

EMBEDDED DEVELOPER NEWSLETTER



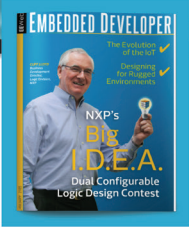
The Big I.D.E.A. NXP Design Contest

EEWeb spoke with Cliff Lloyd, Business Development Director of NXP Semiconductor's Logic Division. He discusses Dual Configurable Logic and this year's Big I.D.E.A. (International Design Engineering Award).

He said, "Our configurable logic devices are config-

ured by the layout of the PCB so you can put the same device down in different locations on PCB and depending on how the PCB is laid out, the part would perform the function it is configured to perform." He also explained, "The idea behind the Big I.D.E.A. Design Contest is to make the engineer aware of the breadth of NXP's product portfolio."

[READ MORE](#)



RATES

A LEADERBOARD AD

\$1,200
Size: 728x90 px
Maximum file size: 40kb
File format: GIF, JPG or SWF

B PRODUCT AD

\$850
Image Size: 285x159 px
Title character limit: 50 with spaces
Summary character limit: 200 with spaces
File format: GIF, JPG or SWF

C MEDIUM RECTANGLE AD

\$1,000
Size: 300x250 px
Maximum file size: 40kb
File format: GIF, JPG or SWF

DISTRIBUTION


100,000
Frequency: Monthly

Leads from ad clicks

A

DESIGNLIBRARY Find-Buy-Build

B



The Evolution of the Internet of Things

The Internet of Things (IoT) is rapidly evolving. In order to attain the expected 50 billion connected devices in 2020, there is a need to understand the fundamental challenges in obtaining horizontal and vertical...

[READ MORE](#)



Simple Steps to Improving Software Quality

Mark Moran, Chief Technical Officer of Atollie Inc, says, "Experience shows us that there are certain attributes of the software development cycle that we must not only live with, but strive to improve."

[READ MORE](#)



Bringing Advanced Sensor Functionality to Applications

Sensors play a key role in enabling modern electronics to more intelligently act within their environment. A cell phone, for example, uses sensors to detect when a user is...

[READ MORE](#)

B



Don't Lose Your Cool: Heat Management

When you watch a movie on your laptop, the fan almost immediately starts to sound like a jet engine, and feels warm enough to start a fire. Similarly, if you leave your smartphone in the glove box...

[READ MORE](#)

C



SCHEMATICS.COM

Maxim Secure Drug Delivery Solution



Based on Maxim's MAX66242 and DS28EL15 DeepCover® Secure Authenticators

To SIGN-UP for free eNewsletters from EEWeb on topics of your choice, [SUBSCRIBE](#)

To opt out of EEWeb Weekly Update mailing list, [unsubscribe](#). To be removed from all EEWeb newsletters email info@esweb.com

Aspen Labs, 950 W Bannock Suite #450, Boise, ID 83702

FIND US AROUND THE WEB

[f](#) [in](#) [t](#)