



# RAJARAJESWARI COLLEGE OF ENGINEERING

Ramohalli Cross, Kumbalagodu, Mysore Road,  
Bengaluru-560074



## DEPARTMENT OF ELECTRONICS & COMMUNICATION ENGG

### Expert Talk on “Product Design From Concepts”

- **Event Duration:** 11.30am - 1.30pm on 27<sup>th</sup> August 2016.
- **Resource Person:** Mr. Lakshmi Narasimha I.N., Business development Manager-Technical,  
SchemaZen Technologies Pvt. Ltd., Bengaluru
- **Venue:** A P J Abdul Kalam conference Hall, RRCE, Bengaluru.
- **Mode of Event:** Intra College level
- **No. of Students enrolled:**150
- **Target Participants:** Students of ECE are invited to participate.
- **Outcome of the event :** The Students gained Knowledge on
  1. Challenges in Designing Hardware and PCB.
  2. Schematic design, package selection, PCB concepts, PCB fabrication, Assembling, pcb silver screen, Board bring-up, software porting, Proto testing, PCB printing etc.
  3. Component selection such as FPGA: Xilinx and Altera-Vertex, Memory, Power, packages.
  4. Product Stages and players that is concept to final product, Specification and features, system on chip (SOC), generation of NETLIST.