Re: The HP Way

Source: http://sci.tech−archive.net/Archive/sci.electronics.design/2006−09/msg02598.html

- *From*: John Larkin <jjlarkin@xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx>
- *Date*: Thu, 14 Sep 2006 12:04:09 −0700

On Thu, 14 Sep 2006 16:12:00 GMT, "Michael A. Terrell"
<mike.terrell@xxxxxxxxxxxxx> wrote:

> John Larkin wrote:
>
> > On Thu, 14 Sep 2006 12:43:14 GMT, Fred Bloggs <nospam@xxxxxxxxxx>
> > wrote:
> >
> > > You're calling me a dud?− hah. And this just because I think
> > > most of
> > > your design work is really ugly, like that horrific ambient
> > > light
> > > detector using the LED display reverse leakage
> > > measurement.
> >
> > I didn't design that, I just made it up. But why is the idea ugly (he
> > asks, rhetorically)? It could add adaptive brightness control to a
> > display with zero added sensors and zero added IC pins.
> >
> > No, I think you're a dud because you never seem to have any fun. Do
> > you ever have fun?
>
> Sorry, no
> aesthetic dimension means no consideration. And I don't like
> any of the
> panel layouts on your VME stuff either, so there.

Well, the guys with gigabucks to spend do like them. Have you seen our new style?

http://www.highlandtechnology.com/DSS/V470DS.html

> This uses [1] a laser−cut stick−on polycarb overlay, with the led windows backlit from some cool Osram right−angle surface−mount LEDs. All our stuff will look like this over time. I agree that past−generation VME modules, not just ours, tended to be ugly as sin.
>
> John
>
> [1] with apologies to people who insist that inanimate/unintelligent objects (like DNA) can't "use" things.

> I guess that fred has no idea that people buying VME are after function, not a pretty face. Most of it ends up in a rack, sometimes with a door to protect the front panel wiring. Some is used as embedded modules inside a piece of equipment like the custom VME backplane and boards Microdyne made for the DR/RCB 2000 series of DSP based dual channel diversity Telemetry receivers I worked to move from design to production. Fred would have shit his pants at the simple silk screen printed front plate, and the stenciled serial numbers, but most customers would never see any of it, so we saw no need to spend money to dress them up.

VME has historically been ugly.

http://www.getntds.com/product_images/product_465.jpg

http://www.cacdsp.com/products/images/v3c31.jpg

http://phys−ds.physics.lsa.umich.edu/docushare/dsweb/GetRendition/Document−1851/html/index5744123.jpg

The tall skinny front panel, usually paved with connectors, doesn't help. Most people then silkscreen the panel with easily−chipped black ink lettering in random fonts and locations. The overlay thing is about as much hassle as sending out panels to be anodized and screened, and looks cool.

John

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