



Mobile Unleashed: The Origin and Evolution of Arm Processors in Our Devices (Paperback)

By Don Dingee

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm.

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*****. This is the origin story of technology super heroes: the creators and founders of ARM, the company that is responsible for the processors found inside 95 of the world's mobile devices today. This is also the evolution story of how three companies - Apple, Samsung, and Qualcomm - put ARM technology in the hands of billions of people through smartphones, tablets, music players, and more. It was anything but a straight line from idea to success for ARM. The story starts with the triumph of BBC Micro engineers Steve Furber and Sophie Wilson, who make the audacious decision to design their own microprocessor - and it works the first time. The question becomes, how to sell it? Part I follows ARM as its founders launch their own company, select a new leader, a new strategy, and find themselves partnered with Apple, TI, Nokia, and other companies just as digital technology starts to unleash mobile devices. ARM grows rapidly, even as other semiconductor firms struggle in the dot com meltdown, and establishes itself as a...



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