
- 8MB x 16 NOR Flash (for BPI FPGA Configuration)
- 14-Output Clock Generator with Integrated 1.6 GHz VCO (AD9516-4)



White Rabbit switch status III

↙ Better with pictures!



White Rabbit switch status III

▼ Better with pictures!





An Open hardware model
SEVEN SOLUTIONS

Open-hardware policy

- ❖ Subcontracting policies. Towards a service beyond subcontracting.
 - Open design and support for the customer (all materials are provided for the customer to make the full design available)
 - Flexibility in specifications and design cycle
 - Context of the design: Assimilation of previous designs by the customer.

Walking together makes friends!

The Open hardware approach



- ❖ CERN license style (CERN OHL)
 - Publish everything needed for review, modify or produce
 - Persistent license. It requires that manufactures inform designers of dates and quantities of production.
- ❖ Advantages
 - Peer-review of designs → improving reliability
 - Design re-use
 - Healthier relationship between companies and scientific centers.
- ❖ Designs at: **Open Hardware Repository** <http://www.ohwr.org>
- ❖ **7S working policy**
 - Become one member more of your team.
 - Be involved at the very primary phases of our clients' designs
 - Use of Collaborative tools → sharing results on real-time



SUMMARY AND CONCLUSIONS

7S team profile

▼ We look for engineers...

- Skillful and highly motivated (with electronics, computer science or telecommunications degrees)
- Expertise on embedded systems (FPGA, DSPs, microcontrollers, RTOS, embedded Linux, optimized C/C++, CUDA, etc..)
- Fluent in English, team players
- Ready to face new challenges!

Summary & Conclusions

- ▼ 7S is a high-tech company focused on embedded platforms design and real-time image processing.
 - Systems customization as an important company advantage
 - We address the whole life-product cycle: requirements analysis, system design, fabrication, test and validation → **turn-key solutions**
- ▼ 7S creates solutions where conventional products cannot be used.
 - deep customization and development.
- ▼ We need embedded systems engineers!



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