

**Subject: SerDes Design Premium Tool**

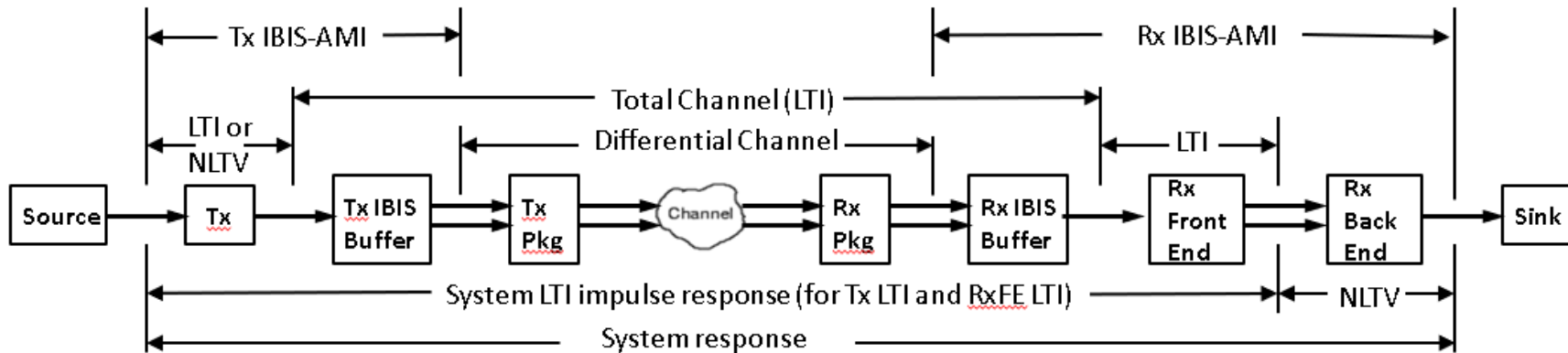
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This paper discusses features on the web site: <https://www.serdesdesign.com>

See the SerDes system tool: [SerDes System Tool](#).

A SerDes system for a single channel has the typical structure shown in this figure.



See details in [About the SerDes System Single Channel Tool...](#)

## **Premium Tool**

Many SerDesDesign.com tools are available for use free on the SerDesDesign.com web site.

A SerDesDesign.com Premium Tool provides use of transmit (Tx), receive (Rx) or channel tools by installing a copy of it on an individual's Windows personal computer. The Premium Tool is issued to a user with a time-based node-locked license.

The Premium Tool has these additional benefits:

- A Premium Tool is dedicated to the user on the individual's Windows 64-bit personal computer.
- With the Premium Tool, the user uses their own local Windows PC with the associated speed performance improvement, and access to all their data files.
- Some Premium Tools include an option to generate an unlimited number of IBIS-AMI models for use in any channel simulator on the users Windows PC with the same licensing terms as the Premium Tool.

### **Obtaining a Premium Tool**

To obtain and use a SerDesDesign.com Premium Tool, please follow these instructions.

- The user must register as a user on SerDesDesign.com with their business email.
- Their business must have a legitimate business web site URL.
- The user must request a Premium Tool by sending an email to [admin@serdesdesign.com](mailto:admin@serdesdesign.com)
- Their email must include the following:
  - The email must be addressed from the email used for registration.
  - Include the user business web site URL.
  - List the Ethernet adapter Ethernet Physical Address and/or the Wireless LAN adapter Wi-Fi Physical Address for the Windows personal computer to be used with this tool.
    - This is observed by running Windows ipconfig in a command shell.
    - A tool is available to do this.
    - Download this Windows executable: [RunIPConfig.exe](#)
    - Run this executable.
    - It will print out a log file, MyPC\_PhysicalAddress.log listing the Ethernet adapter Ethernet Physical Address and the Wireless LAN adapter Wi-Fi Physical Address.
    - If this tool is used, include file MyPC\_PhysicalAddress.log with your email.
  - Include a statement on the interests the user has regarding SerDes systems and IBIS-AMI.
  - Include a list of Tools one want to obtain for local installation onto the user's Windows PC.

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## SerDesDesign.com SerDes\_Design\_Premium\_Tool

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Upon receiving the request, and upon approval by SerDesDesign.com, the user will receive an email approving their tool including a link to an archive file (\*.zip ) for your private copy of the Premium Tool to be used only on your designated Windows PC.

