

Simberian News | January 20, 2015

...from Simberian Inc.

Welcome to the latest edition of Simberian News!

Simberian at DesignCon2015...

We invite you to visit our booth #423 at the DesignCon 2015 next week for a **live demo of new features in Simbeor electromagnetic signal integrity software**. To RSVP, follow this registration link or use promo code **VXC9743** to take advantage of this exclusive invitation. This invitation allows you 15% off the All Access Pass or Complimentary Expo Pass. DesignCon takes place on January 27-30 (expo on 28-29), 2015 at the Santa Clara Convention Center in Santa Clara, CA.

Please join Simberian founder Yuriy Shlepnev at the following sessions, focused on techniques for accurate and productive analysis of PCB and packaging interconnects (all presentations will be available at Simberian web site after DesignCon):

- **S-parameters quality metrics and analysis to measurement correlation**; presentation with live demo of Simbeor 2015 by J. Mallon, Y. Shlepnev on Jan. 29, 11:05am - 11:45am.
- **Closing the loop: What do we do when measurements and simulations don't match?** - panel discussion hosted by Martin Rowe with panelists: H. Barnes, D. Burnes, J. Miller, S. McMorrow, A. Neves, S. Pytel, Y. Shlepnev, Jan. 29, 3:45pm - 5:00pm.
- **Sink or swim at 28 Gbps: How to validate interconnect analysis software for 28 Gbps data links**, presentation by Y. Shlepnev on Jan. 30 at DesignCon IBIS Forum.

We are also happy to announce that Simberian's Simbeor software with Wild River Technology's Channel Modeling Platform package has been chosen as the **Finalist for DesignCon 2015 Best in Design & Test Award**. The package includes a CMP-28 validation platform with Allegro brd and ODB++ board design data, S-parameters measured with high quality up to 50 GHz, an annual Simbeor Complete license, and the **Simbeor EDA kit with analysis to measurement validation data for all structures on the validation board**. This is an EDA industry first software & validation platform package to ease the pain and increase confidence of designing 32 Gbps systems for signal integrity engineers and interconnect designers. More information on Simbeor software is available at www.simberian.com and on CMP-28 validation platform at www.wildrivertech.com

50 GHz is a key bandwidth metric for designing PCB and packaging interconnects operating at data rates 28-32 Gbps and beyond. **A lot of signal integrity engineers are simply lost in the "Bermuda Triangle" between the Manufacturing, Measurements and Modeling at these data rates.** PCBs are manufactured to a certain tolerance, plus measurements at that frequency range are difficult to make. In addition and up to now, EDA software has not been formally validated for the analysis of interconnects over the continuous bandwidth span from DC to 50 GHz as required for the 28-32 Gbps data links (EDA vendors either do not know the limitations or do not advertise them). **Simbeor software is the first formally validated SI EM software that provides a complete solution for systematic approach to the analysis that guaranty correlation with the measurements.** Learn more at Simberian webinar #4 and at Sink or Swim at 28 Gbps paper in PCM Design Magazine.

We hope to see you at DesignCon 2015!

Team Simberian

Sales Email:	sales@simberian.com	Simberian Inc.
Support Email:	support@simberian.com	3030 S Torrey Pines Dr.
Web Site:	www.simberian.com	Las Vegas, NV 89146
Telephone:	1-702-876-2882	USA

You are receiving this email because you have registered at Simberian web site or have requested additional information about our software. Simberian does not sell or rent this list. See our complete privacy statement at <http://www.simberian.com/PrivacyPolicy.php>. If you do not wish to receive our emails, just reply with "unsubscribe" word in the subject line, or change your account settings at www.simberian.com

Simberian, Inc. • 3030 S Torrey Pines Dr. • Las Vegas • NV • 89146 • USA
Tel 702-876-2882 • Fax 702-482-7903 • www.simberian.com