

GLOBAL MARKETS, GLOBAL TECHNOLOGY, AND GLOBAL STUDENTS?

*Ulrich L. Rohde, Prof. Dr. Ing. habil
Partner of Rohde & Schwarz GmbH & Co. KG*

der Bundeswehr
Universität  München



Historic venue
where Leibnitz,
Einstein, and
Heisenberg
presented
groundbreaking
ideas.

Academy
President Prof.
Schwaiger
pictured right



University of Florida

THE

DEPARTMENT OF ELECTRICAL ENGINEERING

With the approval of the Faculty
hereby recognizes the permanent appointment of

ULRICH L. ROHDE

as

Professor of Electrical Engineering



March 15, 1977

Wayne H. Chen
Dean, College of Engineering

Donald T. Childers
Chairman, Department of



Ulrich Rohde

has this day been admitted into Membership in

Eta Kappa Nu Association

*in recognition of his excellent scholarship and other
attainments by which he has manifested interest and
ability in the Profession of Electrical Engineering.*

By Epsilon Sigma Chapter

May 22, 1977



Morris H. Hodson
National President

Carl M. Blash
President of Chapter
Kevin H. Hines
Secretary of Chapter

The George Washington University



THE DEPARTMENT OF ELECTRICAL ENGINEERING

With the approval of the Faculty
hereby recognizes the permanent appointment of

Ulrich L. Rohde

as

Adjunct Professor of Electrical Engineering

A handwritten signature in cursive script, reading "Arthur D. Friedman".

Arthur D. Friedman
Chairman, Department of Electrical

May 4, 1982

ROMANIA
MINISTERUL INVATAMANTULUI
UNIVERSITATEA DIN ORADEA



DIPLOMA

The University of Oradea, with the recommendation of the
Senate and the Faculty hereby appoints permanently

Ulrich L. Rohde

as Professor of Electrical Engineering and Microwave Technology.



Rector
prof. dr. ing. TEODOR MAGHIAR
May 30, 1997



University of Bradford

THE
SCHOOL OF ELECTRONICS AND DIGITAL MEDIA

With the approval of the Faculty of Engineering and Physical Sciences
hereby recognises the appointment of

Ulrich L Rohde

as

Honorary Visiting Professor of Electronic and Microwave Engineering

October 1, 1998

*Head, School of Electronics and
Digital Media*

A handwritten signature in blue ink, reading 'Rae D. Camshaw', with a long horizontal flourish extending to the right.

*Dean, Faculty of Engineering and
Physical Sciences*

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal flourish extending to the right.



**Brandenburgische Technische Universität
Cottbus**

Urkunde

**Herr
Ulrich L. Rohde PhD
Prof. Dr. h. c. mult.**

wird auf Antrag der Fakultät für Maschinenbau, Elektrotechnik und
Wirtschaftsingenieurwesen
gemäß § 52 Absatz 2 des Brandenburgischen Hochschulgesetzes

zum

Honorarprofessor

für das Fachgebiet

Hochfrequenz- und Mikrowellenschaltungstechnik

bestellt.

Cottbus, den 18. April 2002

Der Präsident

Prof. Dr. rer. nat. habil. Dr. h. c. Ernst Sigmund



Technische Universität München

With this certificate the
Technische Universität München
awards

Mr.
PROF. DR.-ING. HABIL. DR. H.C. MULT.
ULRICH L. ROHDE
born Mai 20, 1940 in Munich

the title of
GUEST LECTURER

for research stays
at the
Technische Universität München

A handwritten signature in blue ink, appearing to be 'L. Meng'.

Munich, February 28, 2012

Prof. Dr.-Ing. Liqiu Meng
Vice-President

Im Namen der
Bundesrepublik Deutschland

bestelle ich

Herrn

Prof. Dr.-Ing. habil. Dr. h.c. mult. ULRICH L. ROHDE

zum

Honorarprofessor

an der Universität der Bundeswehr München

Bonn, den 12. Juli 2017

Die Bundesministerin der Verteidigung



Translation

In the name of the Federal Republic of Germany
I appoint

Prof. Dr.-Ing. habil. Dr. h.c. mult. ULRICH L. ROHDE
as

Honorary Professor
At the Universität der Bundeswehr München
(University of the federal armed forces in Munich
Germany)

Bonn, 12 July 2017

Secretary of Defense

Ursula von der Leyen



Ulrich L. Rohde

Visiting Scientist, Research Laboratory of
Electronics

ulrohde@mit.edu



Massachusetts
Institute of
Technology



ULRICH L. ROHDE

Visiting Scientist
Microsystems Technology Laboratories

Massachusetts Institute of Technology

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Cambridge, MA 02139

617-252-3177
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GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

Using the example of the cell phone industry

International communications market

The technologies involved are a combination of analog and digital applications as well as passive and active components.

The globally/universally useful RF engineering additionally understands

- A/D converters
- DSP, digital signal processing (DSP),
- Micro processor coding in C++
- Data science in Python
- Business education (MBA)
- Innovative design with an eye for quality and reliability of the product.

Analog Technology, Examples

RF front ends consists of

- Analog low noise preamplifiers
- “Linear mixers”
- PLL based synthesizers with low power consumption

Design parameters may be:

- Noise figure, i.e.: $< 1\text{dB}$
- Intermodulation distortion $\text{IP3} > 1\text{dBm}$
- Input selectivity
- Phase noise (-145dBc/Hz @ 200KHz)
- Settling speed, less than 1mS

Digital Technology Example

Analog to digital converters (A/D)

- Optimized IF frequencies
- Impedance matching
- Overload and saturation vs. noise figure

Design decisions may be:

- IF selectivity
- Coding scheme
- Composite filters implementation in DSP
- Automatic gain routines
- Computational delay time

ANALOG AND DIGITAL TECHNIQUES



Broadband Wireless Solutions...

...from 1 to 60 GHz

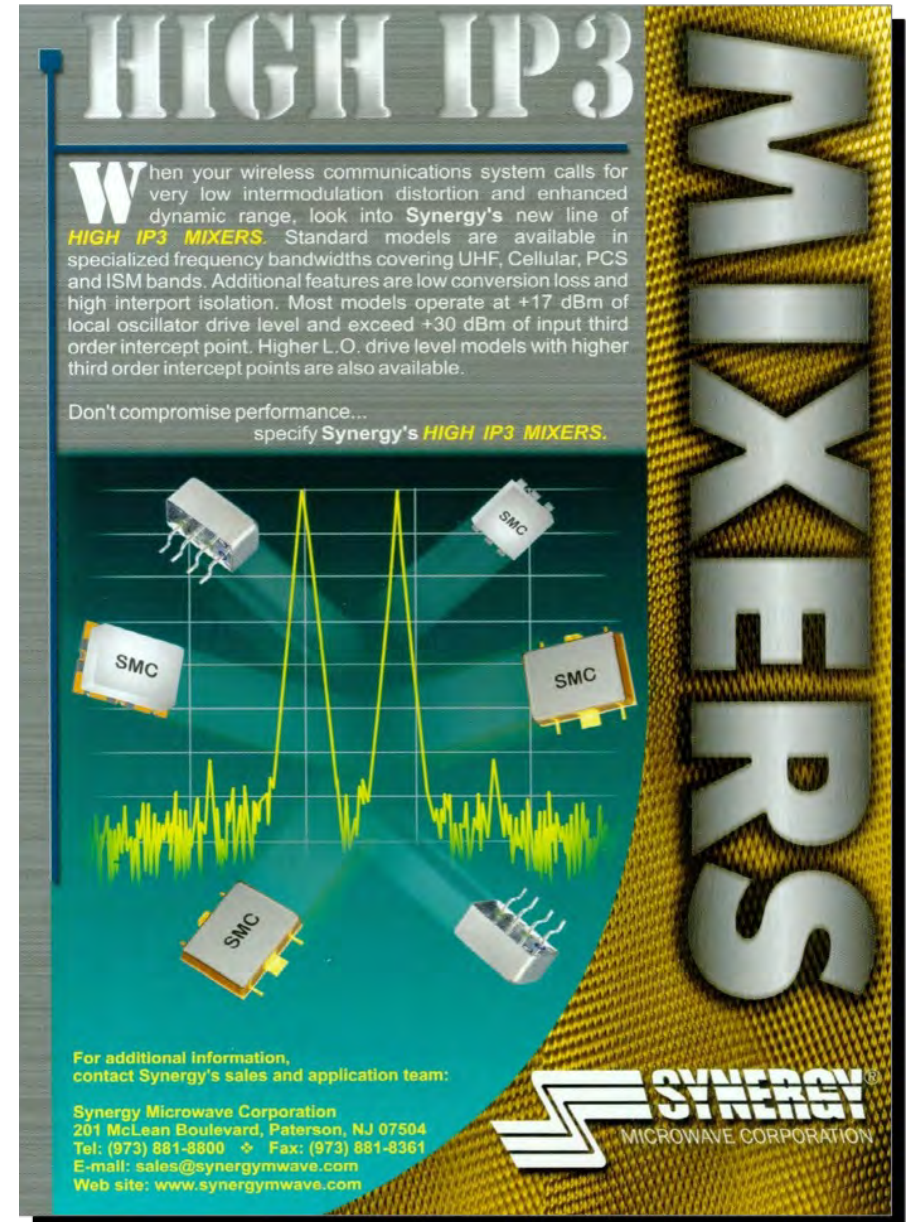
UNBEATABLE MMIC SOURCE

UMS is the "one stop" supplier of integrated circuits covering the broadband wireless requirements from very low noise to high power, using PHEMT technologies up to 94GHz.