### **All Premium Tools are Available Free for One Month**

All Premium Tools are available for free for 30 days. The Premium Tool is issued to the user as a time-based node-locked license. The node lock is to the users Windows PC that was listed in the user's email discussed in the prior section.

Currently, these Premium Tools are available:

- SerDesDesign.com [SerDes Channel Simulator](#); this is a channel simulator for use with one SerDes channel.
- SerDesDesign.com [SerDes Channel CrossTalk Simulator](#); this is a channel simulator for use with one SerDes channel and up to two FEXT crosstalk channels and up to two NEXT crosstalk channels.
  - This tool requires the SerDes Channel Simulator.
- SerDesDesign.com [SerDes System Simulator](#); this is a channel simulator for use with one SerDes channel and contain many Tx and Rx SerDes behavioral model that can use used to design a SerDes system channel equalization plan and convert those behavioral models into portable IBIS-AMI models.
  - This tool requires the SerDes Channel Simulator.
- SerDesDesign.com [SerDes Repeater Simulator](#) and [SerDes Electrical-Optical-Electrical Repeater Simulator](#); these are channel simulators that supports two cascaded SerDes channels with a repeater model between the two channels.
  - This tool requires the SerDes Channel Simulator.
  - Provides support for SerDes repeaters, including Electrical-Optical-Electrical repeaters.
- SerDesDesign.com S-Parameter Tools.
  - Includes [viewing](#), [comparing](#), or [combining](#) S-Parameters; [converting to causal](#) S-parameters; and converting S2P to IBIS S4P.
- Portable IBIS-AMI model generators.
  - Portable [Tx FFE IBIS-AMI model builder](#) usable in any Windows or Linux channel simulator.
  - Portable [Rx CTLE IBIS-AMI model builder](#) usable in any Windows or Linux channel simulator.
  - Portable [Rx CTLE/CDR/DFE IBIS-AMI model builder](#) usable in any Windows or Linux channel simulator.

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- Portable Tx FFE and Rx CTLE/CDR/DFE IBIS-AMI model builder, with Back Channel Interface, usable in any Windows or Linux channel simulator.
- SerDesDesign.com IBIS-AMI Tx FFE (Feed-Forward Equalizer) Data Processing Tool
- SerDesDesign.com IBIS-AMI Rx/Tx CTLE (Continuous Time Linear Equalizer) Data Processing Tool
- SerDesDesign.com IBIS-AMI Rx AFE (Analog Front End) with Nonlinearity Data Processing Tool

See the posted descriptions listed for each tool posed at my Store web site,

I personally guarantee that you will be successful using my SerDesDesign.com Premium Tools. You have a full 30 days to put it to the test. If you see the value in it, then you can then buy it. I only want you as a customer if you're 100% happy with your investment. Simple as that.

If you have any comments or questions on a Premium Tool, just contact me by email at [johnb@serdesdesign.com](mailto:johnb@serdesdesign.com)

A Premium Tool can be purchased at my Store: <https://www.serdesdesign.com/home/store>.

### **Notes on IBIS-AMI Models Generated by a Premium Tool**

Any Premium tool that includes an option to generate IBIS-AMI models includes an IBIS-AMI Model Development Environment for Windows/Linux. Any number of IBIS-AMI models can be generated and is included in the tool license.

All Premium Tool generated IBIS-AMI models will have the same licensing terms as the Premium Tool, a time-based node-locked license to the same Windows PC.

For distribution of any generated IBIS-AMI model, the licensing can be removed for a fee so that the IBIS-AMI model can be distributed and used on any Windows/Linux machine.

- The fee is 50% of the SerDesDesign.com modeling fee as published on the Store web page (<https://www.serdesdesign.com/home/store>).
- For example: The store published price (subject to change) is 2,000 USD for one Tx or Rx IBIS-AMI model. Thus, the Premium Tool fee to remove the time-based node-locked license is \$1,000 USD.

- Follow the instructions provided in the tool documentation.

Instead of purchasing the single distributable IBIS-AMI model, you can also obtain the source code and Window/Linux build projects for your IBIS-AMI model for unlimited modification and distribution for any other IBIS-AMI models with the same architecture by purchasing IBIS-AMI Training for the IBIS-AMI model. The training fee is as published on the Store web page.

- For example: The store published price (subject to change) is 6,000 USD for IBIS-AMI Model Training (reduced for prior customers). Delivery is with source code and Windows/Linux build projects.

### **Terms and Conditions**

[Terms & Conditions | Privacy Policy](#)