

Advancing the
wireless revolution™

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AWR Corporation
Sherry Hess, VP Marketing

ECEDHA 2010 – Clearwater, Florida

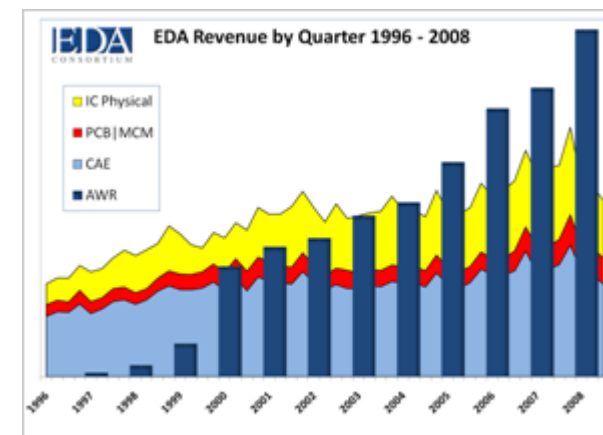


Presentation Agenda

- AWR At-a-Glance
- Product Line Overview
- AWR “Preferred” University Program
- 2010 Graduate Gift Initiative

The Innovation Leader in HF EDA

- Growing RF market share year over year
 - Founded 1984
 - Embraced Microsoft look-n-feel as well as PC platform for Microwave & RF design
 - US market share >40%



Global Company

- Direct office presence (sales, support, and R&D)
 - Headquarters: El Segundo, CA (LA)
 - North America: CA, CO and WI
 - Europe: UK, France and Finland
 - Asia-Pacific: Japan and Korea

Full Suite of Tools

- Microwave Office® (MMIC, RF PCB)
- Visual System Simulator™ (Comms)
- Analog Office® (RFIC)
- AXIEM™ (3D planar EM)

University (Use Model)

- RF and Microwave Classes
- Electromagnetic Classes
- Systems Classes
- Analog Circuit Classes

More than 230 Universities
deployed AWR software
in calendar year 2009



Industry (Use Model)

- RF/Wireless Circuits and Systems
- Microwave Systems
- Military and Commercial Communication Systems

More than 10,000 active
users globally using AWR
software

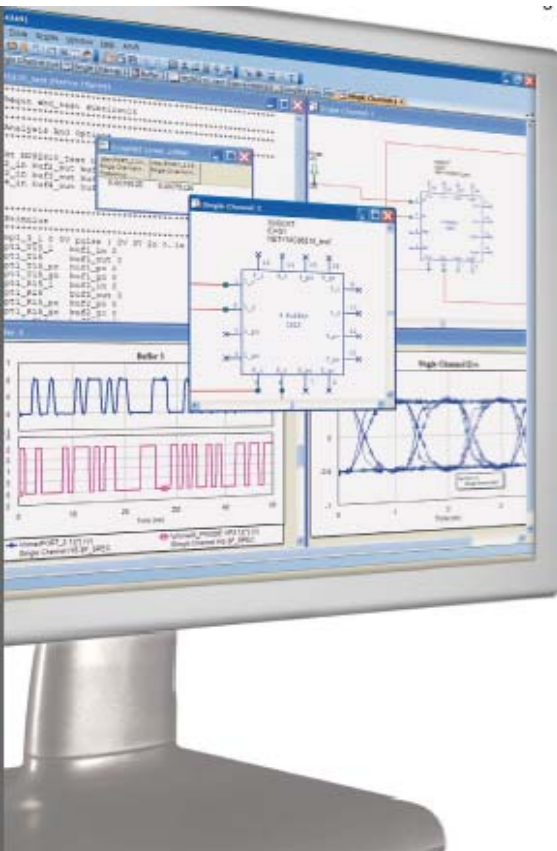
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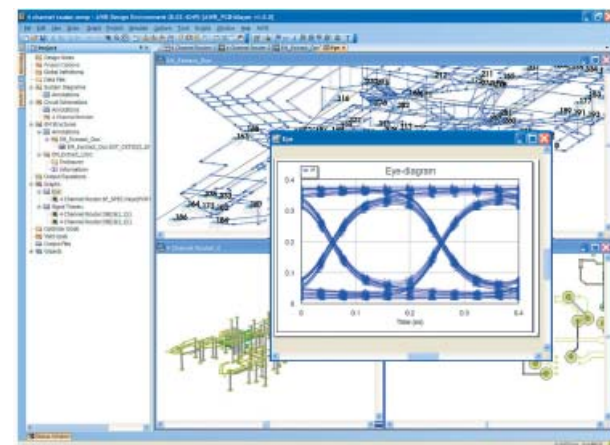
Product Line Overview