The advertisement features a large background image of a radio tower and a parabolic antenna. A circuit diagram is overlaid on the right side, showing components like Up Converter, Multiplier X2, Down Converter, and various MMICs (CHX2090, CHM1191, CHM1091, CHA3093, CHA2098, CHM1190, CHA2092a, CHA2092b, CHA2092c, CHA2092d, CHA2092e, CHA2092f, CHA2092g, CHA2092h, CHA2092i, CHA2092j, CHA2092k, CHA2092l, CHA2092m, CHA2092n, CHA2092o, CHA2092p, CHA2092q, CHA2092r, CHA2092s, CHA2092t, CHA2092u, CHA2092v, CHA2092w, CHA2092x, CHA2092y, CHA2092z). The bottom left corner contains four small images: a person on a mobile phone, a radio tower, a satellite, and a circuit board.

HIGH PERFORMANCE ANALOG TECHNIQUES

AN EXAMPLE



HIGH IP3

MIXERS

When your wireless communications system calls for very low intermodulation distortion and enhanced dynamic range, look into Synergy's new line of **HIGH IP3 MIXERS**. Standard models are available in specialized frequency bandwidths covering UHF, Cellular, PCS and ISM bands. Additional features are low conversion loss and high interport isolation. Most models operate at +17 dBm of local oscillator drive level and exceed +30 dBm of input third order intercept point. Higher L.O. drive level models with higher third order intercept points are also available.

Don't compromise performance...
specify Synergy's **HIGH IP3 MIXERS**.

For additional information,
contact Synergy's sales and application team:

Synergy Microwave Corporation
201 McLean Boulevard, Paterson, NJ 07504
Tel: (973) 881-8800 ♦ Fax: (973) 881-8361
E-mail: sales@synergymw.com
Web site: www.synergymw.com

SYNERGY
MICROWAVE CORPORATION

The advertisement features a central graphic with a green grid background. A yellow signal waveform is shown, with several SMC (Synergy Microwave Corporation) mixer chips placed around it. The chips are labeled 'SMC' and are shown in various orientations. The background of the advertisement is a textured yellow/gold color.



GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

Using the example of the cell phone industry

Evolution of the cellular technologies



EVOLUTION OF DIGITAL CELLULAR TECHNOLOGIES

2G

Mainly GSM

Narrowband 270 kHz

Few frequencies
900/1800/1900 MHz
No global frequencies

Low data rates, initially
9.6 kbps evolving up to
384 kbps

Very high latency

1991

3G

Mainly WCDMA

Bandwidth 5 MHz

Initially 2.1 GHz almost
global availability
Evolved to a global
standard

Data rates 384 kbit/s
evolving to 42 mbit/s

Medium latency
Suffered from IPR
fights

2002

4G

LTE

Flexible bandwidth up
to 20MHz

Deployed from 400
MHz to 3.7 GHz

Data rates from 40
Mbit/s to today's 1.2
Gbit/s

Low latency

2010

5G / 6G?

5G NR (New Radio)

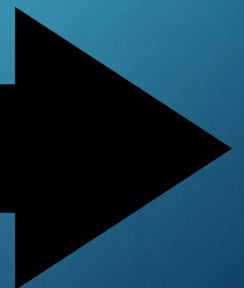
Scalable bandwidth up
to 2000 MHz

Frequencies up to 71
GHz

Very high data rates

Ultra low latency
possible

2019



HAS 5G DELIVERED ON ITS PROMISES?

YES AND NO

- ✓ Download speeds are up, latency is down
- ✓ Is the “playground” where new features are being developed
 - ✓ Non terrestrial networks
 - ✓ Reduced capabilities devices
- Current 5G networks are more 4.9G networks maintaining legacy 4G functionality
 - Increased user equipment complexity, cost and power consumption
- Slow take up on low latency and Internet of Things (IoT) applications



GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL EDUCATORS & STUDENTS

Winners and others: Some examples

Winners

Apple

- Entered the mobile world 2007
- Most profitable manufacturer since 2009

Samsung

- Highly vertically integrated, from components to phones
- In house touch screen expertise
- World's largest manufacturer

Google

- Android has 85% market share as mobile OS
- 38% of all devices connected to the internet are using Android
- 2021 – 3 billion active devices

Losers

Nokia

- 2009 the largest cellphone maker in the world
- Too proud to adopt Android
- Strong innovation culture – failed to bring innovations to the market – sold to Microsoft – Name sold to HMD

Motorola

- Sold to Google – sold to Lenovo

Ericsson

- Cellphones were a mean to sell infrastructure - when 3G matured – not able to compete.
- Sold to Sony

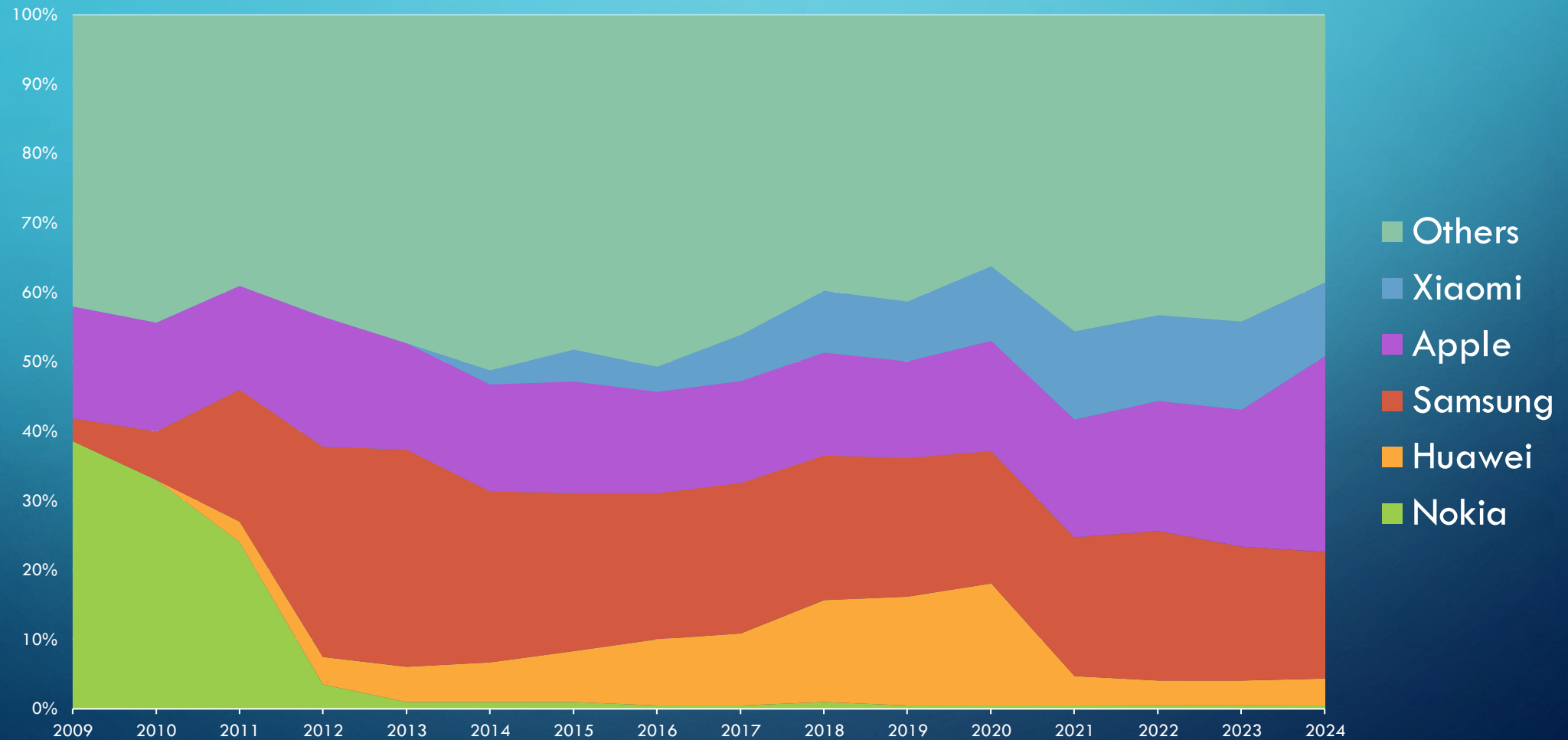
Blackberry

- Focused on messaging
- Missed the touch screen revolution

Huawei

- First cellphones 2003
- 2019 worlds second largest supplier of smartphones
- "Killed" by US trade sanctions –Renamed to Honor -sold

