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National Instruments Leader to Deliver D2M Keynote at Embedded Systems Conference

Product Director Defines Virtual Instrumentation Techniques to Reduce Test Development Time and Costs

NEWS RELEASE – March 8, 2006 – National Instruments Director of Product Marketing Eric Starkloff will deliver a keynote address to design engineers and industry experts at the D2M 2006 conference, co-located with the Embedded Systems Conference, in San Jose, Calif., on April 4 at 3 p.m. In his keynote address, “Making Test Disappear: Leading Examples of Transparency between Design and Test,” Starkloff outlines a vision of software-based virtual instrumentation that can drastically reduce test development time.

“Today, design engineers spend more time on testing and debugging than any other phase of product design,” Starkloff said. “Through software-based virtual instrumentation techniques, such as driving tests with simulation results, companies can drastically cut the time it takes to test products. By spending time designing the next generation of products instead of finding product faults, companies lower test costs and get products to market quicker.”

Starkloff’s keynote explores the technologies that make this approach possible, such as data integration between simulation and test software and software technologies capable of deploying measurements onto FPGA and embedded processing targets. He will highlight major companies that implement these techniques with dramatic results and share a vision of how leading-edge companies can see even greater returns using identical system design software in both test and product design.

D2M 2006, co-located with the Embedded Systems Conference, is a market-focused, technology-driven conference created to help today’s design engineers find new solutions and products for everyday product development challenges. The three-day conference is packed with five design-focused seminars and an exhibition floor showcasing industry-leading solutions and products. D2M brings electronics industry experts together for inspiration, designing the future and partnering for success.

Eric Starkloff is the NI director of product marketing for [modular instruments](#), [PXI](#) and [instrument control](#). He has represented National Instruments in several industry groups including the PXI Systems Alliance and the Semiconductor Test Consortium and is a board member for the Wireless Networking and Communications Group (WNCG) at the University of Texas at Austin. His other positions in the company have included PXI product strategy manager, software group manager, [NI TestStand](#) product manager and applications engineer. He received his bachelor’s degree in electrical engineering from the University of Virginia.

About National Instruments

For 30 years, National Instruments (www.ni.com) has been a technology pioneer and leader in [virtual instrumentation](#) – a revolutionary concept that has changed the way engineers and scientists in industry, government and academia approach measurement and automation. Leveraging PCs and commercial technologies, virtual instrumentation increases productivity and lowers costs for test, control and design applications through easy-to-integrate software, such as NI LabVIEW, and modular measurement and control hardware for PXI, PCI, PCI Express, USB and Ethernet. Headquartered in Austin, Texas, NI has more than 3,800 employees and direct operations in nearly 40 countries. For the past seven years, *FORTUNE* magazine has named NI one of the 100 best companies to work for in America.

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