

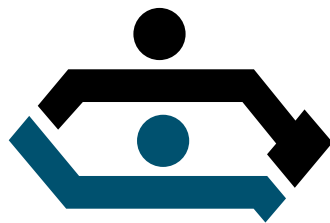


june 17, 2008

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event

locations

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Registration (complimentary)	8:30am-3:00pm
Exhibition Open	8:30am-3:00pm
Training Hands-on Workshop	9:00am-11:00am
Technical Seminars	9:00am-9:45am
Technical Seminars	10:30am-11:15am
Technical Seminars	11:30am-12:15pm
Lunch (be our guest)	12:15pm-1:00pm
Technical Seminars	1:00pm-1:45pm
Dessert - Break	1:45pm-2:05pm
Technical Seminars	2:05pm-2:50pm
Drawing / Giveaway	2:55pm
Event Concludes	3:00pm

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Technical Seminars	1:00pm-1:45pm
Drawing / Giveaway	1:50pm
Event Concludes	2:00pm



open-door technical seminars



denver, co

9:00 am – 9:45 am

How Static Source Code Analysis Benefits Everyone

by Green Hills Software

Join us for a technical discussion on how static code analysis uncovers real world bugs in common open source applications, and the benefit it brings directly to you by removing bugs early in your project thus minimizing the extra hours, days, or weeks you may have to spend to find them later in the development cycle.

9:00 am – 11:00 am

Hands-on Training Workshop: Exploring Windows Embedded CE 6.0

presented by BSQUARE Solutions Architect & Windows Embedded Licensing Specialist

In this hands-on training workshop attendees will build an OS image using Platform Builder and Visual Studio 2005 and see how the developed image can be used with a panner scanner robot. Each attendee will receive an evaluation copy of Platform Builder with Visual Studio 2005.

10:30 am – 11:15 am

Embedded Design featuring LabVIEW Real-Time, LabVIEW FPGA, & CompactRIO

presented by National Instruments

Engineers typically consider two scenarios when building prototypes: commercial off-the-shelf (COTS) technology or custom development. Using graphical system design – which comprises a single software platform and COTS hardware – to design, prototype, validate, test, and deploy a final product, you reduce costs and shorten timelines. With graphical system design, you can achieve rapid prototyping for applications. Learn firsthand how to design, prototype, and deploy embedded systems more productively.

11:30 am – 12:15 pm

Virtex 5 Systems - Faster than a Speeding Bullet

by Annapolis Micro Systems

Learn how we have successfully pushed the performance envelope with the next generation WILDSTAR-Virtex 5 FPGA platforms - integrating the highest sampling rate data converters, the largest FPGA fabrics, and the fastest Gigabit serial I/O interfaces provides for seamless system connectivity. See for yourself the incredibly flexible modular I/O scheme targets both wide and narrow band systems, and find out how to take advantage of these enormously powerful systems.

Optimizing Software Development in Multicore Environments

presented by Wind River

Multicore technology presents several challenges to software developers. In this session, we will outline those challenges and show how our device software development environments and run-time enables developers to take advantage of the latest multicore technologies. We will also explain what multiprocessing is, why it is increasingly important to software developers and what impact multicore technology will have in the software development process.

1:00 pm – 1:45 pm

Software Optimization Techniques for Multi-Core Processors

presented by QNX Software Systems

Getting your software up and running on a multi-core processor is, in many cases, fairly easy. The real challenge is getting the software to make full use of all the processor's cores. We will examine various techniques for optimizing code on multi-core chips, and address threading models for creating multiple concurrent tasks and parallel processing for increased performance. We'll also discuss how to minimize lock contention with mutexes and semaphores by engineering the appropriate levels of lock granularity, and much more.

open-door technical seminars



From Static Analysis to Code Verification: A New Paradigm for Measuring Software Quality

presented by The MathWorks

The use of abstract interpretation techniques can change the well-anchored static analysis paradigm by focusing on verifying dynamic program properties. Instead on detecting coding errors, those techniques aim at proving the absence of run-time errors including overflows, out-of-bounds array index, illegal pointer de-referencing. You will learn how these techniques work and how they apply to the development of critical applications.

2:05 pm – 2:50 pm

Developing Custom Board-level Solutions using Low-cost Configurable FPGA Modules

presented by Acromag

Developing custom board-level solutions for specialized embedded computing and signal processing functions is often cost and time-prohibitive. However, adaptable mezzanine modules with user-configurable FPGAs are readily available, and many are surprisingly affordable for a variety of applications. We'll discuss how FPGA computing, once limited to critical systems such as software radio, is now practical for tasks such as hardware simulation, communication protocols, in-circuit test, and many other common, yet specialized applications.

Technology Overview of Embedded Layer 3 Network Switches

presented by ACT/Technico

Advanced switch implementation supporting multiport Level 3 (L3) routing is now feasible in single board network switches. Near wire speed routing and compact implementations can now be accomplished. Wide temperature range operation and security features are also obtainable in these devices. This session will discuss the current status of routing and switch technology available in 3U and 6U form factors.

