



## Interactive Session with Mr. Gary Stringham, Founder and President, Gary Stringham and Associates, LLC, USA

Bangalore Chamber of Industry and Commerce (BCIC) along with India Semiconductor Association (ISA) along with the support of US Commercial Services, Bangalore organized an Interactive Session with Mr. Gary Stringham, Founder and President of Gary Stringham and Associates on Friday 23<sup>rd</sup> July 2010.

Mr. Venkat Kedlaya, Past President, BCIC welcomed the gathering and introduced the Chamber to Mr. Stringham. He said that the main objective of this interactive session is to hear from Mr. Stringham about the functioning of embedded system, the problem faced and the principles that are being adopted to solve these problems. He then briefly introduced Mr. Stringham to the participants.

In his presentation, Mr. Gary Stringham mentioned that embedded system design is highly skilled work that requires close interaction between hardware and firmware designers. The focus of his presentation was on Hardware and Firmware Interface, promoting barriers to defect, aiding product diagnosis and resolution. Mr. Stringham said that his company offers customized services/solutions to big Corporate. His Company also organizes Workshop on Best practices and provides training and development to experienced engineers.

He offered his vast knowledge and experience in R&D and manufacturing with a proven track-record of cost-savings and innovation in the design, implementation, and testing of firmware, hardware, and software solutions to the Indian IT firms especially in the areas of embedded software and design.

Mr. Gary Stringham informed the participants about his book on "Hardware/ Firmware Interface Design" capturing 300 best practices that will help designers in developing products efficiently as well as averting chip respins. Mr. Gary Stringham has further condensed these best practices into 7 principals that can be the guideline for design. In his book he mentioned about the work he has done while developing and maintaining several device drivers controlling a variety of blocks on various ASICs and SoCs for HP LaserJet printers. He successfully diagnosed chip problems when they occurred and then designed and developed firmware workarounds, saving \$500,000 and three months for each respin averted. He applied his chip design principles to champion several design changes in subsequent ASICs and SoCs, resulting in later savings of development costs and schedules.

Mr. Gary Stringham also offered consultancy in the area of embedded system design to Indian companies and he offers design review and support that can help companies develop products quickly and save costs.

Mr. Gary thanked all the participants for their patient hearing.

Mr. Leonard Roberts, Director, US Commercial Services, Bangalore proposed a hearty Vote of Thanks to all the participants for their support and cooperation.

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