

Best Email Newsletter for Marketing Purposes
Gold B2B
National Instruments – Ni News

Brand/Client Side Team:

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MarketingSherpa Summary – Why They Won:

This newsletter proves that customers and prospects are hungry for newsletters that deliver content that helps them do their jobs – not just product announcements. Using industry best-practice research and customer surveys, the team at National Instruments revamped its newsletter to be a source of how-to content, industry trend analysis and tutorials. The result was a 27% increase in overall clickthroughs, and the average top story receiving 62% more clicks than the previous year.

From Their Nomination Form:

Our company recently conducted a brand awareness study that showed that our customers see us as a trusted advisor. This bears out in the types of content our readers respond to. They have indicated through reader surveys and clickthrough data that they are most interested in tutorials, industry trends, how-tos, and other benefit-oriented content, and we constantly monitor our metrics to make sure we are delivering relevant content.

In This Issue

- Five Techniques to Reduce Measurement Noise
- Revolutionizing Tumor Treatment
- True USB Plug-and-Play Experience
- High-Bandwidth, Low-Latency Remote Control
- Hobbies Call for Passion

Five Tips to Reduce Measurement Noise



Learn how you can improve the accuracy of your measurements with five simple techniques for reducing sensor noise signals.

[Read article >](#)

Revolutionizing Tumor Treatment



Read how Gamma used its LXIVIEW and COMPACTIO to reduce patient orbital and cerebral dose levels during tumor treatment.

[Read case study >](#)

Developer Resources

True USB Plug-and-Play Experience
Learn how you can create a true USB CompactIO and LXIVIEW digital interface in just three steps.
[Read tutorial >](#)

Hardware Programming Fundamentals Whitepaper Series
Master hardware programming with the five-book programming fundamentals white paper series.
[Read white papers >](#)

Top Five Benefits of FPGA Technology
Learn how you can use Field-Programmable Gate Array (FPGA) technology to realize custom application-specific integrated circuits (ASIC) and processors for digital processing and control applications.
[Read tutorial >](#)

Working with Verilog Scripts in LabVIEW
Read the FAQ-to-FAQ guide to working with Verilog scripts in LabVIEW for hardware multi-signal processing and analysis.
[Read tutorial >](#)

Categorie Codes: Writing Tests and Descriptions to a Test File
See how you can write tests and descriptions to the channel level using the TDMG test automation function.
[Download example >](#)

New Products and Technologies

High-Bandwidth, Low-Latency Remote Control
Learn how you can use Compact RIO System Technology and a module of rugged computers to control 800-Hz lasers.
[Learn more >](#)

Highest-Accuracy Multichannel Data Acquisition Now on USB
Reduce setup time, guarantee maximum accuracy, and maintain the superior resolution of all available sampling rates with our USB data acquisition products.
[Read article >](#)

Testing Analog and Digital Mixers with LXIVIEW and PXI
Find out how you can test the quality of your analog and digital mixer signals using the modular PXI platform.
[Read article >](#)

Maximize Machine Structural Reliability with CompactRIO
Read how the latest technical advances in PXI developed a system using CompactIO and LXIVIEW to monitor structural vibrations in a turbine's second-largest shafts.
[Read case study >](#)

Webcasts and Events

Webcast: Call for Demos
Be a part of the second annual Midwest Demo Contest by sending us your cutting-edge, innovative, and open-source test architectures that address hardware you need a key challenge.
[Learn more about submitting a demo >](#)

Webcast: Advanced Timing and Triggering with 8-Series Intelligent DAQ
Learn how to program 8-Series intelligent DAQ devices with the LXIVIEW FPGA module and custom hardware for advanced data acquisition applications.
[View video >](#)

Webcast: Trends and Challenges Facing Engineering Education Today
Join the dean of the College of Engineering at University of California, Berkeley, Dr. B. Bhaskar Raghoo, about the trends and challenges facing engineering education today and how education is being re-engineered.
[View video >](#)

Webcast: Selecting the Right Splitter/Data Acquisition Device
Explore critical requirements for selecting the analog measurement device that is right for your application.
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Top Five Tutorials

1. USB Instrument Control Tutorial >
2. LXIVIEW Introduction Tutorial >
3. Real-Time Tutorial >
4. NI-DAQmx Overview Tutorial >
5. Digital Multimeter Measurement Tutorial >

NI in the Press

- Designing on a Real-Time Testbed >
- Intelligent Design Meets The Challenge of the Testbed >
- Going Home with USB (Hardware, Part 1) >
- 2009 and Beyond: Sustainable Smart Machines >

Community News

New NI Developer Zone Community
Collaborate with a worldwide network of engineers and students in the new NI Developer Zone Community for downloading and sharing example code, viewing technical tutorials, and connecting with LabVIEW product experts online at www.ni.com/zone. Join the community >

NI RSS Feeds

[View technical details >](#)



In This Issue

- Five Tips to Reduce Measurement Noise
- Wireless on the Horizon for Data Acquisition
- Design Complex Control Systems with LabVIEW
- FPGA IP – Reusable Code Modules
- Register Today for NIWeek 2008

How Does LabVIEW Measure Up to C?