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9:00 am – 11:00 am

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10:15 am – 11:00 am

Taking Out the Garbage - Making Windows XP Suitable as a HMI Platform

presented by MSI Tec

You've finished your design, developed the Human Machine Interface (HMI), and have installed your machine on the factory floor. The operator presses the "Start Process" button on the HMI application you created, and low and behold, a balloon tip pops up in the lower right hand corner that says "There are unused icons on your desktop...". Then, of course there's the thought of the operator playing Solitaire or surfing the internet, and what happens if the computer catches a virus or gets hacked into? Out of the box, Windows XP is packed with feature full functionality for the end user, and is not suitable to act as a HMI / SCADA platform. The XP OS is made to be an end user interfaces to applications, not an application platform running in the background. There are, however, several things that can be done to "take out the garbage" and create a stable, robust, and secure environment for your application. This session will give step by step instructions and several tips, tricks and tools to customize the XP environment to make it suitable for your application.

11:30 am – 12:15 pm

How Static Source Code Analysis Benefits Everyone

presented by Green Hills Software

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presented by QNX Software Systems

Getting your software up and running on a multi-core processor is, in many cases, fairly easy. The real challenge is getting the software to make full use of all the processor's cores. This session will examine various techniques for optimizing code on multi-core chips. We'll address threading models for creating multiple concurrent tasks and parallel processing for increased performance. We'll also discuss how to minimize lock contention with mutexes and semaphores by engineering the appropriate levels of lock granularity. Finally, we'll explore methodologies for resolving performance problems that result from inefficient use of CPU cache. Attendees will learn how to improve multi-core performance by distributing tasks across multiple threads, reducing lock contention, optimizing cache usage, and achieving greater concurrency and parallelism. The session is especially useful for any developer who has started to work with multi-core chips, but wants advice on achieving better software parallelism and performance.

12:15 pm **Join us, be our Guest for Lunch !**

1:00 pm – 1:45 pm

Virtex 5 Systems - Faster than a Speeding Bullet

presented by Annapolis Micro Systems

Learn how we have successfully pushed the performance envelope with the next generation WILDSTAR-Virtex 5 FPGA platforms - integrating the highest sampling rate data converters, the largest FPGA fabrics, and the fastest Gigabit serial I/O interfaces provides for seamless system connectivity. See for yourself the incredibly flexible modular I/O scheme targets both wide and narrow band systems, and find out how to take advantage of these enormously powerful systems with an application programming tool that can quickly and effectively help you design the FPGAs and, more importantly, all the interfaces on and off the boards. We target your PCIe, VME/VXS and IBM Blade computing and I/O configurations.

Optimizing Software Development in Multicore Environments

presented by Wind River

Multicore technology presents several challenges to software developers. In this session, we will outline those challenges and show how our device software development environments and run-time enables developers to take advantage of the latest multicore technologies. We will also explain what multiprocessing is, why it is increasingly important to software developers and what impact multicore technology will have in the software development process.

1:50 pm **Drawing for an iPod nano !**

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AAEON designs and manufactures single board computers, in form factors from PC/104 to full-size CPU cards; plus ETX SOM modules. We feature domestic hardware application and OS support.



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Foremost fabless supplier of market-leading core logic chip-sets, low power x86 processors, advanced connectivity and more.



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Distributing a wide range of embedded computing products and accessories, including: PC/104, PC/104+, EPIC, MiniITX, FPGA, DAQ, HMI, compact PCs and rugged storage.



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AAEON

Cutting-Edge 3.5" and ECX SBC Form Factor: GENE-9310

Talk with AAEON, a leading Industrial PC manufacturer, proudly offering the latest a cutting-edge 3.5" and ECX form factor single board computer, GENE-9310 which adopts the most innovative Intel® Core 2 Duo Processor T7400. The GENE-9310 features one DDR SODIMM that supports DDRII 400/533/667 up to 2GB. The VGA/ LCD controller adopts the Mobile Intel 945GM Express chipset which supports dual view/ simultaneous display on the configuration of CRT/LCD, LCD/TV, CRT/TV, CRT/DVI, or LCD/DVI. (DVI port is on the expansion card). This controller supports up to 36-bit dual channel LVDS TFT panel, DVI LCD panel and additional 24-bit LVDS LCD through expansion card. In addition, GENE-9310 offers two COM ports through one D-sub connector and the other via an internal pin-header. Find out how the GENE-9310 is designed to satisfy your critical requirements. www.aaeon.com



ADVANTECH

Core2 Duo EBX Single Board Computer with Multiple I/O Options

Targeted at system integrators who want a modular solution with high-quality 2D/3D graphics performance and high data throughput, a new EBX single board computer represents a step up in performance within the EBX series. The PCM-9590 from Advantech offers the Intel Core2 Duo processor and is packed with two SATA II bus connectors, multiple I/O features, as well as flexible AT/ATX power input. The PCM-9590 is suitable for a wide range of embedded applications including digital surveillance, automation, security and gaming. www.advantech.com/epc



