



NIWeek

WORLDWIDE GRAPHICAL SYSTEM DESIGN

CONFERENCE

August 5–8, 2013 | Austin, Texas
Preliminary Conference Program

Register now at ni.com/niweek or call 888 564 9335



NIWeek 2013 Schedule

Training and Certification Exams	Sunday–Thursday
NI Alliance Day	Monday
Academic Forum	Monday
Build Your Own Embedded System Workshop	Monday
Exhibition Hall and Pavilions	Monday–Thursday
NIWeek Kickoff Happy Hour	Monday
NI Community Block Diagram Party	Tuesday
NIWeek Keynotes	Tuesday–Thursday
Technical and Hands-On Sessions	Tuesday–Thursday
Summits	Tuesday–Wednesday
Future of System Design Symposium	Tuesday
NIWeek Conference Party	Wednesday

Pricing (in US Dollars)

	By May 31	After May 31
Full Conference (August 5–8)	\$1,195	\$1,350
Academic Price	\$500	\$550
Full Conference and NI Alliance Day	\$1,195	\$1,350
NI Alliance Day (August 5)	\$150	\$250
Academic Forum (August 5)	\$250	\$275
Volume Discount*—Full Conference	\$3,585	\$4,050
Sessions Only	\$995	\$1,095
Academic Price	\$175	\$225
One-Day Pass	\$650	\$675
Academic Price	\$250	\$275
Expo Plus Pass	\$325	\$325
Exhibit Hall Pass	Free	Free

***Volume Discount:** Receive four conference registrations for the price of three.

Cancellation Policy: If you cancel your NIWeek registration by July 1, 2013, you are subject to a \$95 USD cancellation fee. No cancellation refunds are available after July 1, 2013, or for no-shows.

Register now at ni.com/niweek or call 888 564 9335



©2013 National Instruments. All rights reserved. CompactRIO, CVI, LabVIEW, National Instruments, NI, ni.com, NI TestStand, and NIWeek are trademarks of National Instruments. The mark LabWindows is used under a license from Microsoft Corporation. Windows is a registered trademark of Microsoft Corporation in the United States and other countries. LEGO is a trademark of the LEGO Group. Other product and company names listed are trademarks or trade names of their respective companies. A National Instruments Alliance Partner is a business entity independent from National Instruments and has no agency, partnership, or joint-venture relationship with National Instruments.
10563 350921M-01



Experience NIWeek (ni.com/niweek)

All systems are ready to go at the 19th annual NIWeek beginning August 5 at the Austin Convention Center. This global conference on graphical system design brings together more than 3,200 leading engineers and scientists representing a spectrum of industries, from automotive to telecommunications to robotics to energy. Join key decision makers, developers, and visionaries to learn about new technology that provides disruptive competitive advantages when developing software-defined systems for measurement and control.

Since its inception, NIWeek has delivered technical networking and learning opportunities with interactive sessions presented by NI R&D and guest lecturers; targeted industry summits; hands-on workshops; exhibitions on the latest advancements in design, research, and test; and keynote presentations from technology thought leaders. Past keynote speakers include Dr. Neil Gershenfeld of MIT's Center for Bits and Atoms, Dr. Michio Kaku of City College of New York, and Tim Samaras of Discovery Channel's "Stormchasers." Past attendees include engineers, scientists, and executives from organizations such as CERN, John Deere, Qualcomm, SpaceX, and UC Berkeley. Join us to learn how you can accelerate productivity, innovation, and discovery with National Instruments.

NIWeek 2013 provides a variety of opportunities to network with leading engineers and scientists, share best practices and example code with fellow developers, exchange information with NI technical staff, boost your productivity, and increase your professional skills:

Choose From More Than 250 Advanced Technical Presentations—Attend interactive technical sessions, case study presentations, and panel discussions for beginners and advanced developers to learn how to optimize efficiency in your test and data acquisition systems; implement advanced technology for industrial design, measurement, and control; and discover emerging trends in science and industry.

Interact With Technology From NI and Nearly 300 Leading Companies—Explore the latest products and technologies from NI and industry-leading companies through a variety of hands-on workshops and view hundreds of demonstrations on the main stage and in the exhibit hall.

Participate in Advanced Training Sessions—Earn continuing education units (CEUs) and take software certification exams for NI LabVIEW, NI LabWindows™/CVI, and NI TestStand software.

Network With Peers and Industry Leaders—Interact with graphical system design colleagues during the day and take in the sights and sounds of Austin, the live music capital of the world, at night!

NIWeek is the ultimate learning environment. It gives you the tools and knowledge to develop your applications faster, smarter, and more cost-efficiently. Do not miss this one-of-a-kind experience.

