

CLIENT MBS Electronic Systems
PROJECT Feature article for trade journal publication
OBJECTIVE Raise awareness and generate inquiries about a new line of bus interface modules.

COPY EXCERPT

Easier Data Bus Interfacing... Now Coming to a LAN Near You.

Next-generation data bus interface products eliminate traditional interface cards and controller software. Allow multiple users to control and monitor bus data from any computer, with any application... over a standard Ethernet LAN.

Accessing avionics data buses with traditional interface cards has always come with more than its fair share of inconvenience.

Hunting for the right card and driver... Paying dearly for proprietary hardware and software... Struggling with an unfamiliar programming language to adapt the controller program to your application... Access for only one application per card... Cramming host computer (and user) alongside equipment under test, due to cable length restrictions... Fear of losing your investment when it comes time to upgrade your host computer or operating system...

But interfacing data buses is now much easier – and cheaper – thanks to an innovative solution from MBS Electronic Systems in Starnberg, Germany.

Easy as Connecting an Ethernet Cable

MBS founder Charles Nicholls has applied the concept of “Industrial Ethernet” to data bus interfaces. And in doing so, he has swept away most of the difficulties associated with traditional interfacing solutions.

Nicholls calls his invention \mathcal{A} ESyBus (“easy bus”) for Ethernet System Bus. The \mathcal{A} E symbol recalls the old English spelling of \mathcal{A} Ether, the imaginary medium through which electromagnetic waves propagate. But you can also think of \mathcal{A} E as representing a seamless Avionics/Ethernet interface, because that’s just what this new line of products gives you.

The \mathcal{A} ESyBus system doesn’t rely on pc-cards, processors or software to capture and control bus data. Nor does it rely on a proprietary software program that makes that data available to only one user.

Instead, \mathcal{A} ESyBus interface modules are small, independent units that don’t require a host computer. They capture and process real-time bus data in hardware, and make it available to multiple users over a standard Gigabit Ethernet LAN, using standard Internet protocol.

A True Open-Source Solution to Data Bus Interfacing

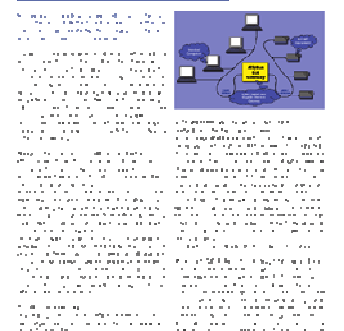
In many ways, \mathcal{A} ESyBus is similar to other “industrial Ethernet” concepts, such as EtherCAT, ProfiNET, LXI... even AFDX... *

"John, we are very, very pleased with your work, and it is a real pleasure to work with you! You worked very hard to provide this task in this short timescale, and we appreciate your efforts and are grateful."

Karin Nicholls
International Sales
MBS Electronic Systems



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* Call or write to request a PDF of
the complete article.