RF and Microwave Design Flow for MMIC, RF PCB & Modules

- Unique Technologies:
 - APLAC HB
 - ACE
 - AXIEM for EM
- Flexible & Friendly
 - HSPICE co-simulation
 - ICED for DRC/LVS
 - Advanced PDKs
 - Windows GUI



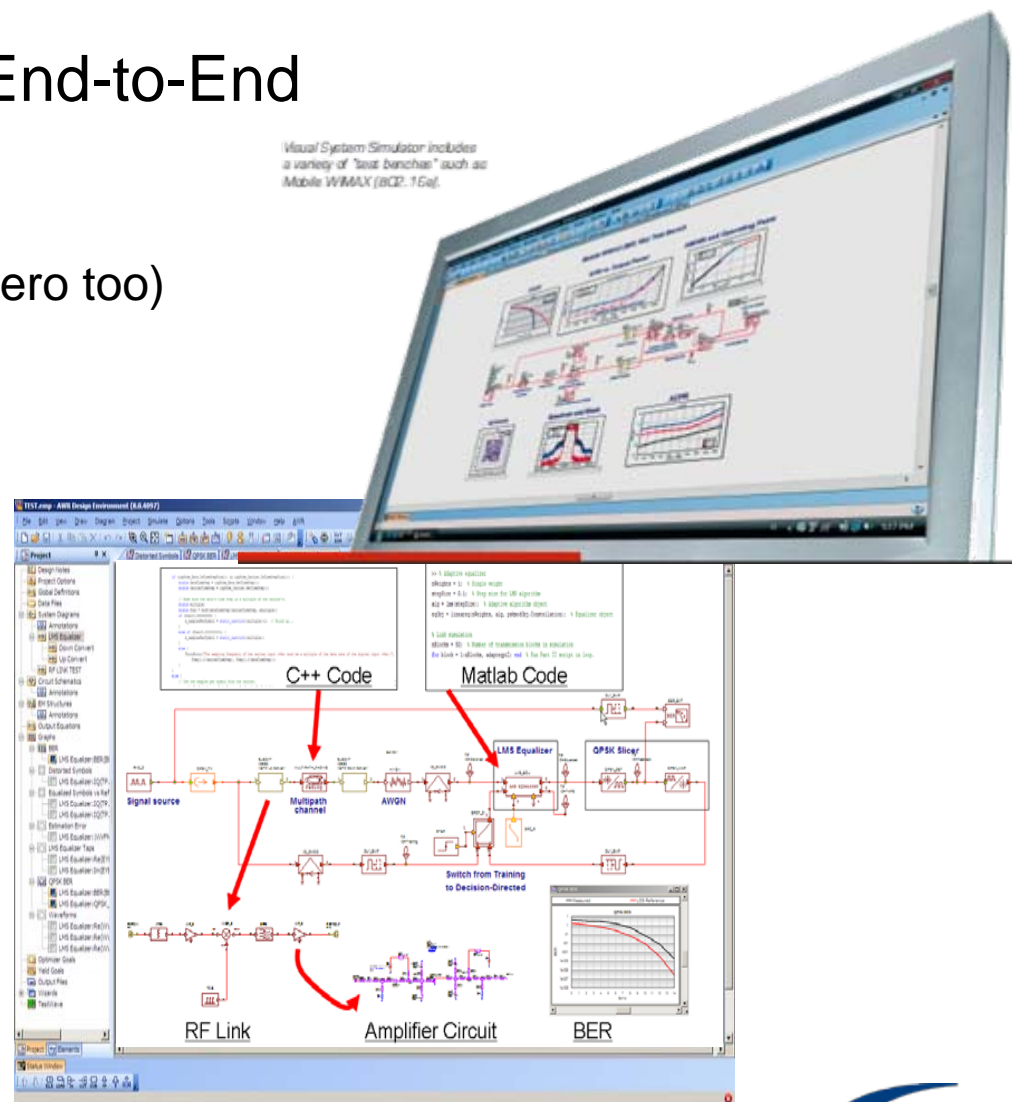
Eye diagram – AWR SI and HSPICE produce accurate signal integrity simulation results by combining the best nonlinear I/O buffer models available with 100 GHz validated distributed element models.

Universities use it for non-digital circuit classes and RF and microwave design classes

System Simulation for RF End-to-End Architecture Design

- PA design
- Communication systems (mil/aero too)
- WCDMA
- 3GPP LTE
- WiMAX
- GSM/EDGE
- DVB
- WiFi

Universities use it for undergrad and graduate systems design classes & works with Matlab!