CELLPHONE SHIPMENTS UNTIL 2024

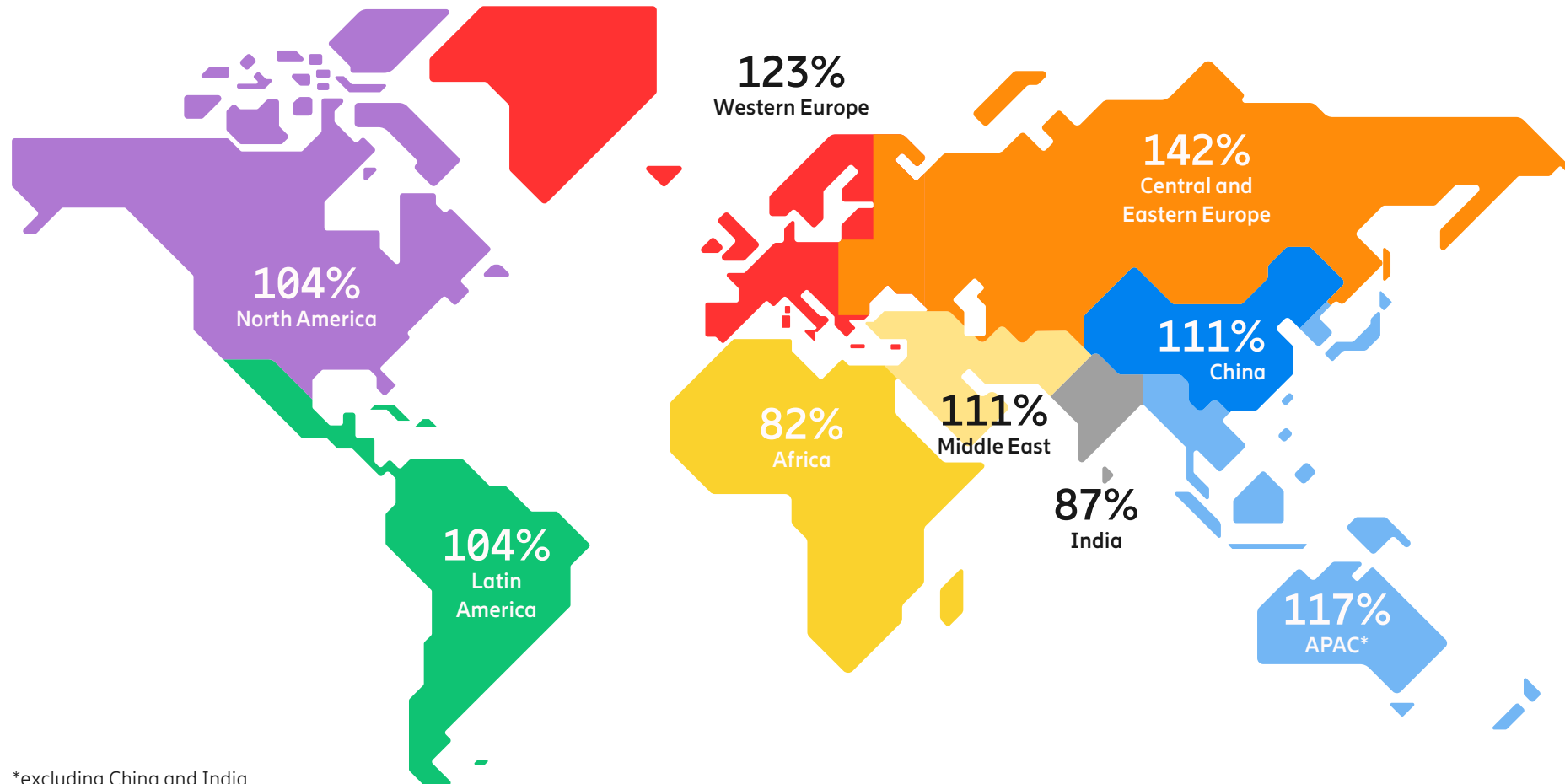




GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

**Looking Forward: What will drive the technological
development?**

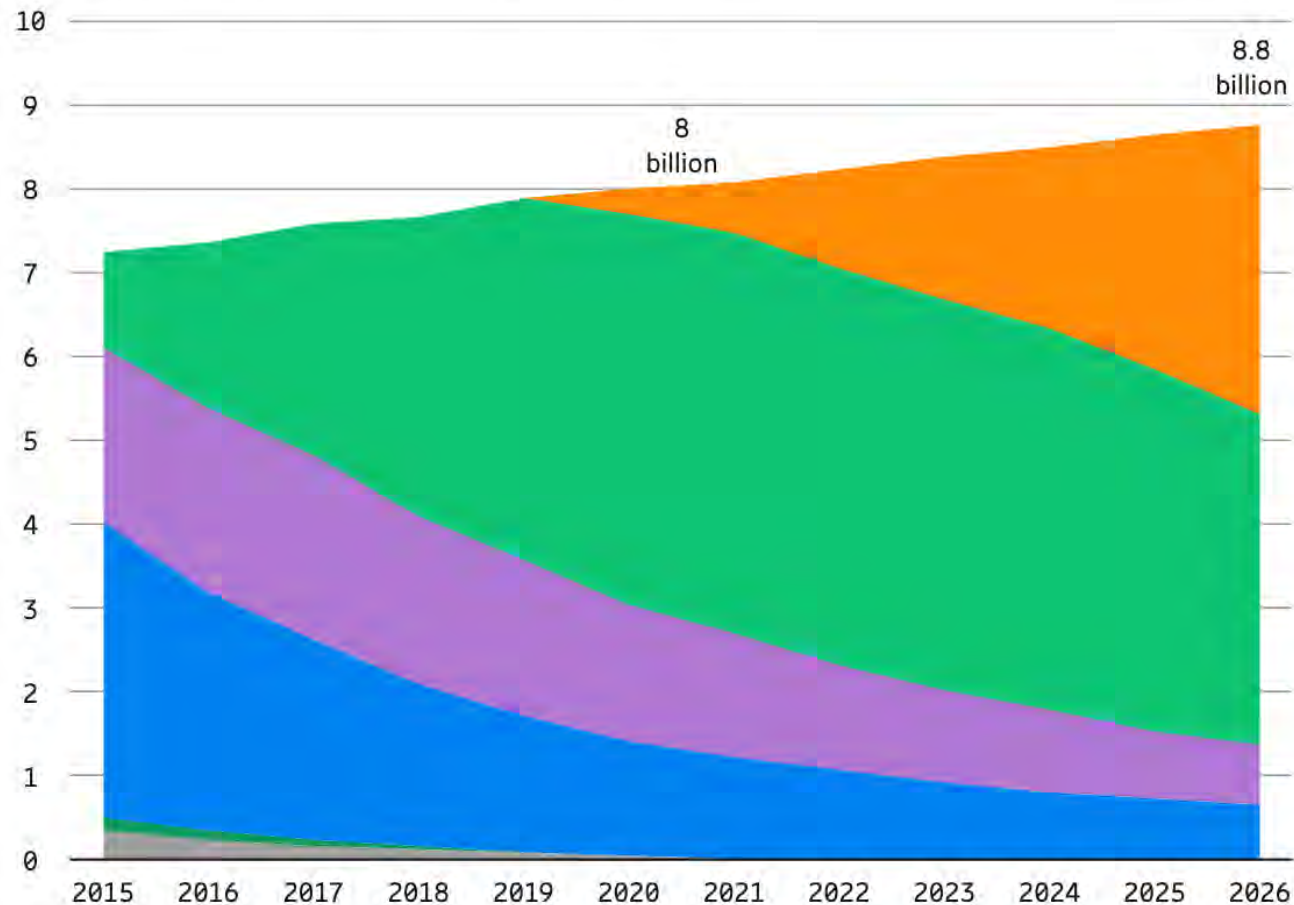
Subscriptions per capita



THE FUTURE OF WIRELESS TECHNOLOGIES

SOURCE: ERICSSON MOBILITY REPORT

Figure 1: Mobile subscriptions by technology (billion)

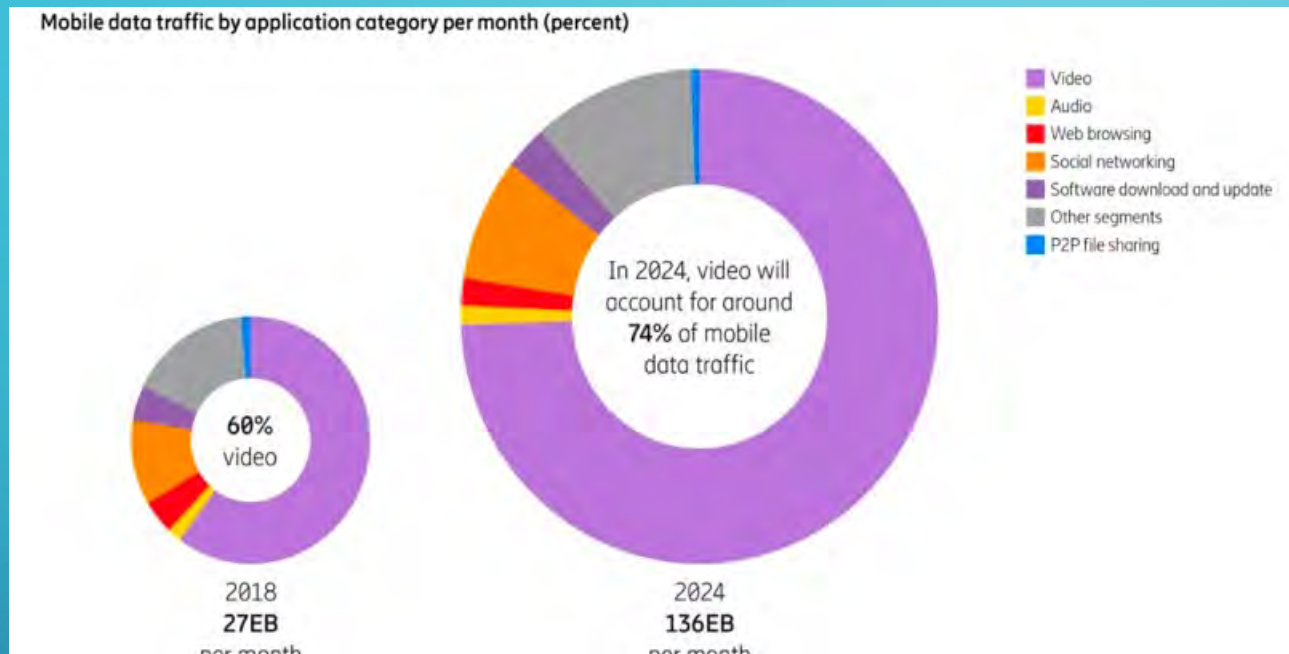


3.5bn

In 2026, 3.5 billion 5G subscriptions are forecast.

