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Long Beach, CA 90815
562.425.5210
Register today: www.rtecc.com/longbeach2008

Registration (all complimentary) 8:30am – 2:30pm
Exhibition Open 8:30am – 2:30pm
Technical Seminars 9:00am – 9:45am
Training Hands-on Workshop 9:00am – 11:00am
Technical Seminars 10:15am – 11:00am
Technical Seminars 11:30am – 12:15pm
Lunch (be our guest) 12:15pm
Luncheon Panel Discussion 12:30pm
Technical Seminars 1:30pm – 2:15pm
Drawing / Giveaway 2:20pm
Event Concludes 2:30pm

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Lunch (be our guest) 12:00pm – 1:00pm
Technical Seminars 1:00pm – 1:45pm
Drawing / Giveaway 1:50pm
Event Concludes 2:00pm
san diego, ca

9:00 – 9:45 am

System Simulation Model that Accelerates Development of Tomorrow’s Electronics Products
presented by Mentor Graphics
A complete system simulation modeling tool is fast becoming a competitive advantage in designing or integrating processor based systems – be it consumer handheld devices, automotive electronics, industrial control or medical applications. We’ll demonstrate the benefits of comprehensive simulation and modeling of the target OS platform, including accelerating the software development cycle - reducing product development costs.

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. Instead on detecting coding errors, those techniques aim at proving the absence of run-time errors, and as a result, abstract interpretation techniques expand the capabilities of static analysis to code verification. Find out how these techniques work and how they apply to the development of critical applications.

9:00 am – 11:00 am

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 you 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.

Hands-on Training Workshop: Exploring Windows Embedded CE 6.0
presented by BSQUARE
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.

10:15 am – 11:00 am

A Model-based Solution for Safety Critical Software Development
presented by Esterel Technologies
Learn about SCADE Version 6, both a language and a Safety Critical Development Environment that brings a new Unified Modeling Style providing seamless and safe flow from system to software engineering. See how this flow relies on strong foundations where safety is considered at each step, allowing engineers to focus on key issues while removing a significant burden in development.

11:00 am – 12:15 pm

Systems Packaging for the Rugged Embedded Market
presented by AP Labs
Rugged systems packaging continues to be the critical issue in successful deployment of military systems. The world of military systems packaging is evolving away from true “off-the-shelf” products (COTS) to more application specific implementations. Therefore, packaging designers need to rethink design considerations and provide innovative methods for environmental compliance. We’ll explore current engineering solutions and give examples of conventional & “out of the box” approaches.

How Static Source Code Analysis Benefits Everyone
presented 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 – minimize the extra hours, days or weeks you may have to find them later in the development cycle.

Increasing Embedded Software Quality & Reliability through the Development Lifecycle
presented by LDRA Technology
We have seen the emergence of static and dynamic analysis techniques as accepted methods of increasing embedded software quality, security, and reliability. We will look at various static analysis techniques (standards compliance, complexity analysis, run-time error analysis) and dynamic analysis techniques (functional, system and unit test, structural coverage analysis, modeling) and demonstrate how applying the results of both provides far more value.
Join us for a Complimentary Lunch!

12:30 pm  Luncheon Panel Discussion

**Getting the Real Potential Out of Multicore Processors**  
moderated by Eric Heikkila, Dir. Embedded Hardware & Systems, VDC  
Panelist representatives from: Green Hills Software, QNX Software Systems, VIA Technologies, Wind River

1:30 pm – 2:15 pm

**Static vs. Dynamic Analysis Tools - Finding the Right Bug Spray**  
presented by Coverity  
We will take a detailed look at static vs. dynamic software source code analysis tools. The comparison of strengths and weaknesses between the two approaches will be discussed, and what to look at when evaluating potential additions to your software QA process. Test your knowledge about source code defect finding and be educated on the benefits of adopting testing solutions.

**Dolphin Express**  
presented by Dolphin Interconnect Solutions  
Learn about the NEW Dolphin Express, a complete cluster and I/O solution that leverages PCI Express and SCI interconnect fabric to provide low cost, high performance, Sockets compatible I/O solutions.

**PCI Express-Over-Cable**  
presented by One Stop Systems  
See first hand the new SuperSwitch for host-to-host communication, enabling PCI Express-over-cable networking for up to eight PCs or any combination of CPUs and I/O devices. Learn how, with SuperSwitch and ExpressNet utility software, data transfers occur at 20Gb/s, and SuperSwitch is less costly and operates at much higher speeds.

2:20 pm  Drawing! Enter onsite for the Magellan RoadMate GPS
long beach, ca

9:00 – 9:45 am

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*presented by Coverity*

We will take a detailed look at static vs. dynamic software source code analysis tools. The comparison of strengths and weaknesses between the two approaches will be discussed, and what to look at when evaluating potential additions to your software QA process. Test your knowledge about source code defect finding and be educated on the benefits of adopting testing solutions.

**Effective Host & Target-Based Testing**

*presented by Parasoft*

Embedded software developers not only have to ensure that code aligns with standards policies, functions per specification, and satisfies quality expectations, but also achieve these goals in a time- and cost-effective manner. We will demonstrate how automated testing can accomplish this by streaming much of the early testing process.

