



NEWS RELEASE

SiGuys to Detail New Signal Integrity Technologies at DesignCon 2016

Serial Link Simulation Techniques Now Accessible Industry-wide

Oakhurst, CA – December 16 2015 -- SiGuys today announced new technologies it will be introducing at DesignCon 2016 – the industry’s premier conference for all things Signal Integrity (SI). “This year I’ll be presenting two papers about breakthroughs in serial link simulation, and also hosting my yearly technical panel on AMI analysis” said Donald Telian, Owner of SiGuys Signal Integrity Consulting, “and it all happens on Wednesday January 20 2016, opening day of the conference exhibition”. SiGuys has been actively involved with DesignCon since it began 20 years ago when Telian helped define the emerging field of Signal Integrity Engineering.

“This year’s papers describe advancements on both sides of the serial link simulation challenge: getting models when they don’t exist, and how to use your simulation environment to double link performance”, Telian said. The modeling paper was co-written with Intel, and “is particularly interesting because it drives a stake in the ground and gives engineers a process – and even permission – to use template-based AMI models. Ten years ago ‘template AMI’ would have been an oxymoron, yet time has proven that tool vendors developed and now offer them for common features such as FFE, DFE and CTLE used in most SerDes”, Telian mused. “Engineers can use the process described in the paper to develop reliable models in situations where they don’t exist.” The paper is entitled “Building IBIS-AMI Models from Datasheet Specifications” and will be presented Wednesday at 2:50pm.

Recent advancements in SerDes equalization co-optimization are highlighted in SiGuys’ second paper “New SI Techniques for Large System Performance Tuning” presented earlier on Wednesday at 11am. “While we’ve all become good at deriving firmware settings for SerDes equalization, the new technology described in this paper combines what we’ve learned with computational horsepower to derive solutions that aren’t otherwise accessible”, Telian said. “Our pencils and slide-rules were great when there were less equalization tradeoffs and we had a fewer links to think about, but we had problems to solve that motivated new techniques that found ways to achieve 60% better performance on links that are 25% longer – and it’s all described in the paper.”

Each year the SiGuys-hosted AMI Technical Panel provides a platform for industry-wide collaboration focused on advancing the state of AMI modeling and analysis. “Last year we looked at what’s required to use AMI analysis to predict reliable BERs, and this year we’ll examine something we all think about every day: ‘Accurate AMI Analysis – Whose Responsibility Is It?’”, Telian said. “The Panel combines technical experts from different disciplines – IC, Systems, and EDA – who have proven their ability to partner with others and solve industry-wide problems. I’m confident they will demonstrate how to change the discussion from ‘who’s to blame?’ to ‘what can I do to help?’”. The Panel is at 3:45pm Wednesday.

About SiGuys

SiGuys leverages decades of Signal Integrity (SI) experience to provide consulting services to electronic hardware design teams. SiGuys handles all types of SI challenges with particular focus on today’s highest speed serial links, and deploys advanced simulation capabilities to ensure designs work right the first time. SiGuys’ customers receive real data, clear communication, and documented solutions for their most-challenging SI problems. More information on SiGuys can be found at www.siguy.com.