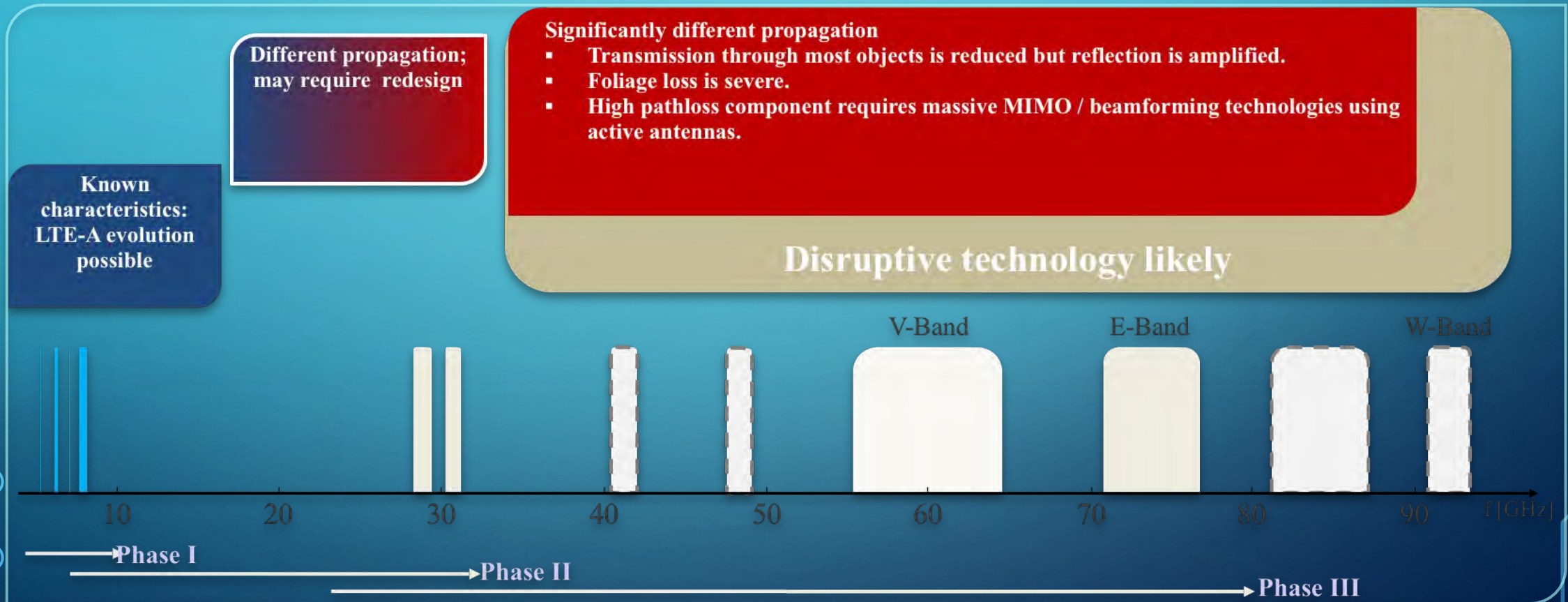
- 5G
- LTE (4G)
- WCDMA/HSPA (3G)
- GSM/EDGE-only (2G)
- TD-SCDMA (3G)
- CDMA-only (2G/3G)

Note: IoT connections are not included in this graph. Fixed wireless access (FWA) connections are included.



DATA WILL BE DRIVING THE FUTURE OF THE CELLULAR INDUSTRY

HIGHER DATA RATES REQUIRES BANDWIDTH ONLY AVAILABLE AT HIGHER FREQUENCIES



AI-DRIVEN WIRELESS TECHNOLOGIES

ARTIFICIAL INTELLIGENCE IS TRANSFORMING WIRELESS COMMUNICATIONS

AI Applications in Wireless

- **Intelligent Beamforming:** AI algorithms optimize antenna patterns in real-time
- **Spectrum Management:** Machine learning predicts and allocates spectrum dynamically
- **Network Optimization:** Self-organizing networks (SON) using AI for coverage and capacity
- **Predictive Maintenance:** AI analyses RF component health before failures occur
- **Signal processing:** AI dynamically performs channel estimation to increase throughput

AI in Modern Smartphones

- **Computational Photography:** AI enhances camera performance beyond hardware limits
- **Battery Optimization:** Machine learning manages power consumption intelligently
- **Voice Processing:** Real-time speech enhancement and noise cancellation
- **Network Selection:** AI chooses optimal network connections automatically

AI-DRIVEN WIRELESS TECHNOLOGIES

ARTIFICIAL INTELLIGENCE IS TRANSFORMING WIRELESS COMMUNICATIONS

Technical Requirements

- **Edge Computing:** Processing AI at the device level
- **Reduced Latency:** <1ms response times for real-time AI decisions
- **Energy Efficiency:** AI algorithms optimized for mobile power constraints

QUANTUM TECHNOLOGIES IN COMMUNICATIONS

PROMISE REVOLUTIONARY ADVANCES IN SECURITY AND PROCESSING

Potential Quantum Applications in Wireless

- **Quantum Computing:** Complex optimization problems in network design
- **Post-Quantum Cryptography:** Preparing for quantum-resistant security
- **Quantum Key Distribution (QKD):** Unbreakable encryption for sensitive communications

WHERE ARE WE WITH 6G STANDARDIZATION?

- 3GPP has not started yet – First 5G advanced work will be started in release 18, with completion in 2024
- ITU-R is working on “IMT for 2030 and beyond” (aka “6G”)
 - Targeting commercialization around 2030
- Currently inputs are collected around use cases to find suitable technologies

6G TECHNOLOGIES WITH AI AND QUANTUM

AI-Native 6G Features

- **AI-Native Network Architecture:** Devices and Networks designed from ground up for AI processing
- **Autonomous Network Management:** Self-healing, self-optimizing networks
- **Predictive Quality of Service:** AI predicts and prevents network issues
- **Quantum-Secured Communications:** Unbreakable encryption as standard feature

WHAT ARE THE USE CASES FOR 6G ?

A FEW EXAMPLES FROM THE NGMN ALLIANCE

- Enhanced Human Communication – Metaverse, digital twin and holographic telepresence
- Enhanced Machine Communication -Robots, interactive collaborative robots and autonomous machines
- Enabling Services - high accuracy location, mapping, environmental, or body sensing data
- Network Evolution – AI and energy efficiency
- Social needs – environmental sustainability, security and privacy

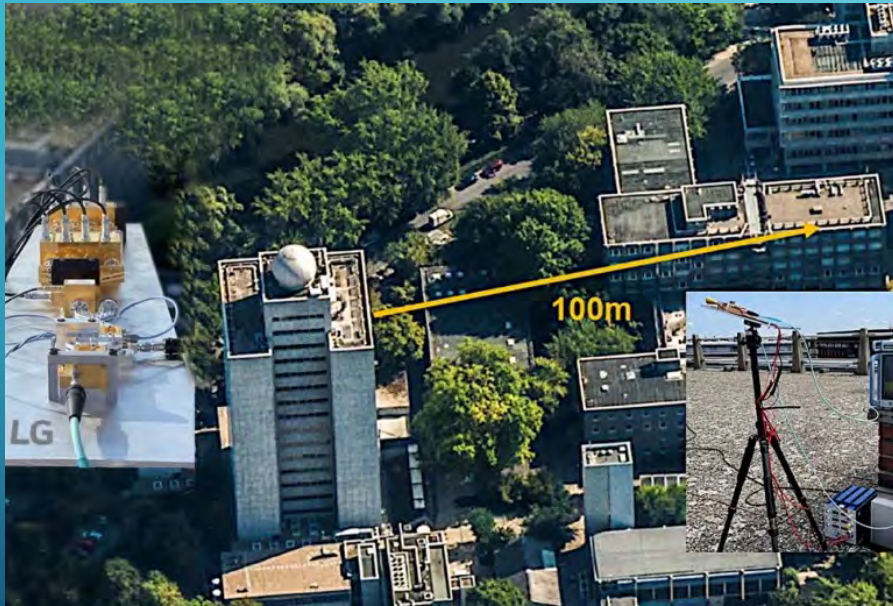
[HTTPS://WWW.NGMN.ORG/WP-CONTENT/UPLOADS/220222-NGMN-6G-USE-CASES-AND-ANALYSIS-1.PDF](https://www.ngmn.org/wp-content/uploads/220222-NGMN-6G-USE-CASES-AND-ANALYSIS-1.PDF)

WHAT TECHNOLOGIES CAN WE EXPECT TO BE USED 6G IN 2030?

SOME CURRENT RESEARCH AREAS ARE

- Faster data transmission using higher frequencies & wider bandwidth
- ISAC – Integrated Sensing and Communication and “radar” like functions
- AI and ML for better performance on the physical layer
- RIS – Reflective intelligent surfaces for better and more dynamic coverage
- New network structure with LEO and GEO satellites, drones and others to provide true worldwide coverage
- Increased security – Quantum secure encryption
- Energy harvesting
- Edge computing

FIRST 6G DEMOSTRATORS USING D-BAND AIMING FOR COMMERCIALIZATION 2029



<https://www.lgnewsroom.com/2021/08/lg-records-6g-thz-band-milestone/>



GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

How has the cellphone antenna developed over the years ?



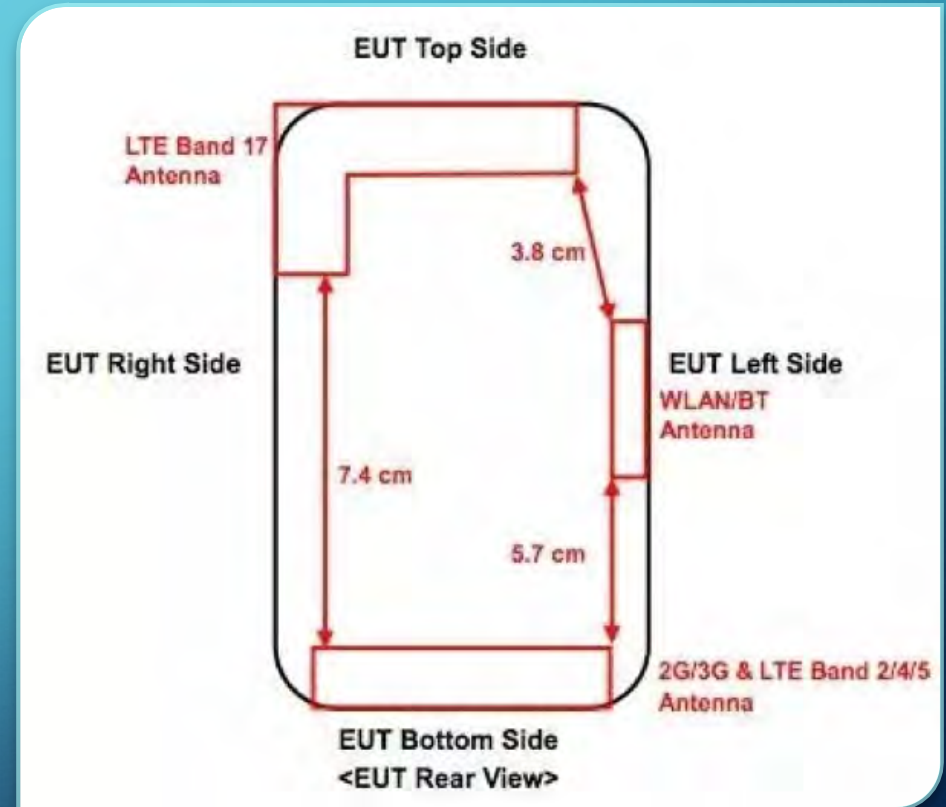
Qualcomm QTM052 mmWave Antenna Module & Snapdragon X50 5G modem



