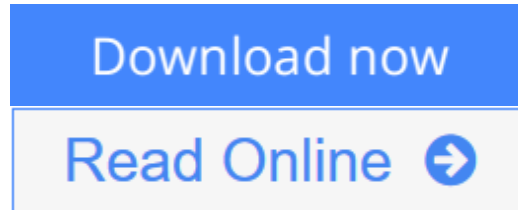


## Embedded Hardware: Know It All (Newnes Know It All)

*By Jack Ganssle, Tammy Noergaard, Fred Eady, David J. Katz, Rick Gentile, Ken Arnold, Kamal Hyder, Bob Perrin*



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#### Review

"The authors know their subject and present it well. Examples include C and BASIC code that will run on a PIC12F675 microcontroller."

"If you want information about the overall aspects of embedded-system design, this book deserves a look."

"David Katz and Rick Gentile of Analog Devices do an admirable job covering memory architectures and storage technologies and devices."

"The authors know their subject and present it well."

#### ECN

#### About the Author

**Jack Ganssle** has 30 years' experience developing embedded systems. He has authored two books, *The Art of Programming Embedded Systems* and *The Art of Designing Embedded Systems*, and writes a regular column in *Embedded Systems Programming* magazine. **Michael Barr** is the editor-in-chief of *Embedded Systems Programming* magazine and the principal of Neutrino Consultants Network. He wrote *Programming Embedded Systems in C and C++*.

Tammy Noergaard is Chief Specialist in Embedded Systems at Terma, Denmark. Tammy has a wealth of professional experience including Technical Lead/Manager (Denmark) at Vestas Wind Systems A/S, independent consultancy in systems engineering and as a Field Engineering Specialist for two Silicon Valley-based corporations. She has also worked as a software engineer with Sony Electronics and Hyundai.

As an engineering consultant, Fred Eady has implemented communications networks for the space program and designed hardware and firmware for the medical, retail and public utility industries. He currently writes a monthly embedded design column for a popular electronics enthusiast magazine. Fred also composes monthly articles for a popular robotics magazine. Fred has been dabbling in electronics for over 30 years. His embedded design expertise spans the spectrum and includes Intel's 8748 and 8051 microcontrollers, the entire Microchip PIC microcontroller family and the Atmel AVR microcontrollers. Fred recently retired from his consulting work and is focused on writing magazine columns and embedded design books.

Lewin Edwards is an embedded engineer with over 15 years experience designing embedded systems hardware, firmware, and control software.

Rick Gentile joined ADI in 2000 as a Senior DSP Applications Engineer, and he currently leads the Processor Applications Group, which is responsible for Blackfin, SHARC and TigerSHARC processors. Prior to joining ADI, Rick was a Member of the Technical Staff at MIT Lincoln Laboratory, where he designed several signal processors used in a wide range of radar sensors. He has authored dozens of articles and presented at multiple technical conferences. He received a B.S. in 1987 from the University of Massachusetts at Amherst and an M.S. in 1994 from Northeastern University, both in Electrical and Computer Engineering.

Ken Arnold is the founder and former president of Paragon Engineering Services, Houston, Texas. He has more than 40 years of experience in the operations and project management. He is actively involved in production facility design. He has served on numerous SPE, API, and government advisory committees as an expert on oil handling, produced-water treating, and safety aspects producing operations.

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