



# Embedded Systems Workshop

200 Dodge Hall, Oakland University, Rochester, MI  
**Saturday, Oct. 10, 2009 8:30am – 5pm**  
 IEEE Computer Society Southeastern Michigan Chapter  
 Jointly with GL-SPIN and Oakland University

The Embedded Systems workshop is a one-day (free) workshop open to all engineers and students. This workshop is the fourth in a series of in-depth workshops in embedded system design and applications. The aim of this workshop is to disseminate knowledge, benefit the IEEE members. Speakers and experts from the embedded systems industry will be making presentations, and will also be available for discussions and networking throughout the day.



Advanced Workshop Schedule

TIME	MINs	TOPIC	
8:30am - 8:50am	20 min.	Registration and coffee, Sponsor Tables	Sponsor Tables
8:50am - 9:00am	10 min.	<b>Welcome</b> <i>Dr. Subra Ganesan</i> , IEEE Computer Society Chapter Chair, School of Engineering and Computer Science, Oakland University	
9:00am - 9:10am	10 min.	<b>Inauguration</b> <i>Dr. Virinder Moudgil</i> , VP and Provost Oakland University	
9:10am - 9:55am	45 min.	<b>Embedded Systems development: The changing world for suppliers and developers</b> <i>Don Finney / Bill Hermann</i> , FreeScale	
9:55am - 10:40am	45 min.	<b>Advances in Vehicle networks</b> <i>David Laurant</i> , Independent Consultant	
10:40am - 10:55am	15 min.	Break, Sponsor Tables	
10:55am - 11:40am	45 min.	<b>Multi-Core PC-based Rapid-Prototyping System</b> <i>Joachim Loechner</i> ETAS	
11:40am - 12:30pm	50 min.	<b>Developing the Next Generation of Embedded GUIs for Transportation / Automotive Applications</b> <i>(tbd)</i> Mentor Graphics	
12:30pm - 1:00pm	30 min.	** Drawing for Door Prizes ** Complimentary Boxed Lunch from all sponsors Networking Session and Vendor Tables	
1:00pm - 1:45pm	45 min.	<b>Unleash the Business Potential of Your Technical Experts: Advice from Top CIOs and C-suite Executives</b> <i>Carole Wald</i> , Business/Technology Learning Solutions Manager, Lake Forest Graduate School of Management	
1:45pm - 2:25pm	40 min.	<b>Security of Software Systems</b> <i>Mike Staszal</i> Kugler Maag, CIE	
2:25pm - 3:15pm	50 min.	<b>FPGA Advances and Automotive Applications</b> <i>Bob Bloomquist</i> , Xilinx	
3:15pm - 3:20pm	5 min.	Break	
3:20pm - 4:00pm	40 min.	<b>Vehicle Embedded Health Monitoring</b> <i>Srinivasa Prasad</i> , Vice President of Advanced Engineering, Dearborn Group, Inc.	
4:00pm - 4:40pm	40 min.	<b>Embedded Debugging and the Open Source Tool Chain, with Demonstration</b> <i>Mark Ciechanowski, P.E.</i> , Senior Firmware Engineer Dearborn Group, Inc. * * Drawing for Door Prize from Dearborn Group, Inc., iPod Nano * *	
4:40pm - 4:50pm	10 min.	** Drawing for Door Prizes, Digital Camera/MP3 Player ** <b>Closing Remarks and Note of Thanks</b> <i>Ms. Mary Watson</i> , GL-SPIN	

Limited seating is available. Please confirm your participation registering online at [www.ieee-sem.org](http://www.ieee-sem.org) --> Computer Chapter V. For Technical questions, contact: Prof. Subra Ganesan [ganesan@oakland.edu](mailto:ganesan@oakland.edu) or phone: 248-370-2206. Register and attend for a chance to win a Digital camera / MP3 player. Second and third door prizes also given.