Discover how you can use the NI LabVIEW graphical programming environment to describe, measure, and reduce noise in measurement systems compared to traditional languages such as C.

[Read white paper >](#)

Design More Efficient Machines



Discover how you can make more accurate measurements to predict conditions and build models as well as implement algorithm engineering techniques to design better control systems.

[Read article >](#)

Top Five Example Code Programs

1. Calculator built with LabVIEW >
2. LabVIEW Interface to a WinForm >
3. Right Bracket >
4. Copying a File Using User Name in LabVIEW >
5. NI-DAQmx - Continuous Analog Input with SPI Time Sharing >

NI in the Press

- Reaching the Holy Grail of Design and Test Integration >
- Life after VME >
- Control System Goes LabVIEW and a PC's Parallel Port >
- ITC to Help Test Keep Pace with Design >

Community News

Industry 2007
Development of Gate National Instruments Alliance Partner System added a new practical approach to programming (R2007) focus to the LabVIEW Test LabVIEW. As part of the Integration with LabVIEW Design, the product sources LabVIEW design capabilities with an integrated, unified modeling language (UML) editor and GUI capabilities. [View full story >](#)

IP Corner

FPGA IP – Reusable Code Modules
Each is reconfigurable hardware design based on adaptive and reconfigurable logic (FPGA) and maintainable code (FPGA). [Read IP Corner >](#)

Developer Resources

Five Tips to Reduce Measurement Noise

Improve the accuracy of your measurements with five simple techniques for reducing noise measurement. [Read article >](#)

Medical Devices Powered by LabVIEW

Find out how you can use graphical system design to accelerate and simplify the design, prototyping, and deployment of complex medical devices. [Read article >](#)

Hardware Condition Monitoring Technical Library

Explore these technical articles, case studies, and example code programs to learn more about best practices for performing machine condition monitoring. [View library >](#)

Identify Design, Process Errors with PCB Single-Board Testing

Learn more about on-board circuit board assembly (PCBA) test and how you can improve system efficiency by following the guidelines outlined in the IHSN0000-0703 document. [Learn more >](#)

Introduction to ADI-Net ADAM

Improve the stability and performance of your remote monitoring applications with ADI-Net ADAM technology and NI Measurement Studio ADI-Net controls. [View demo >](#)

New Products and Technologies

Wireless on the Horizon for Data Acquisition?

Discover how you can prepare to use wireless technology with your data acquisition applications in the future with LabVIEW. [Learn more >](#)

Expanded Test Data Management with NI ELVISmx 23.0

Use the new ELVISmx 23.0 hardware software to simplify high-volume test data management, analysis, and reporting. [Learn more >](#)

NI TestStand Getting Started Videos

Learn how you can create a production, test database and reports, and what you can learn about the TestStand test management software by watching this series of short videos. [View videos >](#)

Managed Process Drilling with LabVIEW and NI PXIe

See how Process Drilling designed a flexible control system that provides an interface to build-up equipment for extreme managed process drilling. [Read case study >](#)

NI RSS Feeds



System Setup with Zone Programming using New LabVIEW Signatures

Webcasts and Events

Webcast: Design Complex Control Systems with LabVIEW

Learn how you can combine different design methods and computation models for a hybrid approach to solving dynamic control systems. [View webcast >](#)

Register Today for NIWeek 2008

Attend the numerous intensive technical sessions, exhibitions, and workshops available at NIWeek 2008 and register today. [Learn more >](#)

Webcast: Understanding SPI and QSPI External Measurements

Find out how the availability of the most common measurement mode is comparable to the level of detail in introduced by SPI configurations in this webcast. [View webcast >](#)

Webcast: What's New in NI Multisim 10.1 for Education?

