



OctoberBest 2008 Regional High-Tech Conference & Manufacturing Expo September 24, 2008

OctoberBest is your best local resource for information on new technologies, products and services critical to the northwest electronics manufacturing industry.

focusing on
Embedded Systems – "Innovation Inside"

Call for Presentations – OctoberBest Conference Program

OctoberBest 2008 will focus on embedded systems and the underlying technologies critical to developing innovative products and applications. Fast-paced progress in microelectronics and software algorithms give rise to new technologies and applications that are dramatically redefining today's embedded systems. OctoberBest 2008 will explore solutions for the demanding problems encountered when incorporating embedded technologies into today's computing, communications, industrial control, medical electronics, test, measurement and portable end products. Plus the tools and techniques, design validation, manufacturing test and manufacturing processes that make these leading edge products possible.

Attendees at OctoberBest want to speak to and learn from working professionals, like you, who speak their language and understand their problems. OctoberBest is a valuable forum for sharing information, experiences, and techniques used to develop successful systems and products. We know that to keep up, we must constantly "evolve" our skills, find new information sources, and identify future trends.

Do you have information that OctoberBest 2008 attendees can use? Do you foresee trends and developments that will help attendees successfully plan new products? What have you learned that would help others? Enhance your career by organizing or presenting a session, panel, roundtable, application workshop or short course. Be recognized as valuable contributor to your profession by sharing your expertise. OctoberBest attendees want to hear what you have to say.

OctoberBest 2008 is looking for proposals for Sessions: Presentations, Panels Roundtables, Application Workshops and Short Courses.

Topic Suggestions

- **Embedded Applications** (design considerations for embedded systems, real-time software, hardware platforms, USB, sensors, low-power, real-time signal processing, design tools, systems integration)
- **System Platforms** (systems architecture/partitioning, high-speed system design, design verification and validation, ASICs vs FPGAs, PCB implementation)

- **Interfaces** (sensors, signal conditioning, signal conversion, analog design & modeling issues, DSP implementation, multimedia, displays)
- **Software development** (embedded OS, real-time software, GUI design and tools, multi-core systems, testing and verification)
- **Communications** (wired, wireless, devices, infrastructure, system-level issues, bandwidth, protocols)
- **Design** (emulation, modeling, verification, visualization tools, systems-on-a-chip (SOC), multi-cores, DFT, IP issues, modular design)
- **Test** (QA, real-time systems, high-density test issues, mixed-signal test, digital test, alternate test technologies - IDDQ, SCAN, design for testability)
- **Supply Chain** (outsourcing, supplier management, ERM, risk management, LEAN)
- **Business** (time-to-market, product life, customer support, internationalization, start-up issues)
- **Regulatory** (EMC/EMI design issues, certification process - UL, CE-Mark)

For questions about proposed topics, contact Ed Perkins, e.perkins@ieee.org

Guidelines

The technical content and integrity of the OctoberBest conference program must be exceptional in order to draw extremely busy people away from their desk for a few hours. All presentations must be **technical**. Sales or marketing presentations are not appropriate.

Presentations – one or two presentations on a topic related to the conference theme. Speakers must provide a written abstract and also must give a verbal presentation at the show.

Panels – three or four panelists with brief presentations on a topic with audience Q+A.

Application Workshops – 1 or 2-hour, instructional classes taught by application engineers. Workshop instructors must develop and provide appropriate handout materials for all workshop attendees.

Short Courses – 2-4 hour classes, generally taught by professional instructors who have worked in their industry and are recognized as experts in their field. Short course instructors must develop and provide appropriate handout materials for all course attendees.

See www.octoberbest.org for downloadable Proposal Form and instructions on submittal process.

Important Dates:

Session/Workshop/Short Course Proposals (abstracts) due:	April 1, 2008
Notification of acceptance	April 15, 2008
Preliminary Program Published	May 1, 2008