/ INVITATION

AMD Embedded Tour 2025

REGISTER HERE

Join **Avnet Silica** for the **AMD Embedded Tour** in **Madrid**, a one-day event connecting embedded designers with AMD experts, strategic partners, and industry peers. Whether you're building smarter systems, accelerating AI at the edge, or optimising compute architectures, this is your opportunity to streamline your development and make better design decisions - faster.

TACKLE KEY CHALLENGES LIKE:

- Integrating compute and acceleration without added complexity
- Maximising edge performance within tight power budgets
- Working with toolchains that don't always fit your needs

Choose from two tracks and explore how the AMD embedded portfolio - **x86, FPGA, adaptive SoCs, and scalable tools** - enables **unmatched system-level efficiency** and **design freedom** across real-world workloads. We'll also be joined by our partner **Advantech** for a deep-dive into how they're innovating with AMD x86 solutions.

You'll also have the opportunity to meet with some of our supplier partners during the marketplace and get hands-on with cutting-edge embedded technologies. You can find the full list of the partners on the registration page.

Find agenda on the next page >>

SEATS ARE LIMITED - RESERVE YOURS NOW.

Featuring our partner:

ADVANTECH

DATE:
17th June 2025

LOCATION:
Covarrubias The One
Sala White
Calle de Covarrubias, 1
28010, Madrid

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AMD Embedded
Tour 2025

AMD AVNET SILICA

AGENDA:

08:30 – 09:30	**Arrival and Registration** Grab your badge, coffee, and head on over to our Marketplace.	
09:30 – 10:00	**Welcome and Opening Remarks** Setting the stage for a day of innovation, insight, and engineering excellence. *Belén Matilla, Avnet Silica and Alberto Fusaschi, AMD*	
10:00 – 11:00	**AMD Embedded Portfolio – FPGAs, adaptive SoCs and x86 CPUs** Overview of the AMD Embedded portfolio including the newest FPGA, adaptive SoCs families, Embedded x86 CPUs and the AI and software solutions. *Thilo Ohlemueller, AMD*	
11:00 – 12:00	**AMD: The Performant, Predictable and Proven Choice** Discover why AMD FPGAs and adaptive SoCs are the Performant, Predictable and Proven choice. *Thilo Ohlemueller, AMD*	
12:00 – 12:30	**Coffee Break**	
	Track 1	Track 2
12:30 – 13:30	**AMD Cost Optimised Portfolio** Gain the insights and expertise to confidently choose the right AMD cost-optimised solution for your design. *Thilo Ohlemueller, AMD*	**Why Choose AMD Embedded x86** Options and tools for building x86 based embedded solutions and illustration of the Embedded product support flow. *Mani Anandan, AMD*
13:30 – 14:30	**Introduction to Versal AIE for DSP** Expand your AI Engines architecture knowledge with an in-depth overview of the development cycle and methodology. *Marco Escajadillo Calizaya, AMD*	**Partnering for Success: x86 ODM Perspectives** Hear how AMD ODM partner Advantech are innovating with AMD x86 solutions. *TBC, Advantech*
14:30 – 15:30	**Lunch and Marketplace** Explore live demos, meet AMD partners, and discuss real-world use cases with peers and experts.	
15:30 – 16:30	**Multi Gigabit Links Optimisation and Troubleshooting using IBERT** Explore the key features of Error Ratio Tester (IBERT) and how to develop a strategy to optimise link performance. *Francesco Contu, Avnet Silica*	**Implementing DSP algorithms in FPGA** Compare FPGA implementation methods for DSP with practical examples using various tools, including HDL with cocotb, Vitis HLS, Vitis Model Composer, and Matlab HDL Coder. *Sergio López Buedo, Electratraining*
16:30 – 17:30	**Versal RF and Versal Gen2** Discover the cutting-edge solutions with latest AMD technologies tailored for Space, Defence and high performance industrial applications. *Francesco Contu, Avnet Silica*	**Secure Boot, TPM and LUKS Flash Encryption** Enhance the security of your AMD Zynq/ZynqUS+/ Versal based products using state of the art encryption technologies and experience a live demo of AMD KV260 Eval Kit. *Marco Hoefle, Avnet Silica*
17:30 – 17:45	**Wrap-Up, Takeaways & Raffle** Key insights from the day - plus a chance to win some cool prizes in our raffle!	