

# Invitation to Submit a Case Study to National Instruments

Dear Colleague:

Thank you for your interest in submitting a case study to National Instruments. Sharing your successful solution benefits not only you, but also the industry. We publish these articles on our Web site – **ni.com** – and print and distribute many of them to prospects and editors. We also feature select case studies in our newsletters, brochures, annual report, and other marketing materials. If your article has a broad appeal, our PR staff may work with you to place it in trade publications.

Enclosed is a copy of our Right to Publish form and application questions that you can use as a starting point in preparing your article. Please complete the enclosed forms and return them with your article to the member of the case study team you are working with through e-mail, fax, or by mail to the address listed below.

If you need additional information or assistance as you prepare your case study article, please contact one of the case study team members listed below.

Regards,  
Emilie Kopp  
Case Studies Specialist  
National Instruments

## **Contact Information**

Emilie Kopp ▪ 512 683 5192 ▪ Fax: 512 683 5759 ▪ e-mail: [emilie.kopp@ni.com](mailto:emilie.kopp@ni.com)  
Jamie Lynn Robitaille ▪ 512 683 6885 ▪ e-mail: [jamie.lynn.robitaille@ni.com](mailto:jamie.lynn.robitaille@ni.com)

## **National Instruments**

11500 N Mopac Expwy  
Austin, TX 78759-3504

# Instructions for Preparing a Case Study

## Article Requirements

- 800-1,000 words (approximately two to three pages)
- Double-spaced, 1 in. margins, 12 pt. text
- MS Word compatible

## Image Requirements

The two to three images that accompany your article must meet the following standards:

- **Photos** – Photos should be captured with adequate lighting and professional framing. Photo files should be provided in the TIFF format, RGB, at 300 dpi (dots per inch).
- **Illustrations** – Line art or vector illustrations should be provided in the EPS format, RGB.
- **Screens** – Screen captures or print screens should be captured according to our guidelines, which are available on [ni.com/solutions](http://ni.com/solutions). 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 text.

## Video Requirements

- Videos should be five minutes or less in length.
- Acceptable formats include MiniDV tapes or Windows Media Video (.WMV). (National Instruments can provide instructions on submitting video through our external FTP site.)
- Resolution should be 320 X 240 or larger.
- 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 record good quality sound.)
- Videos should be deinterlaced if possible.
- Videos should contain no background music.

## Some helpful video tips:

- Use a tripod.
- Try not to move the camera. Avoid panning or zooming unless there is a strong need.
- Capture a variety of interesting shots that help the viewer understand and appreciate your application.
- Typical NI videos are shot in wide-screen (16:9) format, so feel free to use that frame size.

## Additional Requirements

- The signed Right to Publish form (see next page)

# Right to Publish

To: National Instruments Corporation ("NI")

From: Author's Name: \_\_\_\_\_

Company Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

1. Do you have an **ni.com/community** profile?  Yes  No

If so, what is your alias? \_\_\_\_\_

2. Do you hold any NI Certification?  Yes  No \_\_\_\_\_

i.e. Certified LabVIEW Associate Developer (CLAD), Certified LabVIEW Developer (CLD), Certified LabVIEW Architect (CLA), etc.

3. Are you a LabVIEW Champion?  Yes  No

4. Are you a National Instruments Alliance Partner?  Yes  No

## Description of Case Study

Case study provisionally entitled: \_\_\_\_\_

Artwork provisionally entitled: \_\_\_\_\_

## Permissions

Company hereby irrevocably grants to National Instruments Corporation ("NI") the unlimited, royalty-free permission to copy, publish, distribute, display, modify, translate, and create derivative works of, in whole or in part, the attached case study in print and electronic marketing materials including, but not limited to, NI Web sites, press releases, trade or industry journals, newsletters, advertisements, brochures, and multimedia presentations.

Would you like this case study to be considered for the 2009 Graphical System Design Achievement Awards?  Yes  No

Company agrees that the above permission covers any of the following that might be included in the attached case study: (a) company names, trade names, trademarks, service marks, logos, screenshots, and depictions identifying or referring to Company and any of its products and services; (b) names, likenesses, photographs (and modifications and alterations thereof), and quotes of its employees and personnel; and (c) materials owned by Company under copyright or other intellectual property laws.

Company also agrees that the above permissions are granted from Company and its affiliates and their respective employees and personnel and extend to the licensees and contractors of NI. Company hereby represents and warrants that (1) the attached case study is accurate and not misleading and (2) it has full right and authority to grant all such permissions. This document embodies the entire understanding between Company and NI regarding its subject matter and supersedes all prior representations and communications, whether oral or written, and waiver or modification may not be made except in a writing signed by NI and Company.

Signature of Author/Author's Representative: \_\_\_\_\_

Date: \_\_\_\_\_

Printed or Typed Name: \_\_\_\_\_

# Case Study Guideline Questions

Please use the following guidelines when preparing your article.

1. Company Name.
2. Describe your application or project.
3. What problem were you trying to solve?
4. Prior to using NI technology, what were your alternative solutions?
5. Why did you choose NI technology?
6. What NI products do you use in your application? (Software and hardware)
7. How are NI products a part of your application?
8. Please describe the NI product features you are using in your application?
9. Were any third-party technologies required for your solution? (i.e. integration with specific sensors, software, operating systems, industry-specific protocols, etc.)
10. Can you describe any involvement or interaction you had with NI sales and/or support engineers throughout your project?
11. Overall, how did this solution meet your objectives?
12. Were there any additional benefits such as time or cost savings, reduction in environmental impact, ability to reuse current instrumentation, or increased efficiency that you are also experiencing by using this new application?



**U.S. Corporate Headquarters**

11500 N. Mopac Expwy • Austin, TX 78759-3504 USA  
Tel: 512 683 0100 • 800 813 3039 (U.S. and Canada) • Fax: 512 683 9300 • ni.com • info@ni.com