

NIWeek 2012 Keynote Quote Sheet

System Design for the 21st Century

Tuesday, August 7, 2012

"We want to empower the Edisons of the world to innovate and discover at a much faster pace. This is our vision. We want to be in front of the curve defining the next generation of instrumentation."

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

"We don't judge, we measure. The user has a lot of choice in what they do using graphical system design for both design and test—doing it faster and more ably than ever before."

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

"NIWeek is a veritable LabVIEW Woodstock, and many of you have been with us for a long time and taken advantage of our certified training programs. We hear from customers throughout the world that we simply don't have enough LabVIEW programmers. I want to encourage anyone who's not yet certified to take a look at the 2012 proficiency resources. The world truly needs more skilled LabVIEW developers."

David Fuller, Vice President—Application and Embedded Software R&D, National Instruments

"Combined with LabVIEW, stand-alone NI CompactDAQ is one of the world's most flexible, highest performing embedded measurement systems—to meet your needs today and adapt to tomorrow's changing requirements."

Stefanie Breyer, Director of Core Data Acquisition, National Instruments

"We've taken four traditional RF instruments: An RF analyzer, RF generator, digital I/O, and an FPGA, and put them all in an ultra small, very compact form factor—a single, 3-slot PXI chassis. We've also brought the cost down to just the price of one of the instruments themselves. In fact, the hardware design is so elegant, you get all that functionality with less power than a single 60-watt light bulb. For the first time, I'm happy to introduce the world's first vector signal transceiver."

Charles Schroeder, Director—Test Marketing, National Instruments

"That small, 3-slot module just out-performed the gold standard RF box instrument, and it did so at a fraction of the size, power consumption, and cost. And it was testing a wireless standard that isn't even released yet."

Eric Starkloff, Vice President—System Platforms Product Marketing, National Instruments



11500 North Mopac • Austin, TX 78759-3504 USA
Tel: (800) 433 3488 • Fax: (800) 683 9300
info@ni.com • ni.com