

ESC Minneapolis 2017 Announces Full Conference Schedule Featuring Expert-Led Content, Trends to Watch in the Industry

*For the First Time at ESC Minneapolis, Attendees Can Apply
Session Hours to Earn Official IEEE Accreditation*

SANTA MONICA, Calif. (September 21, 2017)—[Embedded Systems Conference \(ESC\) Minneapolis](#), the Midwest’s only industry-specific conference for electrical engineers, today announced its full conference lineup featuring an expanded technical program with more tracks, tutorials, presentations, and interactive events than ever before. Taking place November 8-9, 2017 at the Minneapolis Convention Center, ESC Minneapolis will also [offer continuing education units from the Institute of Electrical and Electronics Engineers \(IEEE\)](#) for all sessions attended, giving attendees the opportunity to work toward an official IEEE certificate.

“At ESC, our goal is to empower our attendees with the knowledge and skills to turn concepts into innovative designs,” said Suzanne Deffree, ESC content director and editor-in-chief of *Design News*. “ESC Minneapolis is more than just a conference—it’s a platform to develop new relationships, uncover and dissect emerging trends in the industry and inspire the next generation of embedded systems designs.”

The conference spans two days and four tracks, including **Embedded Hardware Design & Verification, Embedded Software Design & Verification, Connected Devices & IoT and Advanced Technologies**. Sessions led by industry leaders from companies such as Green Hills Software, Rohde & Schwarz, and Texas Instruments will count toward IEEE professional development hours and continuing education units, which can help engineers boost their resumes, keep their engineering licenses, and meet training requirements. [ESC Minneapolis will be keynoted by Ransom Stephens, physicist and best-selling author, and Maria Gini, professor and AI expert.](#)

Highlights from the ESC Minneapolis conference schedule include:

- [FPGA Development: What Works and What Makes You Work Weekends](#)
Presented by: Charles Fulks, Senior Staff Engineer, Intuitive Research and Technology
Fulks, an expert in Field Programmable Gate Arrays (FPGA) and embedded digital design will discuss how to improve FPGA design quality through reducing common mistakes. This session presents FPGA best practices and techniques from a wide range of industry designs.
- [Designing for the Next Wave of IoT: Examining Trends, Wireless Technologies & Lessons Learned](#)
Presented by: Kevin Eichhorst, Senior Solution Architect, Digi International Wireless Design Services

Eichhorst will cover what engineers should be aware of when designing the next wave of IoT products and how to utilize fading and emerging trends to an advantage. This session will provide an overview of new technologies, why IoT products fail in the marketplace and important trends to consider.

- **[Cyber Securing Your Medical Devices Code](#)**

Presented by: Stephanie Domas, Lead Medical Product Security Engineer, Battelle

A registered professional engineer and a certified ethical (white hat) hacker, Domas will touch on the importance of protecting medical devices from cybersecurity attacks that can compromise life-sustaining treatment.

ESC Minneapolis will run alongside five related tradeshows, including Automation Technology Expo (ATX) Minneapolis, Design & Manufacturing Minneapolis, Medical Design & Manufacturing (MD&M) Minneapolis, MinnPack, and PLASTECH Minneapolis.

Register for ESC Minneapolis

To register for ESC Minneapolis please visit: minneapolis.am.ubm.com/2017/registrations/ESC

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