10:15 am – 11:00 am

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Optimize Your VxWorks & Linux Development
presented by Wind River
Discover how Workbench can help you optimize your VxWorks and Linux device software development. We’ll highlight advantages of using a single integrated development environment for all phases of development from hardware and board initialization to device management. Learn exactly how Workbench’s advanced tools accelerate all phases of software development, providing early detection of potential defects and increasing the overall quality and reliability of your product.

Join us for a Complimentary Lunch!
1:00 pm – 1:45 pm

How Static Source Code Analysis Benefits Everyone
presented by Green Hills Software
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1:50 pm Drawing! Enter onsite for the Magellan RoadMate GPS

For more conference seminar and event details, visit: www.rtecc.com

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MicroTCA Embedded Systems – Ready to Deliver
presented by Emerson Network Power
Learn how MicroTCA offers new levels of scalability and system management with performance, and addresses many of the complexities of modern network centric applications. We’ll show what this open standards-based technology and ecosystem offers with multicore processors integrated into a managed platform; also see how COTS products can meet ruggedized needs with flexible packaging options.
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.

We are a leading provider of computer bus analyzer equipment through its Explorer Series of analyzers and traffic generators.

Founded in 1983, Advantech is a global leading ePlatform service provider integrating web-based technology, computing platforms and customization services that empower the connected eWorld.

AP Labs is a premier supplier of rugged enclosures, rugged and real-time systems, and contract manufacturing services.

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Certified to ISO 9001:2000, ACT/Technico provides system architecture, hardware and software design, and products from market leaders to deliver complete solutions.

Advanced Digital Logic is a provider of industrial single board computers, systems, peripherals and accessories for “embedded” and “stand alone” applications with excellent service.

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B2B distributors of semiconductors, interconnect, passive & electromechanical components, enterprise network and computer equipment, and embedded subsystems.

Device makers with solutions for designing, developing, and testing innovative products quickly and cost effectively.

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Your solution for high reliability data networking technology, Commercial-Off-The-Shelf (COTS) products and subsystems.

An industry leader in the design and manufacture of VME, VME64x, cPCI, cPCI 2.16 and VXI backplanes, card cages, chassis and much more.

Develops, manufactures and markets high-speed, high-bandwidth interconnect products based on the Scalable Coherent Interface.

Offering high perf. real-time operating system (RTOS), a TCP-IP network stack, a full suite of Application Protocol, a powerful HTML-based embedded GUI SDK, and more.

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Pioneered the use of static analysis technology to automatically enforce coding standards—so you can build better software.
We offer a full range of embedded and automation products such as portable computers, panel computers, and embedded systems.

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Exhibitors

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

A leading developer and supplier of software for technical computing and Model-Based Design.

Manufacturer of sophisticated recording instruments for aerospace, communications, and intelligence marketplace.

A leading independent provider of automated test tools for software developers.

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

A global leader in device software optimization (DSO) and enable companies to develop and run software faster, better, at a lower cost and more reliably.

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Established as Xycom-a leader in VMEbus processor & I/O design, xEmbedded expands the Xycom offering to include cPCI, PMC, pPCI/PMC, IP and PCI products.
new products showcase

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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](http://www.aaeon.com)

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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](http://www.bsquare.com)

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**Phoenix International**

Single Slot SAS/SATA Mass Storage Module

Phoenix International announces the release the VS1-250-X, its first Serial Attached SCSI (SAS)/Serial ATA (SATA) VME blade, to its rugged, high performance VME Plug-in Mass Storage Module product line. The 6U, single slot module houses one or two each 2.5” form factor high performance SAS and/or high capacity SATA HDD. The blazing fast 15K RPM SAS and SATA HDDs of up to 200GB each draw significantly less power than their 3.5” counterparts, generating less heat and lowering system temperatures.

[www.phenxint.com](http://www.phenxint.com)
Ask the experts from LDRA about the New version TBreq 2.0 for the Automation of Key Embedded Software Development and Verification Activities

LDRA 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.

LDRA is a specialist technology company providing automated analysis and testing tools for software applications on which peoples’ lives depend. Blue chip companies in the aerospace, defense, nuclear and automotive sectors use LDRA tools to test their applications to safety-critical standards. Our experience and reputation are as valuable to safety-critical markets as well as commercial organizations. www.ldra.com

Luncheon Panel Discussion - San Diego, 12:30pm

Getting the Real Potential Out of Multicore Processors

Moderated by Eric Heikkila, Director Embedded Hardware & Systems, Venture Development Corp.

Panelists:
- Tomas Evensen, Chief Technology Officer, Wind River
- Jeff Schaffer, Senior Field Application Engineer, QNX Software Systems
- Johnny Wang, Marketing Manager, VIA Technologies
- Andre Yew, Director of Engineering for Target Connections, Green Hills Software

About the moderator:
Mr. Heikkila is a lead analyst in the embedded hardware systems practice at VDC where he provides program management for multi-client studies on embedded hardware markets. He also supports proprietary research programs in the embedded hardware systems space, including market opportunity assessments, strategic partnership planning, end user analyses, due diligence, pricing programs, and emerging technology opportunity assessments. In the past, Mr. Heikkila has authored VDC market analysis on industrial electronic temperature controllers, power supply and power management ICs, and merchant computer boards for embedded/real-time applications. He holds a BS in Electrical Engineering with a minor in Economics from Bucknell University where he focused on Electrical Control Systems, Digital System Design, and Electromechanical Energy Conversion & Power Systems.