

Lightning 2



usa firmware



Date & Time:

July 9, 2013

6:00pm – 9:00pm

Location:

LeanDog's 'floating' office
1151 North Marginal Road
Cleveland, OH, 44114

Agenda:

*Catered meal provided!

*Opening Remarks

*Lightning-2 Talks

*Networking

Who Is Invited?

Anyone interested in this topic, although priority will be given to registered members of  or



PDH

One (1) PDH Available

Bring your flyer for credit

Space is limited

RSVP Required!:

<http://www.clevelandieee.org/rsvp/lightning2>



We're excited to announce our next FENEO/Computer Society event!

I want to make sure we show our appreciation to LeanDog for sponsoring our past events, so we will be collecting donations for next year's **Cleveland GiveCamp** program at www.clevelandieee.org (Cleveland GiveCamp's fiscal sponsor is the IEEE Cleveland Section).

The Open Source Hardware Movement and Its Impact on the Firmware Profession by Ken Burns

Ken is the Founder of TinyCircuits, a start-up based in Akron developing and manufacturing very small electronic modules for embedded use. Before TinyCircuits, Ken worked 10 years at AVID Technologies in Twinsburg, OH, as a Senior Project Manager and head firmware engineer, participating in the architecture and design of over fifty embedded projects. This short talk will cover some background on the Open Source Hardware Movement, and discuss the inroads this is making into commercial products and the impact Open Source Hardware may have on the firmware profession in the future.

Buy or Borrow the Access, Build the Unique (via live feed) by Will Tu

Willard, the Director of Embedded Software Store at ARM, is based in Motown the automotive capital. Willard has focused his career on the embedded market segment, accumulating over 20 years of knowledge. He has worked for Motorola (Freescale), National Semi (TI), NEC Electronics (Renesas) in business development roles, and has spent the last 6 years at growing ARM's embedded market share. As 32 bit MCU become more affordable and offer more capability it is also giving rise to increased software complexity. Embedded developers need alternatives to the "lone wolf" approach or "reinventing existing technology". This talk highlight why ARM created an Embedded Software Store and how this can be either a resource for designers or a marketplace for software IP creators.

Firmware Development for the Rapid Assessment of Malaria (RAM) Device by John Lewandowski

"What if I told you I could save one million lives every year with refrigerator magnets and a laser pointer". John Lewandowski received his Master of Engineering and Management degree from Case Western Reserve University and chose to spin-off DDG (Disease Diagnostic Group, LLC) after becoming increasingly interested in entrepreneurship as an upperclassman at CWRU. RAM is designed to provide a handheld, quantitative diagnosis in one minute with just one drop of blood from a fingertip for 1/10th the total cost of current competitors. RAM device is currently fabricated in field prototype (alpha) form. DDG hopes that FENEO can help align potential firmware developers for the beta model as well as potential testing and financing partnerships.

The Most Misunderstood Features of C (via live feed) by Dan Saks

Dan has been writing and teaching C and C++ for more than 20 years. He has observed that almost all C programmers struggle to some extent with features of the language that they don't quite understand and that C++ programmers struggle with many of the same features. In cooperation with USA Firmware, Dan will be presenting a one-day seminar in the Cleveland area that explains many of the most misunderstood features of C. This session offers a brief glimpse of what that course covers.



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This is to certify that _____ attended this seminar. Certified by _____. Certificates of attendance and other evidence of CPD activity should be retained by the attendee for auditing purposes.