Antennas in a modern cellphone

Not just one antenna

- Up to 10 different frequency bands
- Multiple cellular technologies:
GSM, UMTS, LTE, TD-SCDMA, 5G
- Non cellular technologies: WIFI, Bluetooth, GPS, Glonass, Galileo, Baidu, NFC
- Receive diversity antennas



5G AND ENERGY CONSUMPTION

- Current 5G devices consume more energy when using 4G+5G (NSA)
- 5G devices with low (FR1) and high frequency (FR2) consume more than devices with FR1 only
- Most of the power in a cell phone is used during monitoring of control information
- Improvements to increase efficiency is being standardized
- 5G Networks consume less power than 4G Networks
- Energy consumption is a major expense for network operators

<https://www.ericsson.com/en/blog/2020/2/mobile-devices-and-energy-efficiency>

ARTIFICIAL INTELLIGENCE (AI) OPPORTUNITIES AND CHALLENGES IN TECHNOLOGY

PROS

- **Enhanced Productivity:** AI can automate repetitive tasks while preserving jobs requiring creativity and judgment
- **24/7 Availability**
- **Pattern Recognition:** Superior at detecting anomalies and predicting failures
- **Software Bug Detection:** AI excels at analysing code logic, finding vulnerabilities, and suggesting fixes through pattern matching
- **Language Translation:** Breaking communication barriers with, context-aware translation

CONS

- **Lacks True Innovation:** AI cannot create genuinely novel solutions - only recombines existing knowledge
- **Prone to Errors:** AI makes mistakes
- **Black Box Problem:** Complex AI decisions are often unexplainable, creating trust and regulatory challenges
- **High Energy Consumption:** Training and running large AI models requires significant computational resources
- **Dependency Risk:** Over-reliance on AI can erode human expertise and critical thinking skills

QUANTUM COMPUTING

PROMISE AND PERILS OF QUANTUM TECHNOLOGY

PROS

- **Scientific Research:** simulation of systems for advances in physics and chemistry
- **Drug Discovery & Materials:** Quantum simulation enables modelling of molecular interactions impossible with classical computers
- **Quantum-Safe Cryptography:** Drives development of new encryption methods already being implemented (e.g., Signal protocol)
- **Machine Learning Enhancement:** Quantum ML algorithms promise exponential speedups for certain problems

CONS

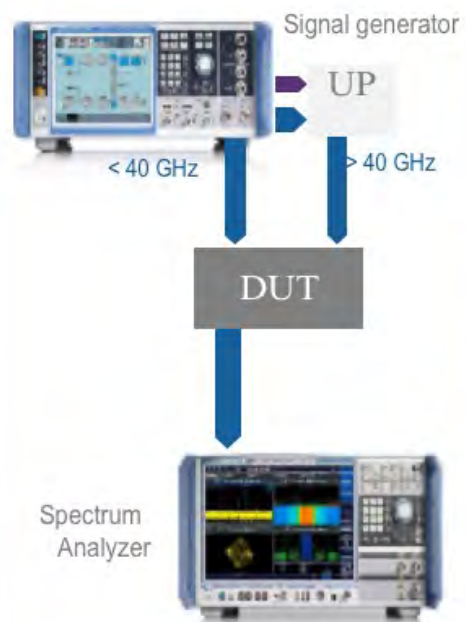
- **Extreme Operating Costs:** Requires near-absolute zero temperatures and sophisticated systems
- **Limited Applications:** Provides advantages for specific problem types - not a general-purpose solution
- **Cryptographic Threat:** Will break current encryption, endangering legacy devices and stored data
- **Technical Immaturity:** Current quantum computers are noisy, error-prone, and have limited qubit counts
- **Accessibility Barriers:** Extremely expensive and complex, limiting access



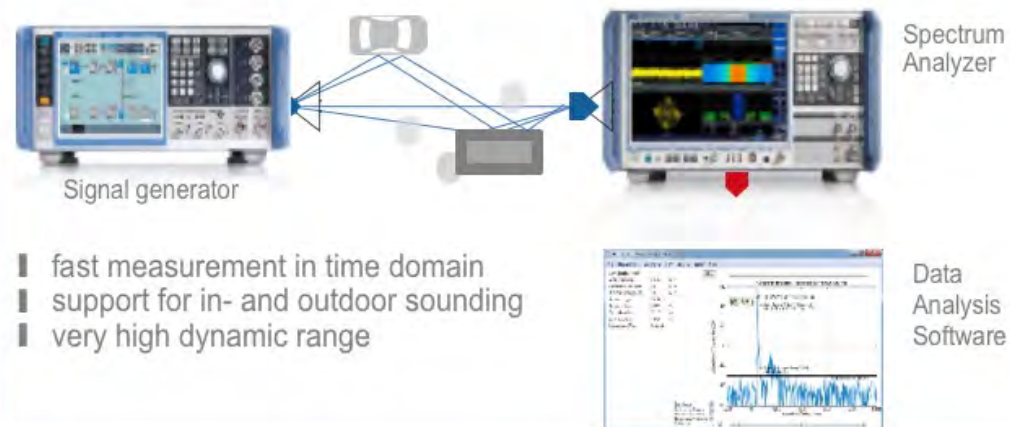
GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

What tools are available for the RF engineers ?

Wideband Signal Testing



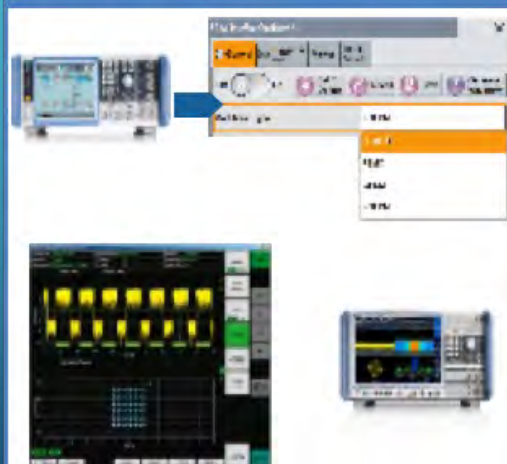
Channel Sounding Solution



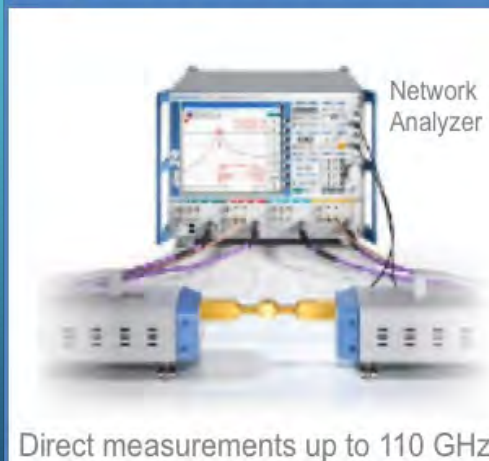
Massive MIMO - Beamforming



New 5G PHY Candidates



Component Characterization



E2e Application Testing





GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

Requirements For Modern Adaptive Students

Requirement For Modern Educators (Professors)

“Professional programs must prepare workers to become professional practitioners in their chosen field of practice. As educators, we want our students to appreciate the importance of both classroom and field educational experiences and learn that there is nothing more practical than a good theory. While experience is a great teacher, it cannot replace what can be best taught in a classroom and vice versa”

Enhancing Learning by Integrating Theory and Practice Jan Wrenn and Bruce Wrenn, Andrews University

Not all curriculums are equal and have different focuses but need a blend of theory and practice.

In RF measurement setups, instrument capabilities and associated uncertainties as well as tools for data analytics need to be taught.

This applies to me too



Requirements For Modern Adaptive Students

Fewer young people nowadays choose engineering education, and what is even more worrisome is the fact that the most gifted students decide to study at the faculties of computer science and engineering, choosing zeros and ones over microwaves or curl and divergence. The said zeros and ones are significantly easier to comprehend than the area of curl and divergence.



Requirements For Modern Adaptive Students

Therefore, as a consequence, the computer students score higher than those who study the microwaves area, while putting, in fact, less effort into their learning. Difficult curriculum and fewer opportunities to obtain high grades cause the students to lose interest in microwaves.



Requirements For Modern Adaptive Students

“The only person who is educated is the one who has learned how to learn and change”

The general demand to master new skills results from constantly modernizing technologies.

“The world does not pay for what a person knows. But it pays for what a person does with what he knows.”