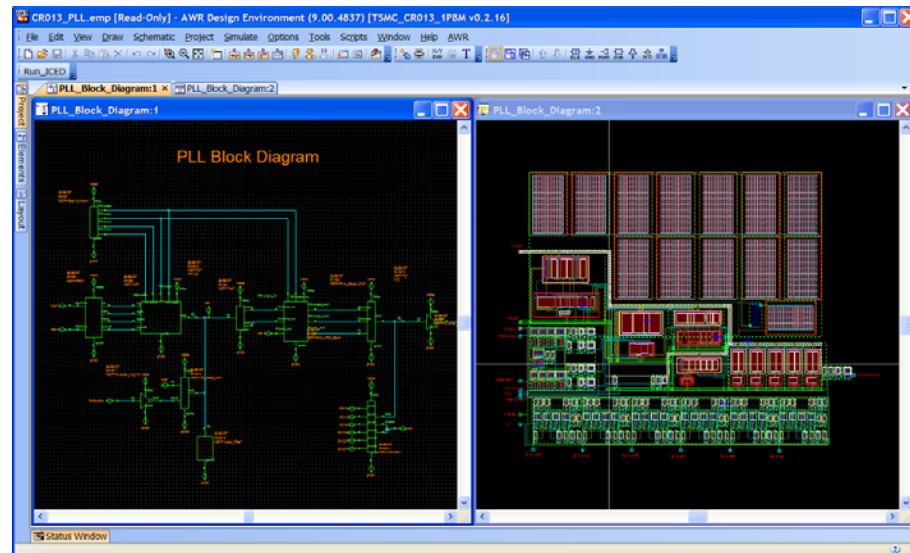
Design Environment for Analog and RFICs

- Innovation

- Harmonic balance
- Transient solvers
- RLCK extraction
- 3D planar EM (ie, spirals)
- Accurate & full set of uwave models

- Flexible & Friendly

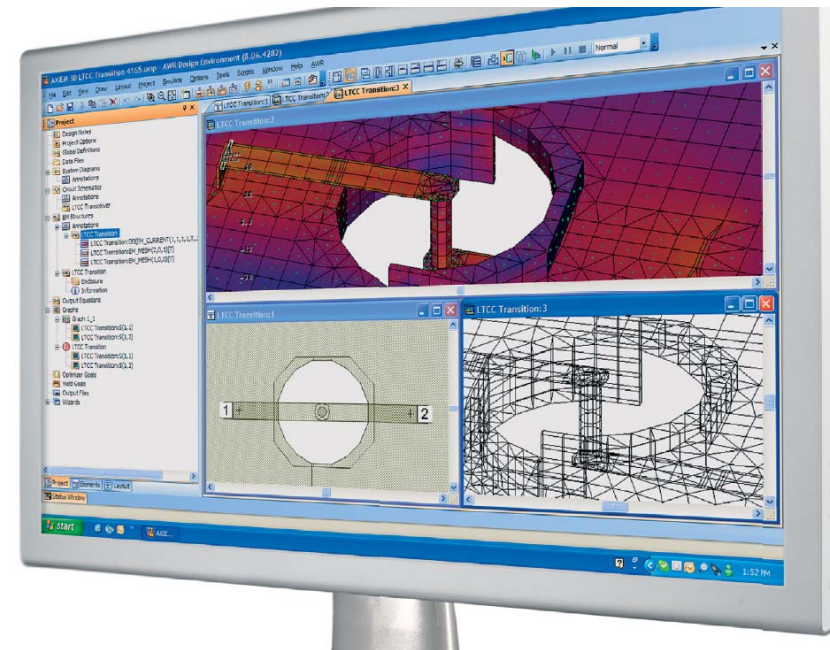
- 3rd party plug-n-play
- Easy-to-use UI
- Design concurrency



**Universities use it for analog design,
ASIC silicon chip design and RFIC
design classes**

EM characterization

- Innovation
 - Proprietary full-wave planar EM solver technology
 - $N \log N$ (nearly linear) scaling
 - Advanced hybrid meshing technology
- Productivity
 - Speed, capacity and accuracy helps diagnose issues early
 - Seamless integration with Microwave Office and Analog Office



**Universities use it for EM classes,
antenna, circuit, and RF and
microwave design classes**

Visit us at awrcorp.com:

- Detailed product information
- AWR TV for product and application videos
- News, technical and application articles
- Success stories and more...



