All Measure Technologies launched for bridging gap in Test and Measurement World

All Measure Technologies Pvt. Ltd. has been unveiled with the commitment of bridging gap between customers in India and Test and Measurement instrument manufacturers worldwide. The company has partnered with top notch players like Flir, Hioki, Suparule and Testo that are known for its competence in quality, accuracy, portability and usage safety.

The leadership team of the company is veterans in this field leveraging their years of application knowledge and marketplace experience in building a fully functional organization that focus on apt business solutions, training and support, trending technology practices and global delivery model for the testing professionals to cope up with scientific advances and quality requirements.

All Measure Technologies provides an extensive portfolio of products on electrical and electro-mechanical systems ranging from regular clamp meters and multimeters to high end thermal imagers.

FCI's New 12Gb/s SAS Receptacles Boost I/O Performance for Enterprise Storage & Server Applications

FCI a leading manufacturer of connectors and interconnect systems, extended its storage line of Serial Attached SCSI (SAS) connectors with the launch of 12Gb/s SAS receptacles for the enterprise storage and server industry.

This latest range of SAS connectors provides the IT sector with high performance storage interface that can perform up to12Gb/s of data speed and accelerate server applications' ability to access data. These connectors are also industry-standard interfaces for hard disk drives (HDDs) and solid state drives (SSD) used in server and storage systems.

FCI's latest 12Gb/s SAS product range complies with the SAS 3.0 and SFF8680 specification in terms of mating interface, performance and signal integrity. Several new SAS connectors also offer footprint compatibility with existing FCI's 6Gb/s SAS connector to ease design migration.

The 12 GB/s SAS connectors are designed to support hot plugging and blind mating of HDDs and SSDs. The built-in molded guide posts provide angled lead-in to facilitate easy connection and prevent misalignment. The high-speed, serial interface is designed to support differential signaling. This helps to minimize interference and facilitate high-speed transmission of data.

MATLAB Expo 2013 Draws More than 700 Engineers & Scientists

MATLAB EXPO is in its fourth year in India and was attended by over 700 engineers, scientists, and MATLAB® and Simulink® enthusiasts from across the Aerospace and Defence, Automotive, Communications, Electronics and Semiconductors (CES), Energy, Industrial Automation and Machinery (IA&M), and Technology Services industries. Participants had the opportunity to learn from their peers and gain exposure to real-life applications of the MATLAB and Simulink product families to solve complex engineering and science challenges.

Mariasundaram Antony, India engineering leader, GE Energy Management and engineering site leader for GE Hyderabad Technology Center delivered the customer keynote entitled, 'Simulation: A Key Design Aid in the Energy Industry'. He said, "It is a design challenge to simulate complex power systems involving coal, gas, and renewables – all of which vary in their ability to deliver continuous power. The ability to predict the reliability and availability of the total power system is crucial when different forms of energy coexist in the grid. GE Energy Management uses advanced simulation tools such as MATLAB and Simulink to model such complex systems with the required fidelity and accuracy."

Jim Tung, MathWorks Fellow, delivered the keynote address entitled 'Embracing Complexity'. "We see the growing demand for superior technologies in all spheres of life. Smart phones, intelligent vehicles, intelligent medical devices and other similar high-tech devices are an integral part of the

Forthcoming Electronics National and International Exhibitions

EXHIBITION NAME & DATE	THEME	EXHIBITION LOCATION
ELECTRONICA PRODUCTRONICA INDIA 4 - 6 September 2013	India's leading trade fair for electronics components, systems and production technologies.	Hong Kong Convention & Exhibition Centre **Contact:** MMI Asia Pte Ltd Sales Enquiry Contacts : (65) 6236 0988 Enquiries via Post : 20 Harbour Drive, # 05-04 PSA Vista, Singapore 117612 Enquiries via E-mail : mmi_sg@mmiasia.com.sg Website : http://electronicasia.com
SMALED 5 September 2013	SMALED offers a unique and timely focus on SMT and LED manufacturing technologies.	Pragati Maidan, New Delhi, India **Contact** Visit: www.smaled.com
ELECTRONICASIA 13 - 16 October 2013	17th International trade fair for components, assemblies, display, production and solar technologies.	Pragati Maidan, New Delhi, India **Contact:** MMI Asia Pte Ltd Sales Contacts: (65) 6236 0988 Post: 20 Harbour Drive, # 05-04 PSA Vista, Singapore 117612 E-mail: mmi_sg@mmiasia.com.sg
SMTA International 15-16 October 2013	Discover the latest products and services from leading suppliers	Fort Worth, Texas smta@smta.org http://smta.org/smtai/index.cfm **Contact** Fort Worth, Texas smta@smta.org http://smta.org/smtai/index.cfm
International System-on-Chip Conference 23-24 October 2013	The 11th International System-on-Chip (SoC)	University of California, Irvine - Calit2 **Contact** SoC@SoCconference.com or 949-851-1714
LASER World of PHOTONICS India 12 - 14 November 2013	India's Number 1 laser and photonics gathering	Bombay Convention & Exhibition Centre, Mumbai, India **Contact:** MMI India Pvt. Ltd. Bhupinder Singh – Sr. Project Director 5th Floor, Lalani Aura, 34th Road, Khar West Mumbai - 400 052 Phone: +91- 981-1090046 Fax: +91-22-2648 7114 E-mail: bhupinder.singh@mmi-india.in
Productronica 2013 12 - 15 November 2013	20th International trade fair for innovative electronics production	Messe München, Fairgrounds, Munich, Germany **Contact:** Messe München GmbH Phone: +49 89 949-11438 Fax: +49 89 949-11439 E-mail: info@productronica.com
Printed Electronics USA 2013 20 - 21 November 2013	Hosted by IDTechEx, the annual Printed Electronics USA conference and tradeshow brings together more than 1,800 people that are focused on the commercialization of thin film and flexible nanotechnologies.	**Contact:** Santa Clara, CA, USA t.keenan@IDTechEx.com.