See how Multisim 10.1 continues to enhance the learning experience with education-specific features. [View webcast >](#)

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In This Issue

- What's New in NI LabVIEW for 2009 Innovations
- IP Corner: Customer Your DAG Device
- LabVIEW/CVI 6.0 Addresses Memory Management in C
- Advances with the 6801 Robot Competition
- Join an NI User Group

Build Your Own I/O for LabVIEW FPGA with NI FlexRIO



Learn about how to FlexRIO hardware for I/O. Learn how you can use the same powerful LabVIEW FPGA programming found in other NI hardware boards and an open, user-extensible hardware.

[Read article >](#)

Reduce Switching Costs in Automated Test Systems



See how to use an off-the-shelf test system to minimize switching costs. Reduce test times, and eliminate the need for custom switching equipment replacement.

[Read article >](#)

Developer Resources

What's New in 2009 for 6801 Microcontrollers
 Learn about new features in the LabVIEW Embedded Module for 6801 microcontrollers, such as a "Hot" to get support for CMI, and a new test article.

NI FlexRIO Frequently Asked Questions
 Review some of the frequently asked questions about the new NI FlexRIO product family, including installation, components and how to use NI FlexRIO with the LabVIEW FPGA Module.

[Read FAQ >](#)

NI High-Speed Digitizers Optimized for Automated Test
 Learn how the NI 520x series digitizers deliver high data throughput, tight synchronization between channels, and ease of integration with other types of instrumentation.

[Read article >](#)

Key Practices for Mechanics-Based Machine Design
 Find out how you need to know about designing machine using manufacturing in the computer-aided design (CAD) world.

Improve NI CompactDAQ Virtual Test
 Get the hardware device to simulate NI CompactDAQ, which allows the plug-and-play simplicity of USB to access and control measurements on the desktop, in the field, and on the production line.

[Read article >](#)

New Products and Technologies

NI LabWindows™/CVI 6.0 Addresses Memory Management in C
 The latest version of LabWindows/CVI includes an integrated tool to help developers manage their C code. The new edition performance and flow, as well as an improved compiler and debugger and new features for real-time systems to deliver excellent reliability.

[Read more >](#)

NI Introduction Industry's Highest-Performing XE Embedded Controller
 The new NI 6201 XE, a single-chip embedded controller featuring the (x86) Core 2 Duo processor/TMIO, delivers much faster processing capabilities than typical single-core controllers.

[Read more >](#)

High-Speed, Ether-Port Communication for Advanced Control
 Learn about the new, high-performance NI 6144 eight-slot expansion chassis, which delivers dramatically more I/O for applications such as distributed control, machine building, and hardware in the loop.

[Read more >](#)

New Wireless DAQ, NI Express Modules for Sound and Vibration Applications
 Read how new wireless data acquisition and NI Express modules for sound and vibration applications provide improved system capabilities and acquire more data faster than before.

[Read more >](#)

NI Lockset 6.2 Adds Connectivity to Real PLCs
 Learn how NI Lockset 6.2, the latest version of the real-time PLC human-machine interface (HMI) and supervisory control and data acquisition (SCADA) software, including integration with OPC groups and a client connection manager, enables.

[Read more >](#)

Webcasts and Events

Join an NI User Group
 Gain to share information and network with colleagues! Join either a virtual or virtual National Instruments user group to discuss the latest and discuss measurement and automation applications and challenges in your area.

[Read more >](#)

Webcast: Take Advantage of Xilinx Virtex-5 FPGAs with LabVIEW
 Learn how you can use the LabVIEW FPGA Module to take advantage of features in the new Xilinx Virtex-5 FPGA products, such as higher speed, lower power, and advanced logic utilization.

[Read more >](#)

Webcast: Creating Environmentally Friendly Products and Technologies
 Learn about technologies including high-speed and high-resolution data acquisition and embedded control and data processing capabilities that meet today's environmental challenges.

[Read more >](#)

Webcast: Optimizing Wi-Fi Network Performance for Wireless Data Acquisition
 The NI-6000 Series 6801 (C) supports the best multi-user acquisition performance, including sampling rates, data throughput, and throughput, Wi-Fi.

[Read more >](#)

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Top Five Product Demos

1. Test Drive LabVIEW >
2. Data Acquisition > BY Design >
3. NI Institute 2008 Interactive Demo >
4. NI Measurement Studio >
5. Subsystem > BY >

NI in the Press

- NI 2008 Selected BY Design >
- Total Year Best Design from International > 2008 >
- Hardware Systems with Performance, Reliability >
- Higher Reliability > April 2008 >

Community News

Collaborate with the 6801 Robot Competition
 Bring your LabVIEW and FPGA skills to the 6801 robot competition to help win the next robot competition. You can share your knowledge online, attend a training session, or member of team. Learn more >

