

RESOURCES

Trading Your Intellectual Property Cards

Developed as a "pump primer" for the emerging business of electronics design based on reusable blocks, the first IP97 conference will cover intellectual property in electronics. The two-day conference runs March 17-18 at the Westin Hotel in Santa Clara (Calif.). Speakers from Actel, Altera, Motorola, Mentor, and many other firms will pontificate on the virtues of peddling intellectual property.

Admission runs \$395 per day or \$650 for both days. To register or for more information, check out www.ip97.com.

Portable Designers Congregate in Santa Clara

The fourth annual Portable by Design conference will be held in the Santa Clara (Calif.) Convention Center March 24-27. The first day offers a choice of four workshops covering batteries, electromagnetic compatibility, DC conversion, and IrDA protocols. The other three days are divided into four sequential technical sessions, with a four-way keynote luncheon forcing together representatives of Motorola, Intel, ARM, and Texas Instruments.

Registration costs \$545 for the three-day conference; workshops cost \$295 extra. A one-day pass is available for \$275. For more information or to register, contact Portable by Design (Hasbrouck Heights, New Jersey) at 201.393.6075 or visit www.penton.com/ed/shows/port97/index.html.

WinHEC Goes for Six

Microsoft's sixth annual love-in, the Windows Hardware Engineering Conference (WinHEC '97), comes to San Francisco April 8-10. Bill Gates provides the keynote address, and our own resident luminary Michael Slater opens the second day. This year's sessions will focus on PC design trends, OnNow power management, PC 98 guidelines, entertainment PCs, and PCs for zero-administration Windows. Intel's Mike Aymar will share his views on Intel's product roadmap, and various Microsoft managers will outline their product strategies.

Admission runs \$1,045 for all three days, \$795 for two days, or \$500 for only the seminars. For more information or to register, contact WinHEC (Minneapolis) at 800.254.5509 or view www.microsoft.com/hwdev/winhec.

BAPCo Uses Windows 95 to Drain Batteries

The Business Applications Performance Corporation (BAPCo) has released its SYSmark32 for Battery Life benchmark suite. The tests use popular Windows 95-based applications to measure a system's battery life. The complete test setup includes a photocell (to ensure the LCD backlight is on) and a mechanical actuator (to simulate keyboard activity).

The complete package is available for \$995, or \$99 for current SYSmark owners. For more information, contact BAPCo (Santa Clara) at 800.321.0457 or www.bapco.com.

MICRODESIGN
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SECOND ANNUAL
PC Tech Forum
*Making the Right PC
Technology Choices*

It's getting harder to find a winning position in the PC industry. PC OEMs and component suppliers are trapped amid industry giants, maturing markets, and rapidly changing technology. A wrong move can mean your job, or even your company. The only way to stay on top is to get the real story on your options.

The Forum features a conference May 20-21 that explores the hardware technology choices PC OEMs must make to deliver successful systems for both consumer and business markets. On May 19 and 22, four outstanding seminars are offered, covering critical PC technology areas in depth. Register by March 31 for special early rates. For more information, call 800.527.0288 or 707.824.4001 (outside U.S.), or visit our Web site www.chipanalyst.com.

May 19-22, 1997
Hyatt Regency San Francisco Airport

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