

|                                 | <b>Track 1</b>                             | <b>Track 2</b>  | <b>Track 3</b>  | <b>Track 4</b>   |
|---------------------------------|--|---|---|--|
|                                 | <b>Embedded Processors and Controllers</b> | <b>Drivers, Interfaces and ADCs</b>                           | <b>Low Power and Low Power RF</b>   | <b>Design Recommendations</b>                                  |
| 8:00-9:00                       | Registration/Exhibition area               |   |   |  |
| 9:00-9:15                       | Opening                                    |   |   |  |
| 9:15-10:30<br><b>Session 1</b>  | <b>32-bit MCU overview and positioning</b> | <b>Interfaces for industrial applications</b>                 | <b>Power for Portable Applications</b>                                    | <b>Sensors and the Analog Interface</b>                        |
| 10:30-11:00                     | Break/Exhibition                           |   |   |  |
| 11:00-12:15<br><b>Session 2</b> | <b>Multimedia</b>                          | <b>Lighting</b>   | <b>MSP430 - Next Generation of the low power <math>\mu</math>C-Family</b> | <b>Power Supply Tips and Tricks</b>                            |
| 12:15-14:00                     | Lunch/Exhibition                           |   |   |  |
| 14:00-15:15<br><b>Session 3</b> | <b>Stellaris® Cortex™ M3 MCU</b>           | <b>Motion Drive and Control Analog Solutions</b>              | <b>RF Hardware Design</b>   | <b>Solving the Analog Front End dilemma for High Speed ADC</b> |
| 15:15-15:45                     | Break/Exhibition                           |   |   |  |
| 15:45-17:00<br><b>Session 4</b> | <b>Low-power ARM platforms - OMAPL1x</b>   | <b>Why Use a 24-Bit Converter When You Only Need 12-Bits?</b> | <b>RFID</b>   | <b>Tackling EMI and RFI at the board and system level</b>      |
| 17:00-17:30                     | Talk to expert/Exhibition                  |   |   |  |
| 17:30-18:00                     | Lottery, Closing                           |   |   |  |