



# Agenda

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IEEE Embedded System Workshop '09

Registration and Coffee	8:30—8:50 AM
Welcome Remarks: <i>Dr. Subra Ganesan</i> , Chair IEEE SEM CS Chapter	8:55 AM
Inauguration by <i>Dr. Virinder Moudgil</i> , VP and Provost, Oakland University	9:00 AM—9:10 AM
Embedded Systems development: The changing world for suppliers and developers - <i>Don Finney /Bill Hermann</i> , FreeScale	9:10 AM—9:55 AM
Advances in Vehicle networks and diagnosis— <i>David Laurant</i> , Independent Consultant	9:55 AM—10:40 AM
<i>Break</i>	10:40 AM— 10:55 AM
Multi-Core PC-based Rapid-Prototyping System - <i>Joachim Loechner</i> , ETAS	10:55 AM—11:40 AM
Developing the Next Generation of Embedded GUIs for Transportation /Automotive Applications—Mentor Graphics	11:45 AM—12:30 PM
<b>**Drawing for Door Prizes**</b> <i>Complimentary Boxed Lunch from all sponsors and Networking Session .Vendors' informal Job- career opening information</i>	12:30 PM—1:00 PM
Unleash the Business Potential of Your Technical Experts: Advice from Top CIOs and C-suite Executives - <i>Carole Wald</i> , Business/Technology Learning Solutions Manager, Lake Forest Graduate School of Management	1:00 PM—1:45PM
Today's Software Capability: Delivering Quality- <i>Mikle Staszal, Kugler Maag</i> , CIE	1:45 PM—2:25 PM
FPGA advances and automotive applications - <i>Bob Bloomquist</i> , Xilinx	2:25 PM—3:15 PM
<i>Break</i>	3:15 PM—3:20 PM
Vehicle Embedded Health Monitoring— <i>Mark Zachos</i> , Dgtech	3:20 PM- 4:00 PM
Embedded Debugging and the tool Chain with Demo - <i>Mark Ciechanowski</i>	4:00 PM—4:40 PM
<b>**Drawing for Door Prizes, digital camera/MP3 Player**</b> Closing Remarks/Note of Thanks - <i>Ms. Mary Watson</i> ,GL-SPIN	4:40 PM—4:50 PM



October 10, 2009, 8:30 AM to 5:00 PM (Saturday)  
Dodge Hall – Room 201  
Oakland University  
Rochester, Michigan 48309

5th in the Series. Free Workshop. Pre-Registration is required. Click link below for registration.  
[http://meetings.vtools.ieee.org/meeting\\_registration/register/843](http://meetings.vtools.ieee.org/meeting_registration/register/843)