Reference: Josef W. Modelski, MTT-S Microwave Magazine, August 2008

Requirements For Modern Adaptive Students

Skills for the AI-Quantum-RF Era

Traditional RF Engineering Skills (Still Essential)

- Electromagnetic theory and antenna design
- Circuit analysis and microwave engineering
- Signal processing and communication theory
- Measurement and instrumentation

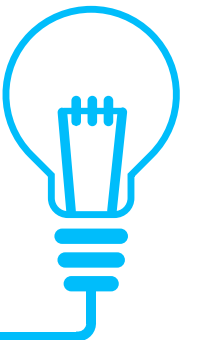
NEW: AI/Machine Learning Skills

- Programming: Python, TensorFlow, PyTorch for AI development
- Data Science: Statistical analysis and pattern recognition

NEW: Quantum Mechanics: Basic principles of quantum information

The Modern RF Engineer Must Be:

"An engineer who speaks the languages of waves, algorithms, and quantum states"



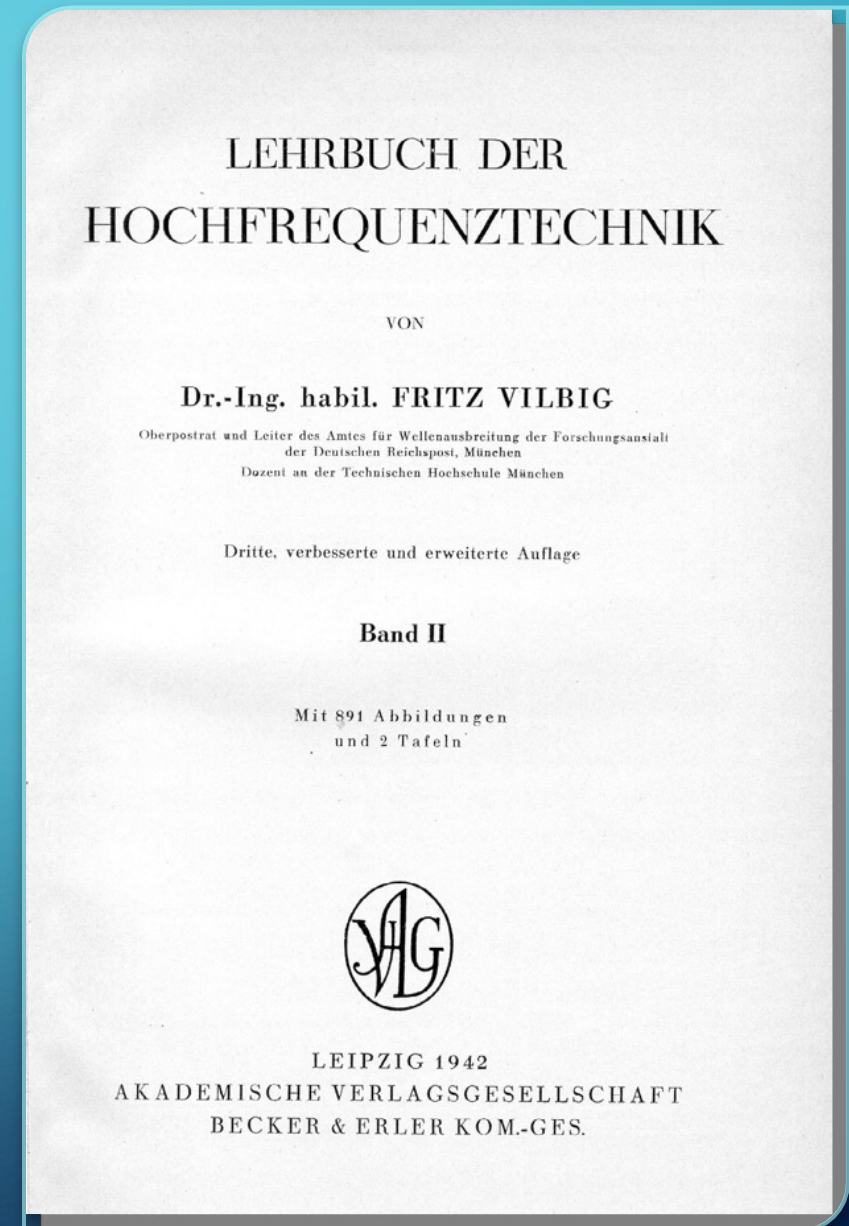


GLOBAL MARKETS, GLOBAL TECHNOLOGY, GLOBAL STUDENTS

Literature- How did it all started

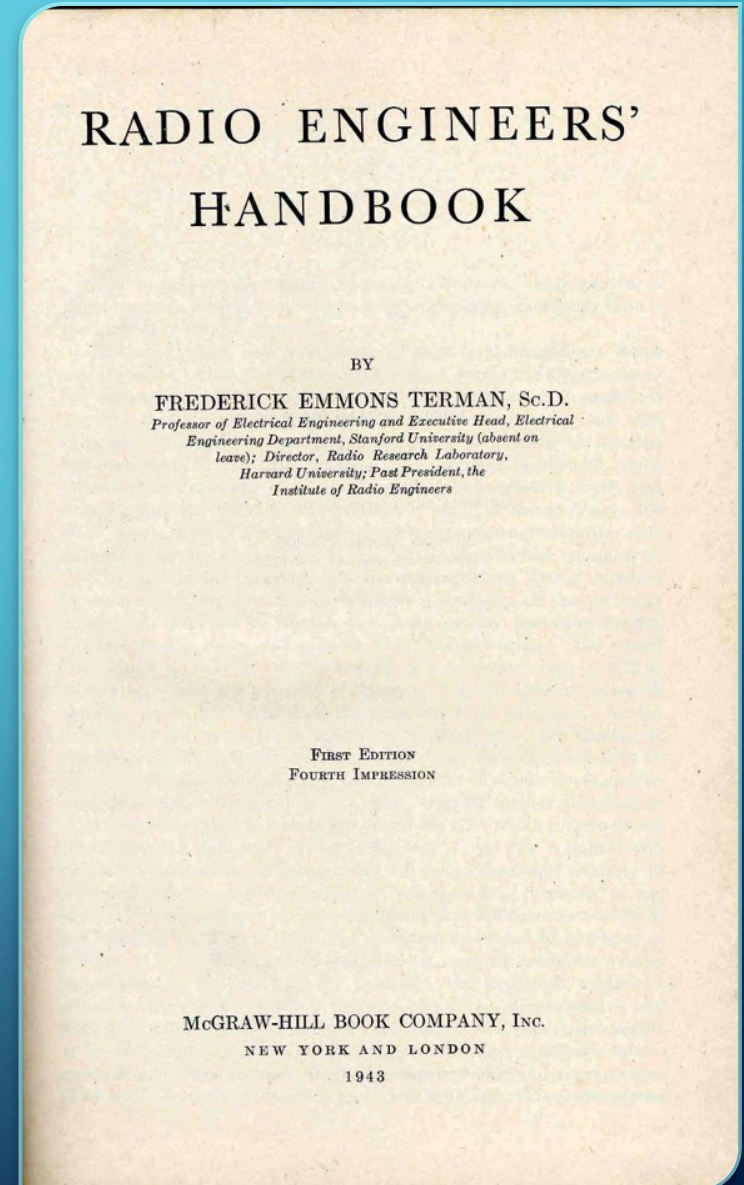
From 1942

- RF/Microwave Education (in German)
- Focus mostly on theory
- No international conferences
- No technology exchange or transfer due to language problems
- No digital technology (did not exist at that time)



From 1943

- The State of the Art text book for radio engineering
- Probably the best comprehensive US radio electrical engineering book ever written. Used in all English speaking countries.
- Contains only analog circuitry
(Digital technology did not exist at that time)

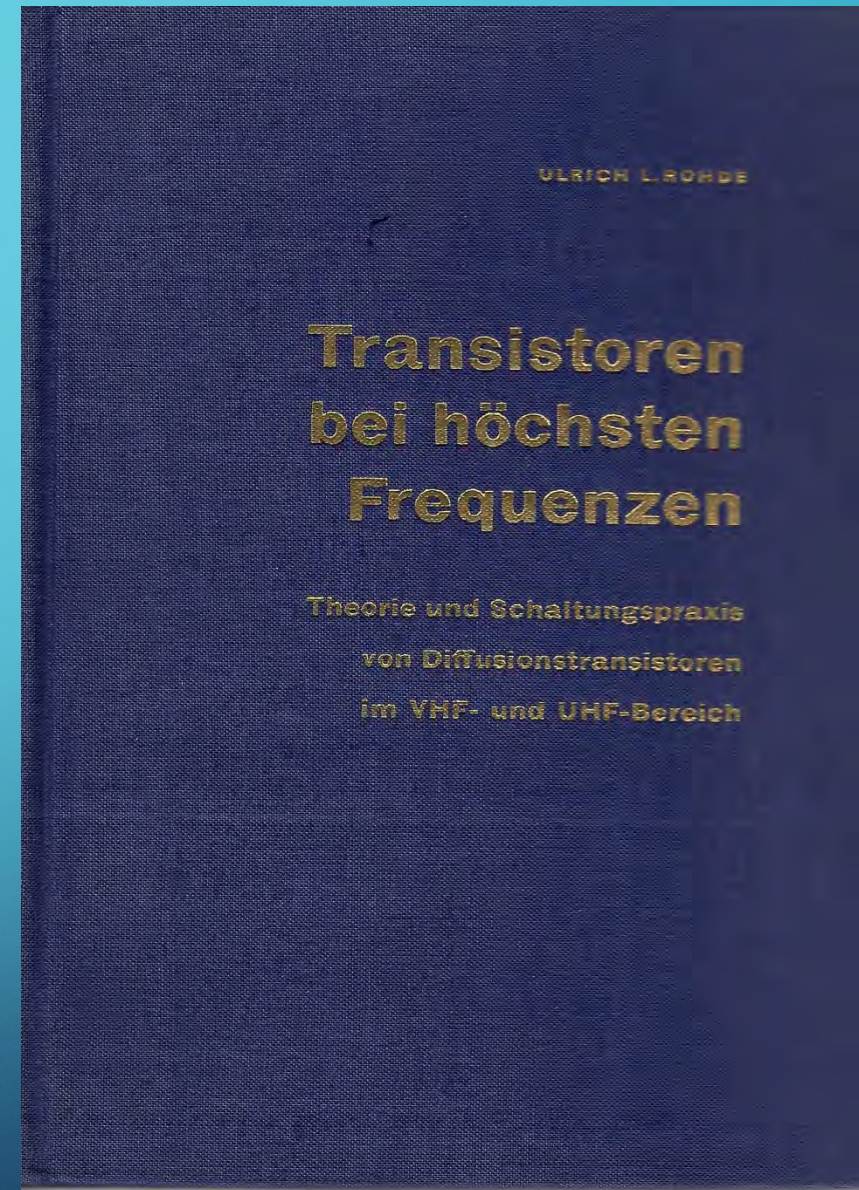


From 1965/69

Pioneering Publication: First book on microwave transistors.

