

Senior Embedded Engineer

TruMedia Measurement Ltd. (www.tru-media.com) is looking for a highly motivated individual to join its development team and develop advanced embedded systems for video analytics in realtime. In this position the individual will be in charge of embedded development within the R&D group, with the opportunity to design systems and solution from end-to-end, meet interesting challenges, come up with creative solutions in a constrained problem space and make an impact on the entire product offering of the company.

Technology Description:

TruMedia is a leading provider of real-time, automated audience measurement and targeted advertising solutions for the out-of-home display industry. It's proprietary video analytics technology measures visual attention towards digital signs, kiosks, TV monitors, branded fixtures, display windows, end-caps and in-store product displays. The company's solutions accurately track exposure to media and advertising and can be used to proactively change content.

Position Description:

- Reporting to VP R&D
- Design and develop the company's next generation capabilities for its core products.
- Implement and optimize complex video analytics algorithms within an embedded environment with constrained resources.
- Design the overall hardware and software architecture of next generation products.
- Implement advanced connectivity and management solutions for embedded applications.
- Interfacing with algorithms, QA, support and marketing teams to ensure correct implementation in the product which meets the customer's requirements
- Work with global client's engineering teams to assist in integration

Skills:

- Embedded
 - Realtime video processing – **a must**
 - Applications for mixed CPU, DSP and GPU environments – **a must**
 - Object oriented programming – mainly C++
 - Working with Embedded OS – Embedded Linux, Windows Compact, etc.
 - Experience with video analytics algorithms – **An Advantage**
 - Experience with image processing algorithms – **An Advantage**
- Hardware Engineering
 - Experience with system engineering and end-to-end product design
 - Experience with multiple platforms – TI, Freescale, Intel
- 3-5 Years experience – **a must**

Personal skills:

- Excellent interpersonal and communication skills including verbal and written communications in English
- Highly motivated with CAN DO approach
- Quickly adaptive to changing environment and requirements
- Hands-on
- Working in Agile environment – **An Advantage**
- Working with multinational customers in English
- Enthusiastic to learn and acquire knowledge