Sponsors

Build and reinforce your brand as an NIWeek sponsor. For information, contact NI at niweeksponsorship@ni.com.

[Thank You to Our Sponsors](#)



NIWeek 2013 Keynotes



Tuesday, August 6

Dr. James Truchard, President, CEO, and Cofounder, National Instruments

Start your NIWeek experience with Dr. James Truchard, who has led an industry transformation over the last three decades to software-defined instrumentation. Hear his perspective on the future of system design for measuring, automating, and controlling the world around us.

Eric Starkloff, Vice President of Global Marketing, National Instruments

Watch Eric Starkloff, along with NI engineers, customers, and partners, unveil the latest products and technologies for test, measurement, and control. Explore state-of-the-art adaptable system platforms that equip engineers and scientists with the tools to accelerate their productivity, innovation, and discovery.

Wednesday, August 7

Mike Santori, Business and Technology Fellow, Product Marketing, National Instruments

Join Mike Santori as he shows how engineers are using their graphical system design expertise to solve some of the most challenging issues that impact our society. See demonstrations of innovative solutions to challenges in areas such as next-generation energy, communications, transportation, and advanced research.

Jeff Kodosky, Cofounder and Business and Technology Fellow, National Instruments

Take advantage of the exclusive opportunity to hear directly from Jeff Kodosky, the coinventor and “father” of LabVIEW. Learn about his compelling vision on how graphical programming scales to system design to abstract complexity at the right levels and create intuitive, elegant solutions.

Thursday, August 8

Ray Almgren, Vice President of Corporate and Platform Marketing, National Instruments

The need to attract and retain new engineering students puts professional engineers and scientists using graphical system design in a unique position to inspire the innovators of tomorrow. Join Ray Almgren as he hosts engineers from LEGO®, NASA, and leading universities as well as students who are solving problems in the real world with the tools that carry engineers and scientists from youth to game-changing careers in industry.

Networking Activities

NIWeek Kickoff Happy Hour

Monday, August 5	5:30–7:00 p.m.	Exhibit Hall
------------------	----------------	--------------

NI Community Block Diagram Party

Tuesday, August 6	5:00–7:00 p.m.	Exhibit Hall
-------------------	----------------	--------------

Annual Conference Party

Wednesday, August 7	6:30–10:30 p.m.	Brazos Hall
---------------------	-----------------	-------------

Summits (ni.com/niweek/conference-content)



Attend the industry-specific summits to learn about new trends and techniques from targeted keynotes, technical training, and demonstrations by NI developers and industry-leading researchers. Visit the corresponding pavilions in the exhibit hall to see the summit content in action.

Aerospace and Defense

System design using commercial off-the-shelf (COTS) equipment accelerates platform development, reduces total program cost, and lowers program risk. Learn how to address the entire life cycle of aerospace and defense applications using graphical system design tools to develop solutions ranging from software-defined test systems to deployed real-time embedded systems for control, monitoring, and operation.

Energy Technology

The theme for the 2013 summit is “Deploying the Smart Grid: Effective Deployment Techniques for Smart Grid Embedded Control and Monitoring Systems.” This developer’s forum covers topics such as transmission and distribution control and monitoring systems, grid-tied power conversion and power flow control, renewable energy generation and storage, and energy asset monitoring. Researchers and industry professionals can share valuable lessons learned from their application development using NI reconfigurable I/O (RIO) hardware and LabVIEW graphical system design tools.

RF and Wireless

Learn how NI is redefining RF and wireless test. Hear from RF, microwave, and wireless industry experts as they explain the latest trends, emerging technologies, and test techniques at this summit. Explore technologies including software-designed instruments, FPGA signal processing, MIMO, advanced network analysis, microwave system simulation, and microwave frequency synthesis.

Transportation

The electronic complexity in the transportation industry has increased significantly in recent years. Quality and safety demands are greater than ever before and time-to-market expectations continue to rise. Learn about the key challenges introduced by this growth in complexity in all phases of the development cycle ranging from rapid control prototyping and hardware-in-the-loop simulation to in-vehicle data logging and end-of-line and infotainment test. This summit includes presentations and networking opportunities with experts, integrators, users, and NI R&D representatives.

Vision

For the last seven years, this summit has offered one of the most comprehensive conference lineups in North America on imaging applications and technologies. It features two full days of interactive technical sessions and hands-on workshops as well as three days of demonstrations in the exhibit hall. Learn about new technologies and industry best practices and network with vendors, integrators, users, and other vision experts including NI R&D representatives.



Tracks (ni.com/niweek/conference-content)



Automated Test Systems

Learn how to succeed by understanding the benefits and features of current and upcoming NI hardware. See new ways to combine NI hardware and software to make even better test stations. Take advantage of opportunities to hear from your peers about their best practices and successes with NI hardware and software. NIWeek veterans and first-time attendees can find valuable information in this track to help them work better and faster than ever before.



