

▣ Simma Software Grows at Rose-Hulman Ventures, Adds to Staff

A Terre Haute business, Simma Software, Inc., continues to grow, with the help of Rose-Hulman Institute of Technology's Rose-Hulman Ventures at the college's South Campus.

Simma Software recently hired **Bryan Correll**, a sophomore computer engineering major, to help develop, review and validate embedded firmware for automotive customers. This firmware allows fleets to learn in real-time when a failure has occurred within their vehicles.

Correll previously participated in Rose-Hulman Ventures' freshman VIP internship program, under the guidance of senior project manager Sandor Pethes, a 2002 Rose-Hulman computer science graduate.



*Software Developers: Riley native and Terre Haute South High School graduate JR Simma (right) shows off some of the embedded software products that he has produced with his local company Simma Software, Inc. He recently hired Rose-Hulman Institute of Technology sophomore computer engineering student **Bryan Correll** to work for the company.*

Simma Software is an entrepreneurial company, founded by local resident JR Simma, which specializes in real-time embedded software for the automotive industry. Products and services include protocol stacks, bootloaders, device drivers, training, and consultation on the following technologies: J1939, CAN, J1587, J1708, J2497, J1922, J1850, J1979, ISO 15765, OBD-II, and CANopen.

The company's software is used in hundreds of thousands of units, in 95-plus designs and by more than 85 customers, including Dana Corporation, Komatsu, Siemens, Wabash National Corporation and On Track Innovations. Products are used by several tier one suppliers to major OEMs (Freightliner, International), the U.S. military, several cellular equipment providers, and diagnostic equipment manufacturers.

"I started Simma Software in January of 2004 with one customer and a spare bedroom in my home," stated Simma, a Riley native and 1994 Terre Haute South graduate. "As the word about our quality and products spread, we soon outgrew that space and needed outside help. I contacted Mitch Landess of Rose-Hulman Ventures for help and quickly moved into their facility (Rose-Hulman's South Campus). In the coming months we will reach our 100th customer and we couldn't have gotten here without the help of Rose-Hulman Ventures. It has extremely talented project managers and students who are invaluable to the work we do."

Simma received a bachelor's degree in computer engineering from Purdue University. He started his career writing software for real-time communication protocols for unmanned autonomous vehicles and moved on to lead the software development for a successful mass produced anti-lock brake system.

Learn more about Simma Software at www.simmasoftware.com and Rose-Hulman Ventures at <http://www.rhventures.org>. Companies seeking assistance from Rose-Hulman Ventures can contact Mitch Landess, manager of client programs, at (812) 244-4027 or mitchell.landess@rhventures.org.

<http://www.rose-hulman.edu/news/articles/2011SimmaSoftware.htm>