

arm

Style Guide

AMBA

AMBA Approved Nouns & Logo

AMBA

AMBA (Advanced Microcontroller Bus Architecture) is always displayed in capital letters.

Approved Nouns:

- Brand
- Ecosystem
- Interconnect
- Interface
- Interface protocol
- Interface specification
- On-chip interconnect specification
- Protocol
- Specification
- Standard
- Trademark

• Approved Logos:

AMBA

Preferred option

Where appropriate, or to indicate affiliation or advantage of Arm, these may be used:

arm AMBA

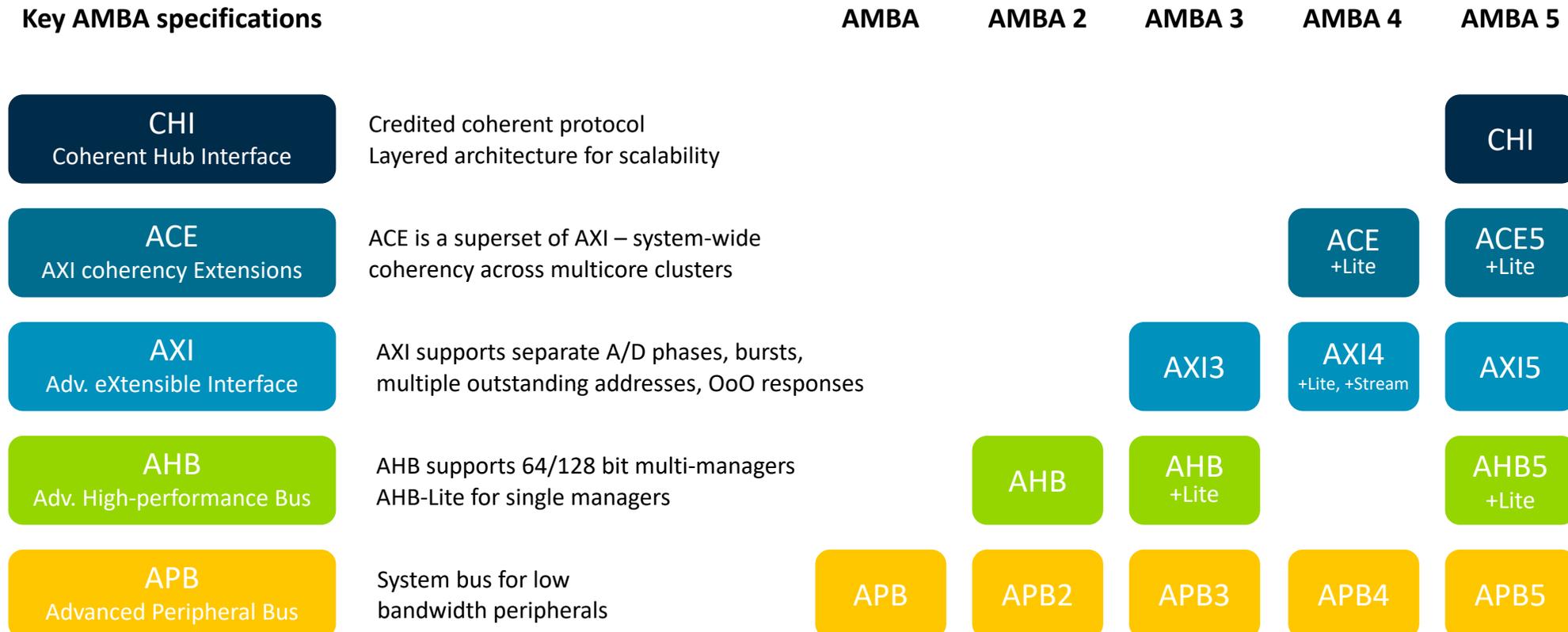
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AMBA
Specifications, Interface
and Protocols

AMBA: Specifications, Interface and Protocols Diagram AMBA

Key AMBA Specifications: CHI, ACE, AXI, AHB, APB



Selected AMBA specifications only. Other specifications include: ATB, ATP, CXS, DTI, GFB, LPI and LTI.