Data Acquisition Systems

Improve your ability to effectively and efficiently meet your application challenges using NI software. From new feature reviews to in-depth discussions about the low-level implementations of compilers and design architectures, this track has material for beginners all the way to 20-year veterans. Don't miss your opportunity to talk directly with the developers who make the software and hear stories and suggestions from the users. If you use NI software, this track is for you.

Embedded Systems

Learn from product and industry experts about the tools and techniques that can enhance the flexibility, quality, and performance of embedded systems. Leverage the latest advancements in the LabVIEW RIO architecture, including new features and releases in products such as CompactRIO and the LabVIEW FPGA and LabVIEW Real-Time modules. From advanced programming and architectural design to system replication and deployment techniques, this track demonstrates how graphical system design increases your productivity when designing embedded systems.

Software Development Techniques

Discover technologies and techniques to help you build better measurement applications. Hear from experienced users and NI experts on how to increase your productivity and system flexibility and ensure measurement performance. Whether you are an NIWeek veteran or a first-time attendee, learn valuable tips and tricks to gain a deeper, more advanced understanding of your application. Focus on data logging, structural test, test cells, sound and vibration measurements, in-vehicle data acquisition, and sensor connectivity.



Special Events

[Academic Forum](#) | [Monday, August 5](#)

Academic professionals use this exclusive platform to share best practices in engineering education methodologies, discuss the future of engineering and research, and network with colleagues from around the world.

[Alliance Day](#) | [Monday, August 5](#)

Alliance Day is the premier event for domain experts in system integration, consulting, and product ecosystem development. Reserved exclusively for NI Alliance Partners and the global NI sales team, the day offers opportunities for technical training, product updates, best practice sharing, business collaboration, and peer networking.

[Build Your Own Embedded System Workshop](#) | [Monday, August 5](#)

This hands-on workshop focuses on extending your LabVIEW skills into FPGA-based design using NI reconfigurable I/O (RIO) hardware. Learn how to use the LabVIEW Real-Time and LabVIEW FPGA modules to configure, program, and deploy a RIO-based embedded system and take it home after the conference. There is an additional fee for this full-day workshop.

[Future of System Design Symposium](#) | [Tuesday, August 6](#)

This symposium brings together leaders from industry and academia to share insights on the tools and technologies shaping the future of system design. Learn from these experts about the opportunities and challenges in developing software to take advantage of a variety of systems.

Certification and Training Courses

Take advantage of certification exams for NI LabVIEW and NI LabWindows™/CVI with special event pricing and attend two-day training the Sunday and Monday before NIWeek to gain product knowledge and best practices for application development. (ni.com/niweek/training-certification)

Exhibit Hall (ni.com/niweek/exhibition)



Product Showcases and Pavilions

If graphical system design is your vision, then NIWeek 2013 is the place to be. For 19 years, the NI worldwide graphical system design conference and exhibition has provided exhibitors with opportunities to meet face-to-face with engineers from a wide range of industries, including academia, aerospace, automotive, biomedical, electronics, and government/defense.



LabVIEW Zone

Discover what's new in LabVIEW and get a close-up look at featured demos from the conference. Along with learning about new programming resources, you can interact with other LabVIEW users as you try some of the fun and exciting demos powered by LabVIEW. See what amazing things LabVIEW can do.



Aerospace and Defense Pavilion

Discuss your applications with NI engineers presenting live demonstrations of the latest technologies for automated test and embedded systems. View RF and mixed-signal systems demos, and gain insight into using the power of software-defined modular instrumentation that lowers the cost of system development, operation, and maintenance.



RF and Wireless Pavilion

Learn more about the fast, flexible, and accurate PXI platform from NI that industry leaders are using to meet the demanding test requirements of today's RF and wireless test devices.

Robotics and Autonomous Vehicles Pavilion

Explore how LabVIEW accelerates academic research in robotics and autonomous vehicles and how NI technology helps create autonomous systems by integrating with industrial manipulators to construct robots that assist humans on the manufacturing line, in health care, and in many other applications.

Vision Pavilion

See machine vision solutions in action and view demonstrations of the latest NI vision products presented by NI engineers. Interact with demonstrations from integration companies that highlight a variety of vision applications. Learn about new products from leading companies in the industry at one of the largest vision expositions in North America.

Technology Theater

Located in the exhibit hall, this theater features technology presentations and focused product and service demonstrations from exhibiting and partner companies as well as NI developers. These sessions are open to all NIWeek attendees.

Contact niweekexhibition@ni.com to learn more about exhibiting at NIWeek 2013.