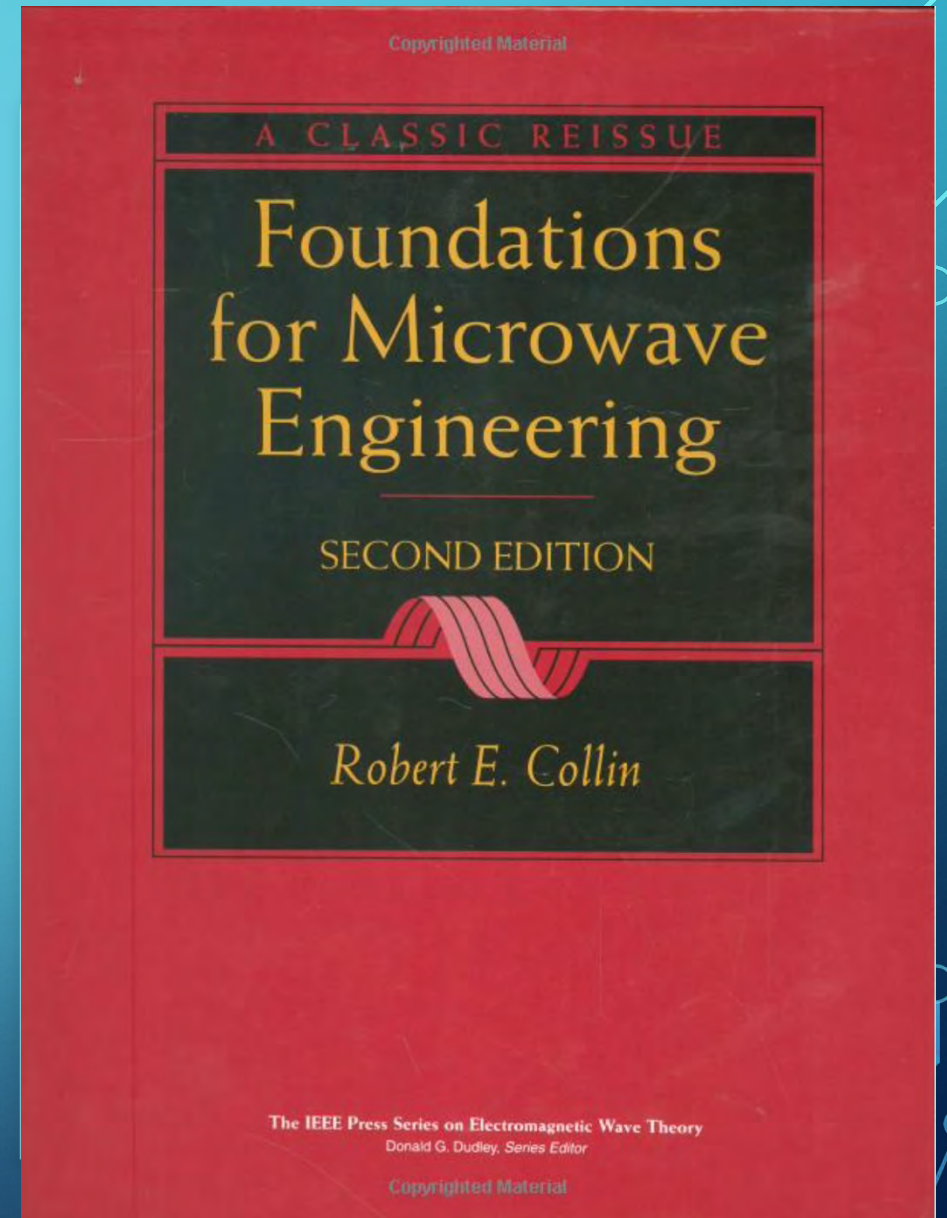
Microwave Focus: Targeted transistor applications above 1000 MHz, a novel field.

Major Impact: Sold 10,000 copies in two editions, despite being written in German.



FROM 2001

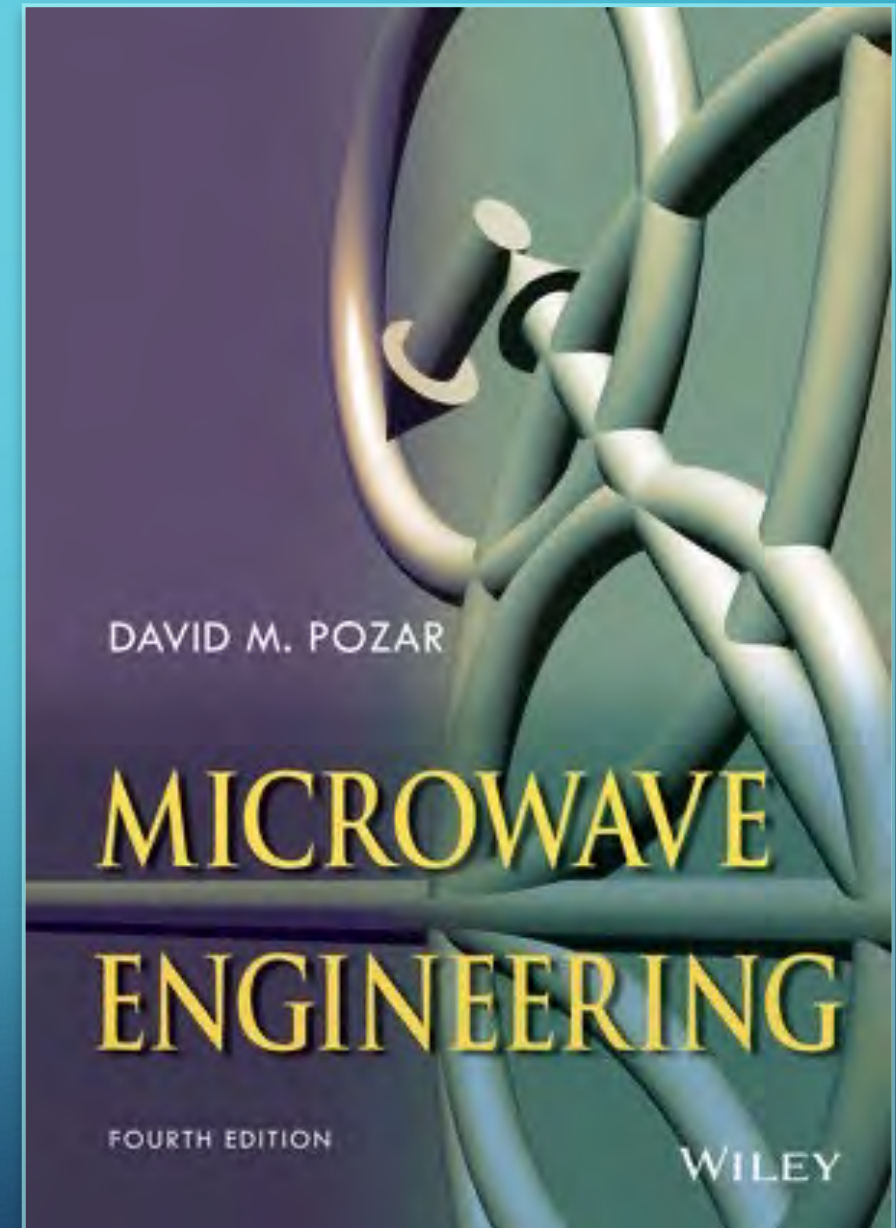
Covers the major topics of microwave engineering. Its presentation defines the accepted standard for both advanced undergraduate and graduate level courses on microwave engineering. An essential reference book for the practicing microwave engineer.



FROM 2011

Covers

- Design of microwave oscillators, amplifiers, and mixers
- Microwave network analysis, impedance matching, directional couplers and hybrids, microwave filters, ferrite devices, noise, nonlinear effects



FIRST EDITION 1960 THIS TWO-VOLUME STANDARD

Covers the generation, amplification, propagation, radiation, and application of electromagnetic signals over the full frequency range, from a few kHz to optical communications.

Volume 1 addresses resonant circuits, high-frequency transformers and filters, characteristics of coaxial cables, microstrip lines, coplanar and fin lines, directional couplers, optical waveguides, surface acoustic wave filters, waveguides, gyromagnetic media, antennas, and quartz filters.



FIRST EDITION 1960

Volume two addresses:

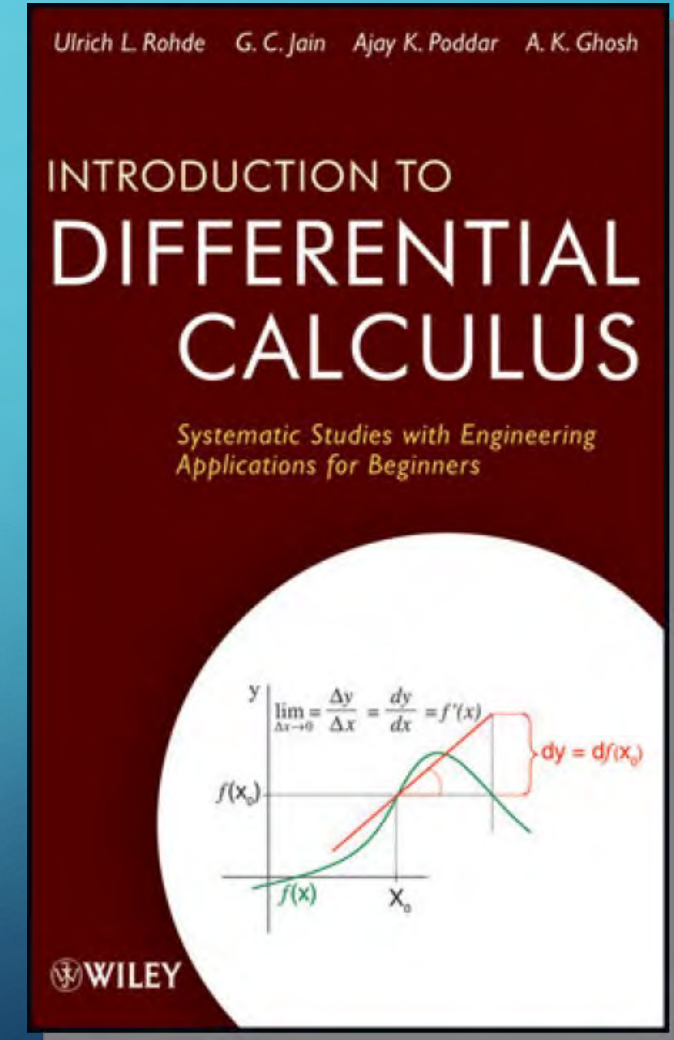
Electron tubes and semiconductors, Interference and
Noise, Amplifier, Oscillators, Mixing and Frequency
Multiplication, Modulation, Sampling and Demodulation



From 2012

Introduction to Differential Calculus fully engages readers by presenting the fundamental theories and methods of differential calculus and then showcasing how the discussed concepts can be applied to real-world problems in engineering and the physical sciences.