The above information is subject to change, please confirm the details from the organizers before making any commitment.

human world today. Scientists, researchers and engineers working on these advanced and complex technologies are constantly looking for faster and smarter ways to break down and manage the ensuing complexity. With MATLAB and Simulink, they are able to create and adopt new ways to master the development of complex systems and the analysis of complex phenomena," he said.

Addressing the gathering of engineers and scientists at the conference, Kishore Rao, managing director, MathWorks India said, "The customer presentations during MATLAB EXPO 2013 revealed an impressive range of engineering and science challenges that are being addressed with the help of MATLAB and Simulink. The diverse set of industries represented in the event such as Automotive, Aerospace and Defence, Industrial Automation and Machinery (IA&M), Energy, Medical Devices, Communications, Electronics and Semiconductors (CES), Finance and many more, is testimony to the wide applicability of MathWorks tools and technologies."

Also on display, were poster presentations from many more Indian customers of MathWorks such as ABB, Cognizant Technology Solutions, Eaton Technologies Private Limited, General Motors, Harman International India Private Limited, Hindustan Aeronautics Limited, Indian Space Research organization, KPIT-Cummins, Research Center Imarat - Kanchanbagh, Robert Bosch Engineering and Business Solutions Limitedand Scientific Computing Solutions.

A dedicated exhibition area showcased solutions from MathWorks partners such as Agilent Technologies, COMSOL Group, ETAS, LDRA Technologies, OPAL-RT Technologies, Synopsys, Tektronix, Vector Informatik and Xilinx.

To view the presentations and demos from MATLAB EXPO, visit www.matlabexpo.in.

Electrolube Opens New Warehouse in India

Electrolube, the leading electro-chemicals manufacturer for the electronics, automotive and industrial manufacturing industries, has announced the opening of a new warehouse in India to service increasing demand from the Indian market more effectively. The new warehouse is strategically located in Bhiwandi, near Mumbai, to efficiently serve the major electronics manufacturing centres of Southern and Northern India. The 5.5 acre site has a Government license from PESO (Petroleum and Explosive Safety Organization) and will enable Electrolube to deliver orders rapidly, with fast order execution and sampling for new projects.

Renowned for its chemistry expertise, approachable people and eco-friendly ethos, Electrolube has strengthened their position in the Indian market by winning new long-term projects with key customers from UPS, Solar, LED, Medical and Industrial sectors that comprise both Indian and multi national companies. The Technical Sales office in Bangalore, headed by Padmanabha Shaktivelu, Sales Manager of Electrolube India.

The new warehouse in India will join Electrolube's established worldwide

network of manufacturing and sales offices located in France, Germany, USA, China, Australia, Brazil and headquartered in the UK.

Freescale Kinetis KL3/KL4 Low-Power MCU with LCD Controllers Now Available At Mouser

Mouser Electronics, Inc. has immediate stock availability of Freescale's Kinetis L KL3/KL4 family of flexible low-power MCUs with LCD controllers with up to 376 segments.

Freescale has expanded their Kinetis L Series Microcontrollers to now include the Kinetis KL3 and KL4 families. These new MCUs now include flexible, low-power LCD controllers with up to 376 segments (47 x 8 or 51 x 4). Their LCD blink mode enables low average power while remaining in low-power mode. These new devices are an expansion of Freescale's Kinetis L Series ARM® Cortex™-M0+ Microcontroller that are an entry-level 32-bit MCU family built on the ARM® Cortex™-M0+ core. They combine exceptional energy efficiency and ease-of-use with the performance, peripheral sets, enablement and scalability of the Kinetis 32-bit MCU portfolio, while leveraging the inherent low-power and high-performance features of the ARM Cortex architecture.

Satinder Sohi appointed India Country Director for Freescale Semiconductor

Freescale Semiconductor announced that Satinder Sohi has been appointed as India Country Director. In his new role, Mr. Sohi will lead Freescale's India operations including three research and development locations in Noida, Bangalore and Hyderabad that employ more than 1,000 people. He will serve as the primary driver of Freescale corporate citizenship in India with the Indian government, external organizations, partners and universities.

"It has been a great journey at Freescale over the last 24 years and I am glad to be back in India," said Sohi. "This role is an excellent opportunity for me to lead and take the India business to new level."

