



NEWS RELEASE

Donald Telian to Teach “Signal Integrity, In Practice” Masterclass LIVE Worldwide

Unique Masterclass Focuses on Teaching the Practice of SI in the Decades Ahead

Oakhurst, CA – April 10 2024 -- Donald Telian and The EEcosystem today announce the world tour of “Signal Integrity, In Practice,” a new [LIVE class](#) based on [Telian’s book](#) of the same name – a class that cuts through the noise to teach engineers how to handle Signal Integrity (SI) in the decades ahead. “It’s time to simplify things,” says Telian “IC integration has not only radically changed life on planet Earth, it has also changed the practice of SI.” Forty years of SI pioneering uniquely positions Telian to train the next generation of EEs. “Doubling data rate isn’t something to be afraid of, it’s simply what we do,” says Telian, who has doubled data rate more than a dozen times. After solving SI for every kind of electronic product, Telian is now stepping out of his design cave to teach this 2-day class detailing the essentials of SI. “Telian is accustomed to, if not comfortable with, doubling data rate,” says Kevin Rowett, Silicon Valley titan and serial startup entrepreneur. “He regularly takes on SI challenges others think are impossible (or would take 10x more time to complete) and handles them with ease. Attend one of his classes soon so I can get him back into his design cave to do more SI work for me!”

The class teaches the practical side of Signal Integrity, or what is referred to as ‘new school SI’. Concepts such as trace impedance, return current, stackup design, and diff-pair routing are well-understood, allowing the class to focus on topics relevant to the next wave of designs. Serial Links dominate high-speed interfacing, and have revolutionized the practice because much of SI has gone inside the ICs in the form of EQ. “While we address what must be done in hardware, it’s essential hardware engineers acquire a working knowledge of EQ’s use,” says Telian. “My focus on EQ is part of what makes this class unique, and the hands-on labs quickly boot up attendees on how to use it effectively. SI can’t be taught without EQ – think about it, the hardware side of next generation interfaces is marking time while IC capabilities are increasing 5x.” Attendees discover EQ is the primary reason why high-speed interfaces work, and, as such, the number one reason why they fail. “Reason number two is discontinuities, because at 36 dB of loss 1% of the signal must arrive at the receiver intact. This means that we must remove reflections and noise because every 10 mV of signal wiggle is actually a bit to preserve. As such, [my articles at Signal Integrity Journal](#) aim at understanding and taming discontinuities, in one form or another,” concludes Telian.

Having taught SI concepts to thousands of engineers in more than 15 countries, Telian is no stranger to live instruction. “Donald is both an outstanding technologist and a master communicator – a rare combination,” says SI Expert Todd Westerhoff. “He has a way of taking even the most complex topic and breaking it down into manageable pieces. He is simply one of the best in the business.” Widely known as the originator of IBIS modeling and the SI designer of the original PCI bus, Telian has been at the helm of what makes “high-speed” signals behave for decades. As such, leading companies have depended on [his consultancy](#) to teach them world-class SI practices for many years. And now world-class practices are available to all EEs in this LIVE class. Reviewing the class’s accompanying book, [Eric Bogatin describes the material](#) as “the stuff you would learn if you worked at a company with your desk next to a guru who has been doing this for forty years.” Indeed, this class lets you put your desk next to Telian, and the class’s follow-up ‘office hours’ lets you keep it there.

“Why attend a LIVE class in the on-line digital age?” muses Judy Warner, industry pundit and masterclass organizer at [The EEcosystem](#). “While you can google any topic and immediately receive thousands of answers, that’s part of the problem. Within those thousands of answers, which is the right one? Perhaps getting near experience is relevant to help you sort through our present information overload? For thousands of years

humanity has learned 'in person' because, as good as any training is, some things are better caught than taught. We want to pass on essential SI DNA, some of which can't even be trained. As such, we're intentionally creating a multi-dimensional LIVE environment that includes instruction of concepts, hands-on labs, software licenses, Q&A sessions, shared meals, fun events, hangout times, and even follow-up 'office hours' with Telian. This reflects our commitment to ensure EEs succeed with their high-speed designs when they return to their desks. Sign up today because investing in your career has never been more important," concludes Warner.

Initial classes will be held in Boston, Denver, and San Jose in May and June of 2024, with a European Tour planned for the fall. To allow attendees from larger geographical areas to attend, classes are held regionally near major airports. Visit the Masterclass website and sign-up for a location near you today. Early bird discounts can be applied through April 12 2024.

Class link: <https://electronicsmasterclass.regfox.com/signal-integrity-in-practice>

About Donald Telian

Donald Telian is a Signal Integrity Consultant and the Owner of SiGuys. He celebrates four decades of SI pioneering with the publication of his new book Signal Integrity, In Practice and its associated 2-day in-person class. Consulting since the beginning of the serial link technology revolution, Donald consistently helps customers migrate to next-generation data rates again and again. With tens of thousands of serial links in production spanning all types of electronic standards and products, he simplifies SI by sharing what's necessary and what isn't. Telian is widely known as the SI designer of the PCI bus, the originator of IBIS modeling, and has taught SI techniques to thousands of engineers in more than 15 countries.

About SiGuys

SiGuys leverages decades of Signal Integrity (SI) experience to provide consulting services and training to electronic hardware design teams. SiGuys handles all types of SI challenges with particular focus on today's highest speed serial links, deploying 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. Real data, no nonsense. More information on SiGuys can be found at www.siguys.com.

About The EEcosystem

Launched in 2022, The EEcosystem's mission is to Educate, Connect, and Equip electronics engineers—particularly those involved in high-speed and high-frequency applications. Because we are living in an unprecedented era of innovation, high-performance electronics are exploding, bringing extraordinarily complex challenges for engineers and the industry. The EEcosystem exists to bring the whole electronics ecosystem together in service of engineering success.

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