AMBA Usage Rules and Examples

- AMBA can be used with or without the Arm logo prefix
- AMBA can be used on its own or with the interface notations such as AXI, CHI etc
- AMBA is a registered trademark and must be used according to the guidelines: [Click here](#) for the full AMBA trademarks page on our website

Generation and Specification Terminology

- AMBA [generation] [product name] and / or [approved noun]
 - E.g. AMBA 5 CHI Specification
 - We also have different versions and releases for each specification: these are known as **Issues**
 - E.g. CHI Issue E (long-form) should be shortened to CHI-E
- Disclaimer: AMBA Generations: Overtime, reference to generations has been replaced by ‘issues’, as updates have become more frequent. You can choose whether to refer to AMBA generations when referencing a specific interface, protocol or specification.**

Use Examples

AMBA trademarks are for initial use. They do not need to be used subsequently in the same piece of text.

 Correct use	 Incorrect use
Arm® AMBA® AXI interface AMBA® AXI interface	Arm® amba® interface amba® interface Arm® AMBA™ interface AMBA™ interface
Arm® AMBA® 3 AXI interconnect AMBA® 3 AXI interconnect	Arm® AMBA® 3 AXI interconnect AMBA® 3 AXI interconnect
Arm® AMBA® 4 AXI standard AMBA® 4 AXI standard	Arm® AMBA® AXI4™ standard AMBA® AXI4™ standard
Arm® AMBA® 5 CHI specification AMBA® 5 CHI specification	Arm® AMBA® 5 CHI™ specification AMBA® 5 CHI™ specification
...product X fully implements the Arm® AMBA® specification...	...product X supports Arm® AMBA®
...product X fully implements the Arm® AMBA® 3 protocol	...product X is Arm® AMBA® 3 ready
...product X fully implements the Arm® AMBA® 4 AXI specification	...product X is Arm® AMBA® 4 AXI compliant
...product X implements the Arm® AMBA® 3 protocol specification...	...product X implements Arm® AMBA® 4
Company X announces Arm® AMBA® 4 protocol support in product ABC, the coolest tool for functional verification	Company X announces SwiftAMBA® or AMBAhybrid or AMBA-fast
Today SwiftIT announced full support for the Arm® AMBA® 4 protocol...	SwiftIT AMBA® widget
Arm® CoreLink™ Dynamic Memory Controller supporting the Arm® AMBA® 4 AXI protocol	ACME AXI4™ Network Interconnect

- [Click here](#) for the full AMBA trademarks page on our website
- Unlike other Arm product trademarks, you do not always have to use the AMBA trademark preceded by the Arm trademark in first use of the AMBA trademark.
- You do not always have to use an approved noun after the AMBA trademark if it is followed by a product name or interface name with the appropriate generation designation.



AMBA Messaging & Example

Standard Boilerplate Text

- AMBA (Advanced Microcontroller Bus Architecture) is a freely-available, globally adopted, open standard for the connection and management of functional blocks in a system-on-chip (SoC). It facilitates right-first-time development of multi-processor designs, with large numbers of controllers and peripherals.

Abbreviated Boilerplate Text

- AMBA empowers SoC design teams to create systems on chip that just work with efficient interconnect.

One Sentence Statement

- AMBA is the industry-leading choice for on-chip communications. It is an open, freely available and globally adopted standard, enabling SoC success for all.

Reference to AMBA – Successful Example

AMBA

Cache (\$)

The best technology: **Arm AMBA CHI and ACE interoperability, CCIX support for multi-die systems. Plus functional safety mechanisms to achieve ISO 26262 certification.**

requirements. Like any cache, it allows nearby storage of data frequently used by the cores of an SoC (CPUs, DSPs, or GPUs) but it **benefits** from several differentiating characteristics **that are critical for modern memory systems:**

- A highly configurable structure
- Way partitioning
- Scratchpad allocation
- **AMBA® bus interface**
- ISO 26262 functional safety compliance

AMBA messages are well articulated:

- Best Technology
- Industry standard
- Critical for Modern systems
- Broad Applicability
- Ease of Integration
- Architecture Neutral
- Differentiating

The text makes precise use of trademarks and places AMBA side-by-side with key industry requirements.

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Thank You

Danke

Merci

谢谢

ありがとう

Gracias

Kiitos

감사합니다

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