CLIENT	**MBS Electronic Systems**
PROJECT	**Print Ad for ÆSyBus interface modules**
OBJECTIVE	**Motivate prospects to write or visit the MBS website for more information, or to call to speak with an engineer or schedule a demonstration.**

COPY EXCERPT

Data Bus Interfacing For Test and Simulation: Once Difficult, Now… *Æasy.*

Interfacing data buses using traditional interface cards has always been plagued with problems. And rather expensive. There just had to be a better way…

Now, there is. ÆSyBus interface modules eliminate those problems. Up to 10 users can access your data bus from a single module...over a <u>standard</u> Ethernet LAN.

A Low-Cost, "Open Source" Interface Solution

ÆSyBus interface modules don't rely on proprietary protocols or infrastructure. So you can leverage the vast arsenal of existing support for Ethernet and Internet Protocol.

"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

And because Ethernet and IP standards remain backward compatible as they evolve, you don't need to worry about losing your investment, the way you do with PC-card systems.

Easy as Plugging in an Ethernet Cable

No hunting for drivers – your operating system already supports TCP/IP and UDP/IP.

No proprietary controller program. You can easily connect to user ports, schedule bus messages, condition and monitor bus data – using tools you already own. And you're free to partition tasks as needed – on the same or multiple computers – to up to 10 applications simultaneously.

No more "cheek-by-jowl" at the bench. The ÆSyBus Gigabit Ethernet LAN frees users from cable length restrictions. Lets you work from the comfort of your own PC.

Packed with Powerful Features

- Full Duplex Gigabit Ethernet interface for easy, low-cost connectivity with any computer, operating system or application, using standard Ethernet infrastructure.

- 10 UDP/IP ports for simultaneous multi-user access.

- Processing of time-critical tasks in FPGA hardware – outperforms RISC processors.

- Configurable Scheduler for periodic and "as required" data transfer and conditioning.

- On-board System Timer for external synch, drift compensation and time-stamping.

- Cyclic Data Buffers prevent data loss and facilitate multi-user access.

- And much more…

First published in Aerospace Testing International, September 2008.

Call or write to request a PDF of the reprint.

copy engineer   B2B Copywriter specializing in technology and software