

Simberian News: September 27, 2016

«GreetingLine»

Here is an update on what is new at Simberian: **(1) 33% price reduction for all Simbeor network licenses; (2) Simbeor training on demand; (3) improved SPP report at EPEPS'2016; (4) new demo-video and app note.**

(1) To make Simbeor the most cost-effective 3D EM tool on the market, we have reduced the prices for all Simbeor network licenses by about 33% for all regions. See the updated prices for US and Europe at the Order Form at <http://www.simberian.com/> (effective July 1st, 2016), or send us request for the price list or quotation. **Here is what differentiates Simbeor from all other tools:** it provides systematic PCB interconnect design flow that guarantees the analysis to measurement correlation up to a target frequency. The flow starts with the material model identification and ends with the post-layout electromagnetic analysis. Simbeor is validated up to 50 GHz with multiple test boards, such as CMP-28 from Wild River Technology. **To feel the difference, just try to validate your tool as outlined in CMP-28 Simbeor Kit, without the tool “calibration” for every single structure** (see more on validation at webinars #4 and #5).

(2) If you are wondering how Wild River Technology developed their signal integrity platforms with such excellent analysis to measurement correlation, here is the “best kept SI secret” - they simply used Simbeor! Now you can learn how to do it by taking Wild River’s training classes.

(3) Simbeor compliments other 3D EM analysis tools with the rigorous material model identification and validation. Dielectric and conductor roughness models identification with GMS-parameters in Simbeor is used by many companies since 2009. Recently, we have added support for the material model identification and validation with IBM’s Short Pulse Propagation (SPP) technique. In collaboration with HP we have improved the technique, to have rigorous process within the company and material model validation with inexpensive TDT at the board manufacturer site. We will provide more details and some results at the upcoming EPEPS’2016 conference on October 25th in San Diego.

(4) We also continue our educational series “How Interconnects Work...” with the illustration of coaxial connector launch localization with power flow in video #2016_10 at the demo video section of our web site or at Simbeor channel on YouTube. Conductor and conductor roughness effects on signal propagation are explained and illustrated in “Modeling conductor loss and dispersion” article in new Signal Integrity Journal. Have some fun learning the electromagnetics!

For more information visit www.simberian.com or contact Simberian at info@simberian.com or +1-702-876-2882

**Happy Autumn Days,
Team Simberian**

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