

National Instruments Case Study Author Packet

Dear Colleague:

Thank you for your interest in submitting a case study with National Instruments. Sharing your successful solution benefits not only you but also the industry in general. We publish the most exceptional case studies on our website – ni.com/casestudies. We also feature select case studies in our newsletters, brochures, annual citizenship report, events and sales collateral, and other marketing materials. Additionally, our PR staff frequently references case studies as examples when working with trade and business publications, which often results in articles written about these solutions.

Enclosed is a copy of our Right to Publish form, image and video requirements, and case study template, which you can use as a guideline in preparing your article. Please complete the enclosed Right to Publish form and return it with your article to the member of the case study team you are working with via email.

If you need additional information or assistance as you prepare your case study, please send an email to casestudies@ni.com or call 512 683-6885.

Regards,
Jamie Lynn Robitaille
Case Studies Program Manager

National Instruments
11500 N Mopac Expwy
Austin, TX 78759-3504

Right to Publish

To: National Instruments Corporation

Author's Name: _____

Company and Title: _____

Address: _____

Telephone: _____

E-mail: _____

Case Study provisionally entitled: _____

Are you a National Instruments Alliance Partner program member? _____

Do you have an ni.com/community profile? If so, what is your alias? _____

Do you hold any NI Certifications? i.e. Certified LabVIEW Associate Developer (CLAD), Certified LabVIEW Developer (CLD), Certified LabVIEW Architect (CLA), etc? _____

Are you a member of any engineering/science organizations or associations? (e.g. IEEE, ASME, etc.) _____

Are you a LabVIEW Champion? _____

Would you like this case study to be considered for the Graphical System Design Achievement Awards? Yes No

Permissions

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Signature of Author/Author's Representative: _____

Printed or Typed Name: _____

Date: _____

Title (60 Characters Max)

Author(s):

NI Product(s) Used:

Industry:

Application Area:

The Challenge

25–50 words about what the problem was

The Solution

25–50 words about how you (company/person) solved the problem using NI products

Body

800–1,500 words (subheads should be included)

First Paragraphs:

- Introduce your company (who you are, what you do, who you serve)
- Elaborate a little on the engineering problem you were trying to solve; describe why it is imperative that the engineering challenge be addressed
- If you were selected to develop a solution for a third party, please provide details on why they chose your company (please identify if you are a National Instruments Alliance Partner)

Next Few Paragraphs:

- Describe your application or project; provide a high-level description of how your system works
- If applicable, address any previous tools you used for your solution before NI products
- Explain the other options, besides NI products, you considered for this solution
- Explain why you choose NI technology to develop your solution
- Provide details about which NI products you are using in your application (software and hardware); what NI product features and software modules/toolkits were particularly utilized?
- Describe the key LabVIEW features you used, and explain why they were important to the success of your application. Consider the following features:
 - Faster or more intuitive programming with graphical functional blocks
 - Seamless integration between LabVIEW and NI hardware
 - Pre-built drivers for hardware and instruments
 - Advanced built-in analysis and signal processing libraries
 - Highly customizable user interfaces
 - Ability to design, prototype, and deploy within a single development environment
 - Target various architectures (Windows, Mac, Linux, real-time OS, FPGA, microprocessors) with the same graphical approach
 - Dataflow representation that encourages engineers to develop scalable, readable, and maintainable software
 - Abstraction of memory management and programming constructs
 - Multicore capabilities
 - Integration with third-party tools such as text-based code, DLLs, .m file syntax, or third-party simulation models
 - Built-in tools for file I/O designed for engineering data
- Please provide details about any NI services and/or training offerings you leveraged, and why these were important and/or useful for this project including:
 - Software maintenance and support services such as Standard Service Program (SSP) or NI Volume License Agreements (NI VLAs)
 - Hardware services such as system assurance
 - Training and certification including classroom, online, or on-site custom training for your company
 - Professional services such as consulting, design review, or start-up assistance

Next few paragraphs:

- Explain the benefits of your new solution
- Explain the benefits of using NI products (for example, time or cost savings, ability to reuse existing equipment investments, increased efficiency, ability of products to help your company meet federal regulations) – please provide as much detail as possible
- Were there any additional benefits that you did not expect?
- Describe any involvement or interaction you had with NI sales, training and/or support engineers throughout your project

Last Paragraph:

- Overall, how did this solution, and NI products and services meet your objectives?

Contact Information (Required)

If there are multiple authors for a case study, please choose one person to list here with at least one of the following – email address, phone number, NI Community profile information, or other social media contact information, and/or address, plus the company's website.

Additional Materials

At least one high-resolution (at least 300 dpi) photo with a caption (caption can be included at the end of the Word document, but please send the original photo along with this document).

If available and applicable, please provide raw files or YouTube links to video, code, and/or supplemental technical documents.

Image Requirements

The 2-3 images to accompany your article are required to meet the following standards:

- *Photos* – Photos should be shot and captured in a professional manner with decent lighting. Photo images should be provided in the TIF format, RGB, at 300 dots per inch (dpi).
- *Illustrations* - Line art or vector illustrations should be provided in the EPS format, RGB.
- *Screens* - Screen captures or print screens should follow our [screen capture guidelines](#). If screen capture guidelines are followed correctly, we will be able to enlarge your screen(s) to 300 dpi and still maintain the clarity of the text.

Video Requirements

- Videos should be five minutes or less in length
- Acceptable formats include mini DV tapes or Windows Media Video (NI can provide instructions on submitting video through our external FTP site).
- Resolution should be 640 X 480 or higher
- 300 kbps video should be rendered at 15 fps or higher
- Audio should be mono 32 bit or higher (sound is the hardest part – make sure you get good-quality sound captured)
- Videos should be deinterlaced if possible
- Videos should contain no background music

Some helpful video tips:

- Make sure to use a tripod.
- Try not to move the camera if you can help it – in other words, don't pan or zoom unless there is a strong need.
- Make sure to get a variety of interesting shots that really help the viewer understand and appreciate your application.
- NI videos are shot in wide-screen (16:9) format so feel free to use that frame size.