

Unleash your design mojo

Five reasons to catch the new wave in electronics design.

1. Stand out

The world is changing and electronics design is changing with it. So don't wait to see what happens. Fundamental shifts in design technology and techniques, and globalization, mean that you should embrace new ideas to stay ahead of the competition.

Make sure you are one of the design engineers who uses your expertise and creativity to design innovative, competitive products in new ways. Harnessing that full potential means changing the way you design by moving to a holistic approach that focuses on the whole product and the end user experience.

This new way to design isn't possible with a traditional collection of separate, 'integrated' design tools. It requires a platform-level unified solution that embraces all aspects of electronics design in a single, design environment.

2. Release the inner engineer

Remaining valuable and relevant as a design engineer relies on your ability to create and innovate. (It's also much more interesting.)

You need to focus on what differentiates you and your designs from anyone else's. It's not your adherence to process, or your ability to design 'what's required', or your record of meeting deadlines and budgets – leave that to the other engineers.

Amongst all other design engineers, it's your potential for creative innovation that makes your designs unique. For this to be possible you need an electronics design solution that removes the barriers to innovation and uses a higher-level, holistic approach to product design. From how a product functions, looks, and how it connects to the wider ecosystems such as the Internet all combine to create a product that will deliver sustainable differentiation in the market.

That approach cannot be provided by traditional design solutions that rely on a loosely coupled collection of point tools and isolated processes. What's needed is a unified design environment that brings the whole design process into one application, enables soft-centric design, eliminates low-level complexity, and frees you to focus on the final product while exploring new design concepts and ideas.

3. Tune into the future with new technology

Stay relevant and valuable in your role by keeping pace with the latest design technology. The electronics design tools you use must be recharged with new and relevant technology as soon as it's available. You can be sure that other engineers (somewhere in the world) will be accessing it as soon as they can.

For this to be possible your design solution supplier must anticipate future trends and quickly arm you with the tools needed to embrace them. Be wary of design solution providers that artificially segregate or hold back design technologies, while providing the newest technologies to only to those prepared to pay a premium price. Time to take back the unfair advantage!

New design technology and techniques should be seen as an opportunity to innovate and create unique product designs, to immerse yourself in a new design environment that lets you explore new avenues and manage everything on the journey. So, your electronics design tools must be continually developed to keep you at the forefront of design technology.

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4. Stay indispensable!

With a single design environment that is unified at the platform level, you can take a holistic and soft-centric approach to electronics design. This lets you influence the product design in all domains while placing innovation and the end user's experience at the center of the design process.

Whether you normally work with hardware or software, a high level of unified design abstraction lets you work in all domains while building on your existing design skills. Using this approach lets you cement your place and future as a master electronics designer, rather than a tightly specialized electronics designer.

Ultimately, this single holistic view of the entire process lets you focus on the bigger design picture. Be free to explore and innovate while rapidly creating complete system designs that provide true product differentiation.

5. Start enjoying design

A holistic approach allows you to focus on what's important in electronic product design and take a high level view, rather than struggling with the low level hardware complexity of today's advanced designs.

The design solution you use should be independent of programmable device type and vendor, and include intuitive, high-level design processes that hide the underlying complexity of the targeted hardware architecture. This allows you to use your existing hardware or software skills in a simplified and more intuitive design environment, and develop sophisticated systems that are independent of a fixed physical hardware platform.

You should also be able experience and benefits of viewing and interacting with the product design in real time 3D. One product is being created, so whether you work in the hardware or software environment, everyone should have the benefit of visualizing it in an interactive 3D form as the one complete product. This can extend into the mechanical design space so PCB assemblies can be iteratively matching into housings, using data that's dynamically linked into the MCAD domain. Imagine the feeling of knowing that your design will fit its case, in real time, rather than hoping that it will, sometime!

Being immersed in the possibilities available to you by using a design solution that unifies all the elements of electronics design frees you to explore new design ideas. Consider new options, knowing that if they fail, you are able to move on productively in the knowledge that you have explored something new. Relish the excitement of creating a new design in a new way, or of finding that elusive breakthrough. And, of course, designing something that no-one else has!



Next generation electronics design solutions.

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