



DeSyRe

on-Demand System Reliability

Final Project Press Release

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ABSTRACT	Press releases are key to attract attention of the general public and that of the research and medical community to the project. Its success can be seen in the number of web and printed publications that pay attention to it, as well as in the amount of traffic it drives to the project website www.desyre.eu . This document reports on the final project press release.
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1. Introduction

The second press release will be released at the end of the project to publicize the results of DeSyRe. Generating publicity consists of two parts: creating the actual press release, and selecting the target audiences and the appropriate channels to deliver the message to the target audience. In this document, we report on steps taken and their results.

2. Final press release to advertise DeSyRe results: March 2015

2.1 Actual news vs background news

As ‘actual news’ gives a sense of urgency and tends to get picked up easier than to background news due to its actuality, we decided to release the DeSyRe results as if tied to the actual end of the project.

2.2 Target audiences

For this press release, we target the general public, more specifically those with an interest in science and technology. We choose a secondary target group for the medical community with an interest in technology- more specifically, those with interest medical devices. Those target groups are a good fit to the DeSyRe goals: new technologies for highly reliable systems.

2.3 PR channel

To reach the target audience specified above, we asked Chalmers’s University PR department for help and in addition used a European press agencies.

Chalmers is to distribute the PR via their account at the Alphagalileo press release service and sent it to a group of journalists both in Europe and the US. If the source of the PR is a university with a solid reputation, PR almost automatically receives the qualification ‘solid scientific news’.

Under the name of the DeSyRe consortium, we are to distribute the PR via the Cordis press release services. In addition, we sent it to a handful of journalists in Europe and various European countries.

2.4 Timing

We release the press release shortly after approval by the partners and Chalmers’ press release, to allow distribution of the press release to all and simultaneous distribution.

The press release is scheduled to be public on Thursday, March 12, 2015.

2.5 Press release contents



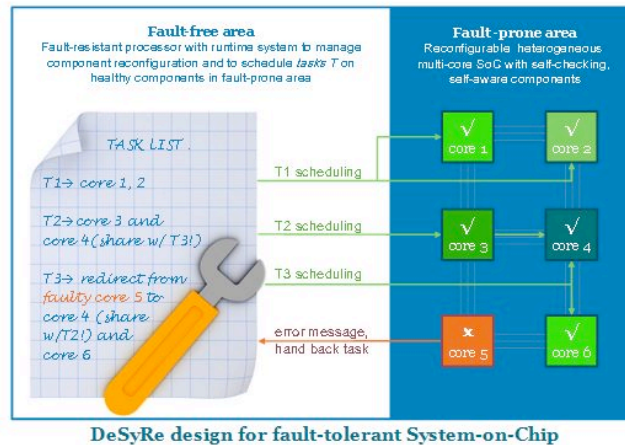
Large gains with new chip design for medical devices

Göteborg, Sweden – March 12, 2015 - *Systems-on-a-chip for extremely critical applications would use 28 percent less energy and 48 percent less chip area while offering nine times lower hardware failure rate, if designed with the completely novel DeSyRe architecture. This would drastically reduce hospital costs and replacement rate of medical devices.*

Three years ago, the DeSyRe (on-Demand System Reliability) project started with the promise that it would enable extremely reliable medical devices. Three years later, the results are in and they are even better than expected: chips designed based on the new DeSyRe paradigm are shown to be more reliable and to be less power- and area-hungry than predicted at project onset.

The DeSyRe consortium had initially promised new design techniques that would counter the increasing fault-rates expected for next technology nodes, while at the same time they would reduce the power and performance penalties introduced by fault-tolerance measures.

To reach such ambitious goals, DeSyRe introduced a different, hybrid approach to reliability, which separates the System-on-Chip (SoC) into two different areas. One area comprises normal, interchangeable processing cores which are by nature fault-prone. The second area is extremely resistant to faults and monitors the sanity of the cores in the first area. It assures that each core in that area can handle an assigned sub-task correctly and efficiently, yet transfers tasks from one core to other idling cores in this same area in case of a diagnosed malfunction.



“In the DeSyRe project, we have coupled a new dynamically reconfigurable substrate together with runtime-system software support in such a manner that it can adapt on demand to various types and densities of faults, system constraints and application requirements,” says Ioannis Sourdis, Associate Professor in Computer Engineering at Chalmers University of Technology, and project leader of DeSyRe. “We compared the DeSyRe architecture to



prevailing reliability approaches, and DeSyRe scored better on all aspects. It even scored better than we planned at the start of the project, surpassing all our expectations.”

When comparing the DeSyRe system to a standard Triple-Modular-Redundancy system (TMR; a system which compares the output of three identical modules and then trusts the “majority vote”), a DeSyRe system requires 46% less chip area and 28% less energy to achieve the same tolerance to transient faults and the same performance as a typical TMR system. Alternatively, when comparing it to a time-redundant system (the program runs twice and the outcome is compared), DeSyRe executes code 14% to 32% faster. Last but not least, when looking at permanent faults and comparing the DeSyRe system with a core-redundant system of the same area (a system in which everything is implemented with a back-up spare part; the back-up takes over in case of malfunctioning), DeSyRe reduces the number of failures (due to permanent faults) in a billion device hours (FIT) by a factor 9.

“We expected that DeSyRe would reduce the FIT by about 40% at most, and were very pleased to reach a reduction in the number of failures by over a factor 9,” asserts Riccardo Mariani, CTO of YOGITECH and internationally recognized as a specialist in automotive safety. “The new DeSyRe techniques were created for extremely reliable medical SoCs but their use is not limited to that market. I expect DeSyRe-like systems to be in our future cars as well, like self-driving cars, as we design automotive SoCs with ever more fail-safe and fail-operational measures to meet the strict functional safety standards.”

About the EU FP7 project DeSyRe

The DeSyRe consortium brings together leading European experts in the field of fault-tolerant and self-repairing designs, both from academia and industry. University partners are: project leader Chalmers University of Technology (Sweden), University of Bristol (UK), EPFL (Switzerland), FORTH (Greece) and Imperial College London (UK). Industry partners are Neurasmus and Recore Systems (The Netherlands) and YOGITECH (Italy).

Project start date: 1st October 2011; end date March, 2015

Project website: www.desyre.eu

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2.6 Press release results

As the press release will go out after the writing of the report, we can only report our expectations.

The initial press release was picked up by many Internet media and printed media. That combined with a very positive result on the project, we expect that the press release will be picked up in at least 30 media in various languages.