

NIWeek 2011 Keynote Quote Sheet – Tuesday, August 2

Innovation in the Era of Graphical System Design

*Presented by: Dr. James Truchard, President, CEO, and Cofounder,
National Instruments*

*Eric Starkloff, Vice President – Product Marketing,
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“We see software as the center stage of how instrumentation is built. Everywhere around us we see how software has taken over mobile devices, smartphones, tablets, and the like. It’s really software that’s at the center stage. That’s what we at NI focus on first in our ‘software is the instrument’ perspective.”

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

“LabVIEW has really proved the test of time; it’s been effective, and nobody’s found a better way to do what we did with LabVIEW.”

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

“Graphical system design gives engineers a platform-based approach to innovation that dramatically increases productivity. It provides an entire ecosystem that is completely open, making it possible to connect thousands of different components, including software or hardware, to more efficiently solve problems for any engineering application. Routinely, we’re achieving much better performance than somebody who worked really hard to create a one-off solution. That’s when the ecosystem really wins.”

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

“We’ve been working on a new module, the LabVIEW DSP Design Module, intended to take LabVIEW to the next step with high-performance, high-speed streaming. We’ve been working intensely on this problem for several years because we want to make LabVIEW the tool of choice in high-speed streaming computation and RF applications.”

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

“One platform to solve many applications. We call this approach graphical system design. The goal of graphical system design is to accelerate any system that needs measurement and control.”

Eric Starkloff, Vice President – Product Marketing, National Instruments

“We fundamentally believe at National Instruments that tools should not limit innovation and scientific discovery. The tools need to provide the right level of abstraction and they need to let you have the flexibility to drill down when necessary.”

Eric Starkloff, Vice President – Product Marketing, National Instruments

“We are very excited today to be launching the first multicore CompactRIO system based on the Intel Core i7 processor. This system adds a lot of horsepower for processing intensive applications that also need the ruggedness of a CompactRIO system.”

Eric Starkloff, Vice President – Product Marketing, National Instruments

“We took LabVIEW FPGA and used it to prototype what an additionally controlled source measurement unit would look like. We liked the performance of it so much that we prototyped it and are now calling it NI SourceAdapt technology, available today in the new NI PXIe-4141 four-channel SMU. Our customers now make faster, more stable measurements while protecting the device under test.”

Rolando Ortega, Staff Hardware Engineer, National Instruments

“Today, I am proud to announce the next-generation NI Single-Board RIO device designed with a Spartan-6 FPGA, a 400 MHz PowerPC processor, and a new high-bandwidth RIO mezzanine connector or an RMC. What’s exciting about this connector is that it’s designed to make this the most customization-friendly NI Single-Board RIO target to date, not to mention the smallest and lowest cost.”

Brian MacCleery, Principal Product Manager for Clean Energy Technology, National Instruments

“[The NI PXIe-5665] is 15 times faster [than the Agilent PXA] out of the box, equal to if not better in most measurements, and if you add some embedded FPGA programming, it’s over 200 times faster.”

Eric Starkloff, Vice President – Product Marketing, National Instruments

“We are also 1/10th the size and a fraction of the cost.”

Raajit Lall, Product Marketing Manager – RF, National Instruments

“Focusing the particle beam in the world’s largest instrument, the CERN Large Hadron Collider – that’s LabVIEW. High-throughput manufacturing test of 100 million parts per year at ADI – that’s LabVIEW. Ground control of the Falcon 9 rocket at SpaceX – that’s LabVIEW too.”

Duncan Hudson, Director – LabVIEW R&D, National Instruments

“The Idea Exchange has given our users a new forum with which to post and vote on ideas for new features in LabVIEW. This year, we’ve picked 13 of the top submissions to include in LabVIEW 2011.”

Elijah Kerry, Product Marketing Manager – LabVIEW, Certified LabVIEW Architect, National Instruments

“We’ve expanded the NI CompactDAQ platform with three new single-slot chassis – USB, Ethernet, and 802.11 wireless. These three new chassis are compatible with over 50 different measurement modules. If you think about it, it’s like we’re releasing 150 new DAQ modules today.”

Chris Delvizio, Product Marketing Manager – Data Acquisition, National Instruments

LabVIEW 2011 Beta Customer Quotes From Keynote Slides

“In fact the transition of the older code was so smooth that I was first in doubt that I have a real beta. I am very glad that this time the efforts were focused on stability. For the way I use LabVIEW, reliability is more important than new features. The positive experience with the beta indicates that LabVIEW 2011 will indeed be a stable release.”

Urs Lauterburg, Physics, University of Bern, Switzerland

“I’m sorry, this beta was too good for my program. The only bugs found were bugs I introduced myself!”

Albert Geven, Philips Research, Netherlands

“I’m really encouraged by this release – it was a good time to stop and concentrate on stability, and I think it’s hit the mark. I upgraded our VIE Hardware Explorer and two plugins (NI-DCPower and a panel from a live project) and found no real issues.”

Christopher Relf, V I Engineering, USA

“The beta seems very stable. One needs to squeeze pretty hard to get some bugs out and most are cosmetic.”

Christian Altenbach, Jules Stein Eye Institute at UCLA, USA



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