PENTEK

Quad 200 MHz, 16-bit A/D Data Converter Combined with Two Powerful Xilinx Virtex-5 FPGAs

One of the pioneers of VME board-level technology, Pentek has released its Model 7150 High Speed Data Converter, featuring four 200 MHz, 16-bit A/Ds and a pair of high-performance Xilinx Virtex-5 FPGAs. The 7150 connects directly to the RF or IF inputs of a communications system, delivering the industry's highest resolution A/Ds and enhanced processing power in a single PMC/XMC module. The 7150 is the first in the 715x series, which with sampling rates to 200 MHz and 16 bits of resolution, fulfills the market demand for products with both wider bandwidths and improved dynamic range. The boost in sampling rate to 200 MHz means that users will be able to directly digitize nearly 100 MHz of bandwidth - invaluable for engineers working on wideband radar and wideband communication systems. www.pentek.com

new products showcase



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BSQUARE

BSQUARE's recently launched SDIO Hx version 1.2 is an ultra-high-performance software stack for Windows Embedded CE 6.0 and 5.0 and Windows Mobile 6 and 5.32 that enables OEMs to use the Secure Digital bus architecture to more simply and cost-effectively implement high-performance 802.11g Wi-Fi. The SDIO Hx now offers throughput speeds of 10 Mbps – compared to other Windows CE SDIO software stacks that offer throughput speeds of 2 to 3 Mbps. SDIO Hx also supports OEMs use of the Secure Digital bus architecture to implement WiMax radio, GPS tuner capability, and DVB-T/H tuner capability. www.bsquare.com



LAUTERBACH

Sets New Standards in the GIGA Class

LAUTERBACH, the manufacturer of microprocessor development tools, introduces two new components to its TRACE32 PowerTools product range. PowerDebug II is the first module to provide a Gigabit-Ethernet interface. PowerTrace II - the second new addition with a 2-GB trace memory - allows users to record and evaluate the program and data flow of software over long periods. With the Gigabit-Ethernet interface of the new PowerDebug II module, users can download programs from a host computer to a target computer at extremely high speed. At the same time, this rapid data transfer rate is essential for evaluating large trace memories. The enormous 2GB trace memory of PowerTrace II can monitor long periods of program run time. www.lauterbach.com



QNX SOFTWARE SYSTEMS

First RTOS Vendor to Seek EAL Security Certification for Multi-Core Kernel

QNX Software Systems has entered its Neutrino® realtime operating system (RTOS) into evaluation for the stringent requirements of Common Criteria certification to the Evaluation Assurance Level 4+ (EAL4+). The QNX Neutrino secure kernel has been registered for evaluation with the certification body of the Canadian Security Establishment, one of the global partner organizations authorized to issue Common Criteria (CC) certifications. In an embedded industry first, QNX announced it will certify not only its mature OS kernel, but also its multi-core (symmetric and bound multiprocessing) and secure partitioning solutions. Talk with QNX and learn how secure partitioning for multi-core processors provides unparalleled system security and guaranteed resource allocation for embedded systems. www.qnx.com

exhibitor spotlight



Klocwork

The Proven Leader. Software Security. Software Quality.

Stop in and visit Klocwork, a leading provider of static analysis software that detects and prevents security vulnerabilities and software defects at “Time Zero” - the lowest cost correction point in the software development and deployment process.

Klocwork’s products are the most mature static analysis solutions in the market today and work effectively with both mature code bases and green field development projects. Solutions are focused for companies that build C, C++ or Java applications and need to manage their software development investment and ensure that their products are of the highest quality (and don’t contain critical security vulnerabilities). With over one hundred project deployments across multiple industries, Klocwork has identified and created specific programs to address the most pressing software improvement requirements.

If your own needs are defect detection and prevention, software security, static analysis, or re-factoring (improving your application design with reusable components), take the opportunity to talk with the experts from Klocwork about your projects and ask all your in-depth questions. www.klocwork.com

LDRA

Ask the experts from LDRA about the New version TBreq 2.0 for the Automation of Key Embedded Software Development and Verification Activities

LDRA, a leading provider of automated software verification, source code analysis and test tools, has launched TBreq® 2.0, the latest version of its collaborative, requirements-based embedded software development and verification solution. TBreq 2.0 incorporates significant new and enhanced features along with a new, more intuitive GUI that dramatically improves usability. In addition to automating unit testing, TBreq 2.0 evolves the product into a requirements-based verification workflow engine that ties all the aspects of software verification and test into an automated process. TBreq 2.0 automates requirements coverage and verification for code reviews, quality reviews and all forms of functional testing along with the retrieval of verification results and verdicts into a networked-based Requirements Traceability Matrix which uniquely provides end-to-end, graphical traceability reports in a single view.

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