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AWR's University Program Overview



- Increasing demand for wireless-enabled devices + decreasing pool of microwave & RF engineering graduates = today's challenge
- Tomorrow's designers will need to work harder and smarter
 - Having hands-on software trained “new-hires” is what employers desire
 - Ready access to design tools like AWR's is a requisite

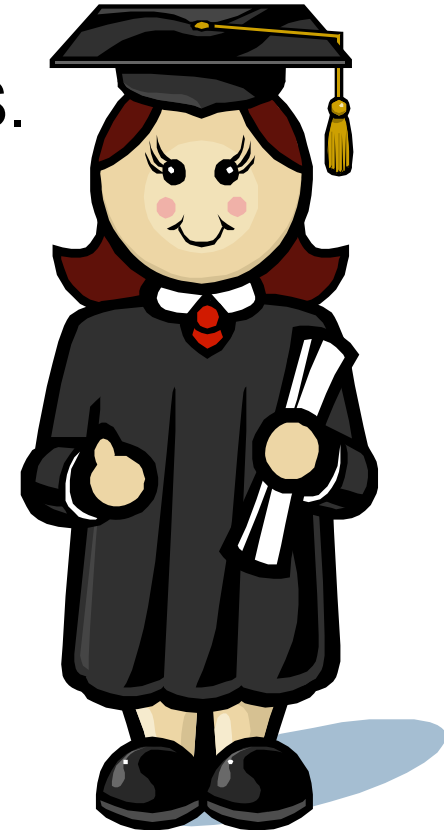


Issue:

- Started in Fall 2009 in response to concern that the industry was not seeing enough U.S. engineering graduates familiar with RF/microwave software tools

Solution:

- AWR launched its preferred program with the idea of pursuing “active” use of software by students while at the university



- Step 1:
 - Identify <20 schools to reach out to and understand their issues
 - UC Boulder
 - Georgia Tech
 - U. of South Florida
 - UCLA
 - Michigan
 - Illinois
 - UC San Diego
 - UT Dallas
 - U. of Central Florida
 - North Carolina State
 - Cornell
 - RPI
 - UMass Amherst
 - Johns Hopkins
 - UC Irvine
 - CalTech
 - Cal State Northridge
 - *Your name here!!!*
- Step 2:
 - Work with professors one-on-one to streamline adoption of the software
- Step 3:
 - Review, adapt, and build upon success

\$\$\$\$\$\$s are not an issue!

Preferred Partners in USA

- Auburn
- Berkeley
- Lafayette College
- Northern Arizona University
- North Carolina State University
- San Diego State
- University of Colorado
- University of South Florida
- University of Southern California
- University of Texas, Dallas
- University of Vermont



AWR has been working with Dr. Zoya Popovic, Professor of Electrical Engineering at the University of Colorado, on a project in which Dr. Popovic's students design real-world MMICs with AWR Microwave Office software and then fabricate them with wafer space donated by TriQuint Semiconductor.



"I found the ease with which the students learned the software rather remarkable," said Dr. Popovic. "They attended a single AWR training class and got great help from an AWR applications engineer along the way, but otherwise they were on their own. And they did it."



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Graduate Gift Initiative



AWR's Graduate Gift Initiative

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Send your students into the world with a post graduate scholarship. Free software.

Tell your students they don't need to wait for a job, training or even paperwork to process at their new company in order to get to work. AWR is "gifting" a one-year license of its microwave & RF design software to new engineering graduates. For more details, visit awrcorp.com/graduates.

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MICROWAVE OFFICE



Start Designing Today!



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AWR's Graduate Gift Initiative is available to all qualified class-year 2010 graduating BS, MS or PhD EE/ECE students and includes that latest full-featured versions of:

AWR's popular Microwave Office software

AWR's Visual System Simulator

Training and hotline support is included as well as any/all upgrades issued during the one-year timeframe.

1-800 hotline & email inquiries

Open knowledge base website & on-line training

Get Your Graduate Gift Today!

Have your graduating EE/ECE students register for the gift at:

www.awrcorp.com/graduates

And join the AWR LinkedIn Academia Community at:

www.linkedin.com/groups?gid=2791046&trk

The AWR University Team will be in contact with students to process their request and provide follow-on instructions to enable access to software downloads and active licenses

Have Everyone Get Software Today!

Have any/all of your students go to www.awrcorp.com to request evaluation/trial software (30-day licenses)

Request that your University become part of AWR's Preferred Network. Start the process on line at:
<http://web.awrcorp.com/Usa/Contact/University-Program/>

Or...

Speak to me after. I am happy to be of help.

Thanks!

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- Questions?
- Comments?

- Contact me
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