Satinder joined Freescale in 1989 and has worked in a variety of roles with increasing responsibilities over the years. He was involved in the startup of Freescale's East Kilbride and Singapore Design Centers. In his new role, Satinder is returning to India where he led the design organization until 2004 when he moved to Austin. In Austin, he served as R&D operations manager, Asia design manager and most recently as New Product Introduction program manager for the Microcontrollers group.

Satinder has a Bachelor of Science degree in Electrical and Electronic Engineering from King's College at the University of London and a Bachelor of Science degree in Business Administration from the Strathclyde Business School in Glasgow, Scotland.

Silicon Labs Delivers High-Performance, Cost-Effective 8-Bit MCUs Optimized for Motor Control

EDOM Technology introduced highly integrated, feature-rich 8-bit microcontrollers (MCUs) optimized for cost-sensitive motor control applications. The Silicon Labs' new C8051F85x/6x MCUs combine best-in-class analog and communications peripherals, flash sizes ranging from 2 kB to 8 kB, high performance, small-footprint packaging and cost-effective pricing, making them ideal for brushless dc motor control applications used in remote-control helicopters and cars, PC and electric fans, electric tools and small appliances. The F85/6x MCUs are a good fit for other consumer and industrial applications such as power supplies, battery chargers, set-top boxes, projectors, lighting equipment and optical transceiver modules. These AEC-Q100-qualified MCUs can also be used in automotive body electronics applications such as window lifts and power seats.

Su-Kam signs a MoU with Tata Power Delhi Distribution

Su-Kam Power Systems Limited, the leading player in the power back-up industry in India and Tata Power Delhi Distribution Limited (TPDDL), a Tata Power and Government of Delhi joint venture company, which distributes electricity in

North & North West Delhi, signed a Memorandum of Understanding (MoU), under which subscribers and employees of TDPPL can avail exclusive discounts on Su-Kam's Solar PV modules, roof top solar systems and other solar power back up solutions.

Delhi has a renewable purchase obligation (RPO) of 0.2% for 2013-14—it has to meet 0.2% of the demand through renewable energy. By 2016-17, the RPO will touch 0.35%. Presuming that dis coms will sell 25 million kW in 2013- 14, there is a need for 50,000kW of solar energy, necessitating 35.5 MW of installed capacity.

4th World Renewable Energy Technology Congress & Expo-2013

World Renewable Energy Technology Congress, The India's premier renewable energy annual event, WRETC-2013 where you will share ideas with global renewable energy industry leaders, experts, financers, network and do business with leading companies. It's a great opportunity to expand your business and keep up-to-date with developments in renewable energy technologies.

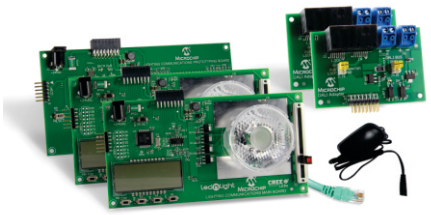
The 4th World Renewable Energy Technology Congress and Expo-2013 is the most important renewable energy industry conference that will have 96+ high profiled global speakers and industry leaders in Plenary sessions, interactive Keynote sessions, CEO's Forum, thought-provoking panel discussions and poster sessions to provide the focal points for translating knowledge into action. The Congress encourages activities of business matching,B2B meetings, especially focused on key industry issues and emerging energy solutions while pursuing business building and networking.

Speakers and delegates from Australia, Brazil, Denmark, Finland, France, Germany, Israel, Japan, Malaysia, Mexico, Netherlands, Norway, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, UK, USA apart from key executive of many national Renewable Energy companies have confirmed their participation in the Congress. Many students will also be attending. www.wretc.in

Nominations are invited for the "Energy And Environment Foundation Global Excellence Awards 2013" in Renewable Energy Sector. Foundation goal has been to honor and recognize those who have made outstanding contribution and demonstrated excellence creativity, innovation and applied best practices in renewable energy and environment industry. The Award will serve as a recognition and tribute to the winner's professionalism commitment to demonstrate excellence in Renewable Energy Sector. Energy And Environment Foundation Global Excellence Awards 2013 will be conferred on the Inaugural Ceremony of the 4th World Renewable Energy Technology Congress on 25th September 2013.

Microchip Introduces Lighting Communications Development Platform

Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, has launched its Lighting Communications Development Platform. This full-featured, universal lighting development platform provides all of the components required to create a DMX512A or DALI lighting network, offering users a complete "out-of-the-box" experience. This enables lighting engineers to design intelligent lighting and control systems with a large array of Microchip's 8, 16 and 32-bit PIC® microcontrollers; and analog, wireless, and human-interface solutions. The Starter Kit includes two main boards, two communications-interface adapters (DALI or DMX512A), one prototype board



DALI Starter Kit (Part # DV160214-1)

and the required cables/power supplies. Designers new to lighting communications can quickly and easily start creating connected lighting applications via a simple board-to-board network. This platform utilises a single, low-cost 8-bit PIC MCU for the user interface, LED control and communications.