

## **Tektronix to Deliver Hands-On Embedded Test Education at ESC Silicon Valley**

### **Joins Forces with Intel, Microsoft, Freescale to Provide Test Component of Popular Build Your Own Embedded System (BYOES) Program**

BEAVERTON, Ore., April 19, 2010 – Tektronix, Inc., the world's leading manufacturer of oscilloscopes, today announced that it will be delivering extensive hands-on and educational programs during the upcoming Embedded Systems Conference (ESC) Silicon Valley 2010, the industry's leading embedded systems event. A highlight of Tektronix' involvement in ESC will be its work with Intel, Microsoft Windows Embedded and Freescale to provide the test component of the popular Build Your Own Embedded System (BYOES) program, during which participants attend a series of classes and in the process, design and test an embedded system.

ESC Silicon Valley is taking place April 26-29, 2010 at the McEnery Convention Center in San Jose, Calif.

By stepping up its involvement in ESC Silicon Valley for 2010, Tektronix is demonstrating not only its market leadership in embedded system test but also a commitment to helping engineers stay abreast with a rapidly evolving design landscape and the corresponding implications for test. Tektronix will be showcasing solutions and leading education sessions around such topics as simple protocol debug of USB 2.0, DDR2 memory system validation and use of advanced trigger functions, while also making testing experts available to help solve specific test challenges.

“The driving trends in embedded system design today are more functions, more performance and lower power consumption,” said Martyn Etherington, vice president worldwide marketing, Tektronix. “Now more than ever before, test plays a critical role in helping engineers bring these more advanced, more complex designs to market in a timely way. ESC represents a great opportunity for engineers to learn about the latest test techniques and technologies and how to apply that learning to their work.”

In addition to leaving the show with practical insights into embedded test, five ESC conference and expo attendees will also be walking away with a free Tektronix MSO2024 digital oscilloscope. Offering up to 200-MHz bandwidth and 1 GS/s sample rate on four analog and 20 digital channels, the MSO2024 scope provides advanced debug features, including the ability to trigger and decode on a range of serial buses.

\*Attendees are automatically entered into a drawing to win one of the MSO2024 oscilloscopes upon registration.

To support the BYOES session, Tektronix is setting up a lab with 40 MSO2000 Series oscilloscopes so participants can test their final BYOES board. Embedded Design Engineers will spend two days tailoring a kit to meet the specific needs of their application by attending a series of classes in which they configure the hardware – a development board featuring the dual core Intel® Atom™ Processor D510 and a Windows Sensor and Location development kit from Freescale – and the software – Microsoft's Windows Embedded Standard 7 platform. At the end, they will bring their embedded system to the Tektronix lab to test portions of the board on the MSO2000 Series mixed signal oscilloscopes.

Tektronix will also be delivering two classes during the conference:

- Fundamentals of Testing Embedded Systems - During this course, attendees will learn about common signal integrity problems in today's digital systems and how to determine the root cause of these problems. They will also validate and troubleshoot operation of a parallel bus and I2C serial bus.

· Bring Your Test Challenge to the Test Experts – Experts will be on hand with Tektronix mixed signal oscilloscopes to demonstrate how to solve tough test problems raised by attendees. One attendee will walk away with a free DMM4050 digital multimeter offering 6.5 digit resolution with 0.0024% basic VDC accuracy.

At the Tektronix booth #617, attendees will find such educational sessions as how to use the enhanced trigger functionalities of the DPO7000 to find specific read and write cycles and verify those events to JEDEC standards using new DDR analysis software. Or attendees can learn how easy it is to trigger on USB 2.0 byte-level and packet-level content, decode data streams, and search for specific content on the bus using the MSO 4000 series mixed signal oscilloscopes.

The Tektronix DesignInsight Mobile Expo will also be on hand at ESC for tours and demonstrations of our oscilloscopes, logic analyzers, spectrum analyzers and signal sources. Located right outside the front of the Convention Center, the vehicle, sponsored by TRS-Rentelco, features five application-specific stations staffed by Tektronix experts and is in the middle of a nationwide tour of key customer sites. Visitors to the bus will be eligible for a daily prize draw and a chance to win a Flip Video Camera.

Attendees can also take advantage of the ESC “Meet the Experts” program and sign up to meet with one of Tektronix’ Scope Gurus – Randy White. He offers extensive knowledge on validating and debugging DDR DRAM memory and today’s serial buses.

Follow Tektronix on Twitter – @tektronix.

\* Official terms and conditions for the oscilloscope give-away at ESC: [http://esc-sv.techinsightsevents.com/tektronix\\_scope\\_rules](http://esc-sv.techinsightsevents.com/tektronix_scope_rules)

#### About ESC Silicon Valley

Held in key strategic technology development locations worldwide, the Embedded Systems Conference is the global electronics industry's leading event. With cutting edge product demonstrations, visionary speeches and hundreds of essential technical training classes and accreditation opportunities, ESC is the ideal venue for the design engineering community to learn, collaborate and recognize excellence. In addition, ESC Boston celebrates decades of unique local electronics industry culture, innovation and significant contributions to the global technology industry. For more information go to: <http://esc-sv.techinsightsevents.com>

#### About Tektronix

For more than sixty years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test instrumentation for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at [www.tektronix.com](http://www.tektronix.com).

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