

# UBM Electronics | Embedded Systems Design: May 2011 Edition Highlights

Reach and influence 51k+ embedded systems designers with buying power in the most important industries.

## About the Embedded Systems Print and Digital Editions

The UBM Electronics Embedded Systems portfolio gives you unparalleled access to senior-level embedded designers and their design teams on a daily basis. We have built this audience over twenty years by providing them the in-depth product information and design insight that they need to create the complex systems that drive so many of today's consumer, communication and industrial products.

## About the May 2011 Issue:

The May 2011 issue, which will be distributed at ESC Silicon Valley, the industry's leading embedded systems event, features balanced coverage of the hottest issues around both hardware and software. Mark Ainsworth, of Cypress contributes the cover story on Multiprocessing which is aimed at the debate between MCU and FPGA advocates in embedded hardware design. While Cassidian's software architecture designer, Thomas Honold, covers The Future of C by sharing his experiences and the 17 lessons he learned on developing safety-critical code in C.

## Why Sponsor the May 2011 Issue?

Don't miss the opportunity to reach this influential audience of key decision-makers including:

- System architects, hardware design leads and sr. software designers: who make purchase decisions on:
  - Microcontrollers
  - FPGAs
  - Memory chips
  - Board- level computers
- Algorithm designers in larger teams: engineers who use system modeling products
- Software architects, software project managers and senior programming staff concerned with creating high-reliability software systems and who are decision makers on software tools including:
  - Build-control and version-control systems
  - Compilers
  - Static code-analysis tools
  - Debug tools & test equipment such as logic and network analyzers
- As well as a broader audience of both hardware and software engineers involved in the design of safety-critical systems where a programming error could harm humans or property including :
  - Military and Aerospace
  - Transportation



## Why Embedded Systems Design?

- 51,173 North America subscribers
- Big impact, in an influential editorial environment
- Reach designers with buying power—in the most important industries

## May ESD Issue Close Dates:

**Space:** April 8th

**Material:** April 15<sup>th</sup>

**\*Special Bonus Distribution at ESC Silicon Valley, May 2-5, 2011!**

## About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.



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- Industrial

### May 2011 Issue Highlights:

#### Cover Story: Multiprocessing

*Does your embedded controller really need a CPU?*

by: Mark Ainsworth, Cypress

Conventional embedded controller design starts with selecting a microcontroller (MCU) that will reside at the heart of the system. But that's not the only possible approach. Ainsworth argues that you should start by thinking about what the controller has to do, and design hardware best-suited for those tasks, rather than automatically starting out with an often overly powerful and greedy off-the-shelf MCU. The result can be a system of special-purpose blocks and data paths in which the CPU, if any, need only draw power when its ability to run complex code is really necessary.

#### Feature: The Future of C

##### Seventeen lessons learned in developing safety-critical code in C

by: Thomas Honold, Software Architecture Designer, Cassidian

Many developers believe that C, which imposes little or no structure on a programmer's imagination, is philosophically incompatible with development of safety-critical systems. But Honold argues that generating highly-reliable code is a matter of learning and self-discipline, not a matter of choosing the right language. In this article, the software architect presents seventeen observations based on his years developing systems in ADA, C++, and—yes—C, that should serve as touchstones for the C developer faced with mission-critical objectives.

#### Columnists:

Jack Ganssle writes his Break Points column and Dan Saks appears in Programming Pointers writing on C and C++ programming.

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