IP Corner

IP Corner: Customer Your DAG Device
 Get how you can use the LabVIEW FPGA Module to create a custom hardware processor without any other development or services in hardware hand-on design. Learn more >

NI RSS Feeds

NI News: Jan. 13

In This Issue

- [Webcast: The 2009 FIRST Robotics Competition Control System](#) »
- [2009 New Year's Resolutions for LabVIEW](#) »
- [Help Define the Future of LabVIEW](#) »
- [Getting Started with the G Web Server](#) »
- [Virtual User Group: CompactRIO Scan Mode](#) »

Top Stories

[Eight Rules for Prototyping](#) »

Learn how you can rapidly turn your ideas and concepts into a prototype and get real feedback from customers on the value of your innovation.

[Test Goes Software-Defined](#) »

See how software-defined instrumentation can help you meet the challenges of rapid design cycles and ever-changing test requirements.

Developer Resources

[Did You Know LabVIEW Can Make Your Sensors Wireless?](#) »

Discover how you can transform your existing analog sensors into new wireless devices with LabVIEW software and NI-Wi-Fi data acquisition hardware.

[Example Code: Robotics Simulation Using 3D Picture Control](#) »

Download this example code to build a "robot," or any 3D object, using a tree control and 3D picture control.

[I-V Characterization of Photovoltaic Cells](#) »

Read how you can use NI hardware and download a free library of LabVIEW code to assess the performance of photovoltaic cells through I-V characterization in this three-part white paper series.

[Webcast: Introduction to the 2009 FIRST Robotics Competition Control System](#) »

Learn about the new control system for the FIRST Robotics Competition (FRC), including control kit specifications as well as tips for programming with LabVIEW for FRC.

[Video: Custom Designs with FPGA Technology](#) »

Watch how vendors are developing the tools needed to make field-programmable gate array (FPGA) technology more accessible to engineers seeking to create custom designs.

New Products and Technologies

[Help Define the Future of LabVIEW](#) »

Vote in this poll to help NI determine which new technology or market area LabVIEW should tackle next.

[Getting Started with the G Web Server](#) »

Discover how you can use the G Web Server, an HTTP/1.0-compatible server included in the LabVIEW Internet Toolkit, to run applications on the Web.

[Monitoring Record: Setting Train Speed with LabVIEW and NI LabWindows™/CVI](#) »

See how engineers at SNCF developed a data acquisition application with a client/server architecture using LabVIEW and LabWindows/CVI software.

[Deterministic Distributed IO for Real-Time Control Systems](#) »

Explore how you can easily add synchronized, distributed IO into real-time control systems with the new NI 6144 high-speed, deterministic chassis and the LabVIEW Real-Time Module 8.6.

[Faster Processing, Higher Resolution with New Smart Cameras](#) »

Learn how you can achieve faster processing speeds and higher image resolution for your applications such as packaging inspection and assembly verification.

Events and Training

[Virtual User Group: CompactRIO Scan Mode Under the Hood](#) »

See how you can use the new CompactRIO Scan Mode, featuring the ability to directly program FPGAs for hardware decision making, custom triggering and protocols, off-loading signal processing and analysis from the CPU, and more.

[Find NI at SolidWorks World 2009](#) »

Discover at this SolidWorks event how you can use the NI LabVIEW graphical development environment and SolidWorks Mechanical 3D CAD software to reduce machine design costs and accelerate the mechanical design validation process.

[Get Hands-On Technical Training at NIDays](#) »

Find out how you can join thousands of industry experts and NI employees worldwide to learn about the latest technologies and trends in design, test, and control at a city near you.

[Find Events in Your Area](#) »

Top Five Articles of 2008

1. [The Future of GPIB](#) »
2. [Five Tips to Reduce Measurement Noise](#) »
3. [A New Age of Robotics](#) »
4. [Five LabVIEW 8.5 Features You Might Not Know About](#) »
6. [How Does LabVIEW Measure Up to C?](#) »

Community News

[2009 New Year's Resolutions for LabVIEW](#) »

Learn about the top six resolutions for LabVIEW in 2009 from LabVIEW evangelist and vice president of NI Software Marketing John Pasquarelle.

LabVIEW Tool of the Month

[GSM SMS Toolkit](#) »

Discover how your LabVIEW applications can send and receive SMS messages through a GSM cellular phone network with the GSM SMS Toolkit from VITec Co. Ltd.

NI in the Press

- [Desktop Engineering Will Change the World](#) »
- [LabVIEW Digital Network Servo Amps and Motors Your Application PC](#) »
- [Top 10 Green Engineering Trends, Stories for 2008](#) »