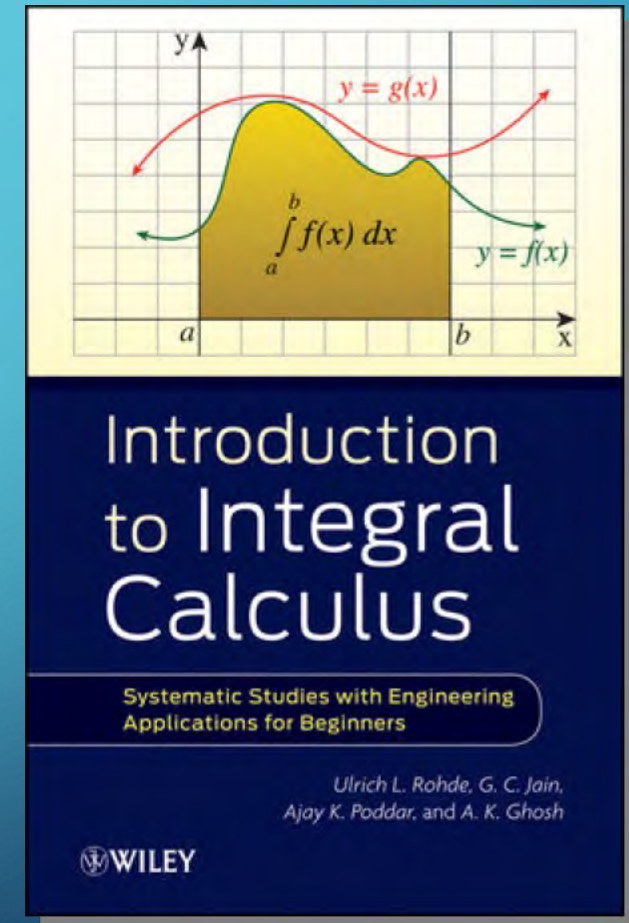
- Concepts of function, continuity, and derivative
- Properties of exponential and logarithmic function
- Inverse trigonometric functions and their properties
- Derivatives of higher order
- Methods to find maximum and minimum values of a function
- Hyperbolic functions and their properties



From 2012

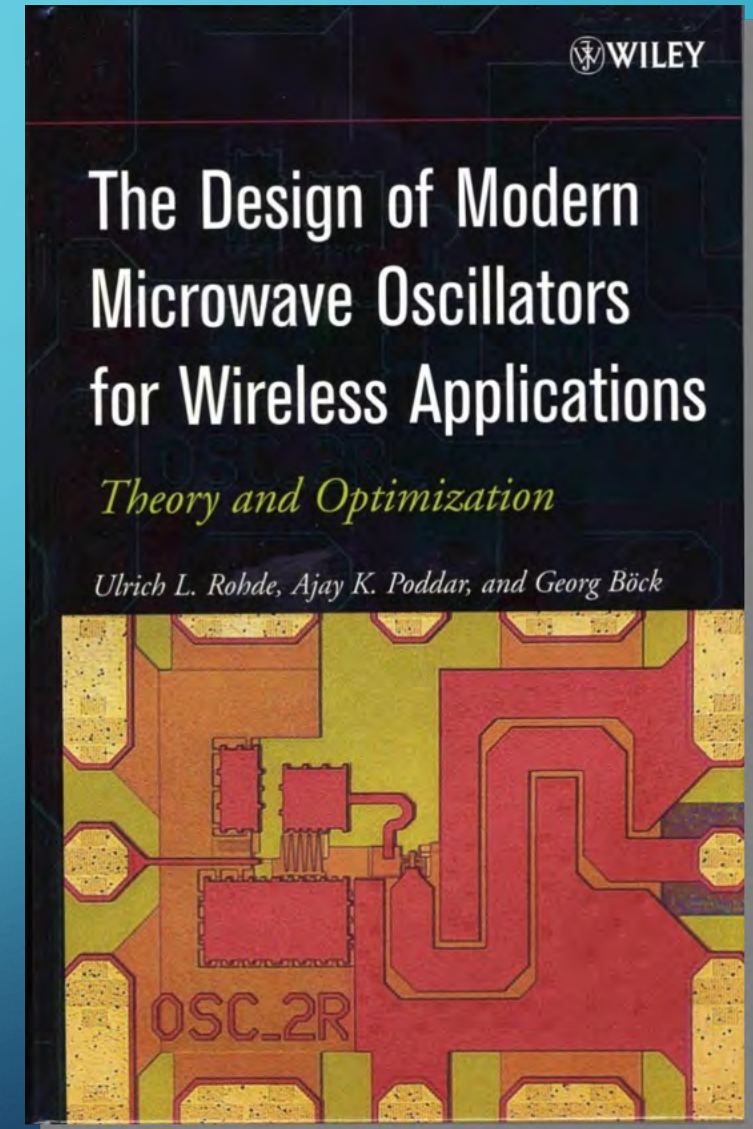
Integration is an important function of calculus, and Introduction to Integral Calculus combines fundamental concepts with scientific problems to develop intuition and skills for solving mathematical problems related to engineering and the physical sciences

- Mastering and applying the first and second fundamental theorems of calculus to compute definite integrals
- Defining the natural logarithmic function using calculus
- Evaluating definite integrals
- Calculating plane areas bounded by curves
- Applying basic concepts of differential equations to solve ordinary differential equations



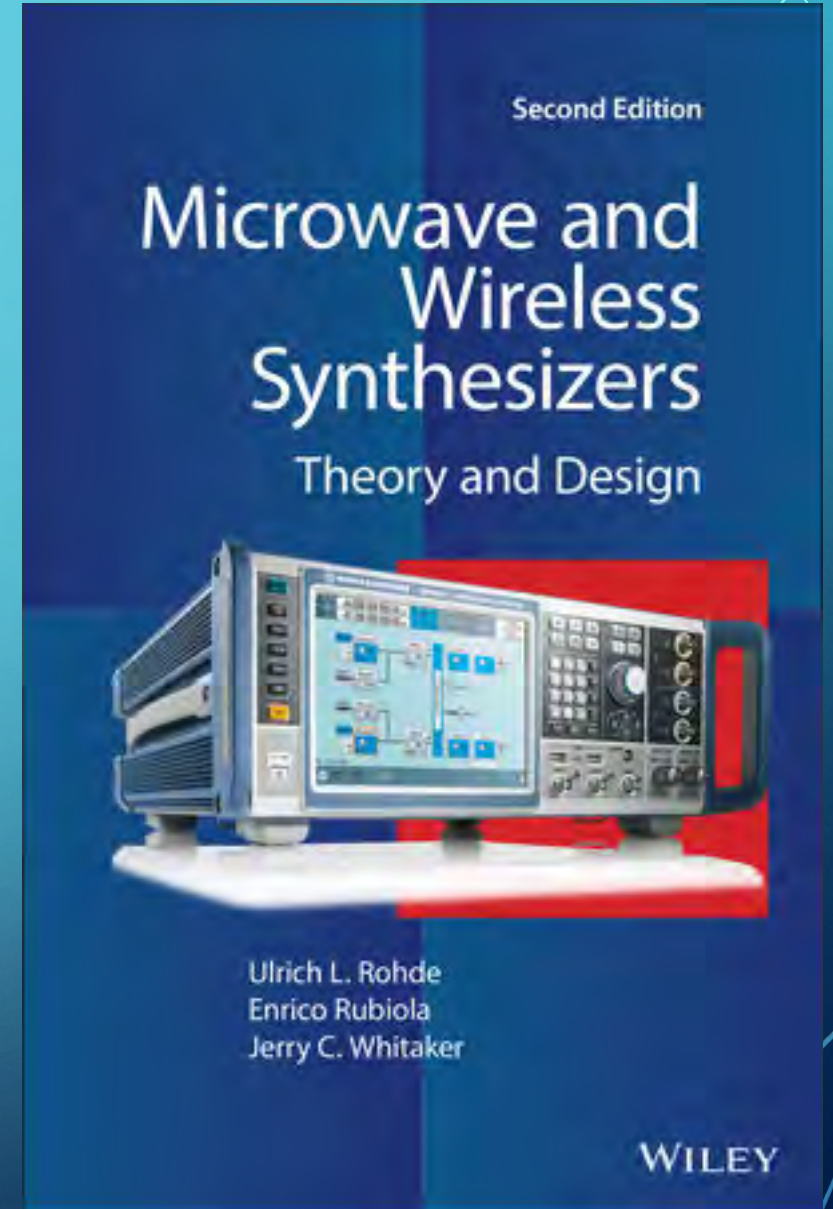
From 2005

- Oscillator performance can make or break a system performance
- Covers RF to millimeter wave circuits
- Most advanced text book on this topic
- Ideal reference material



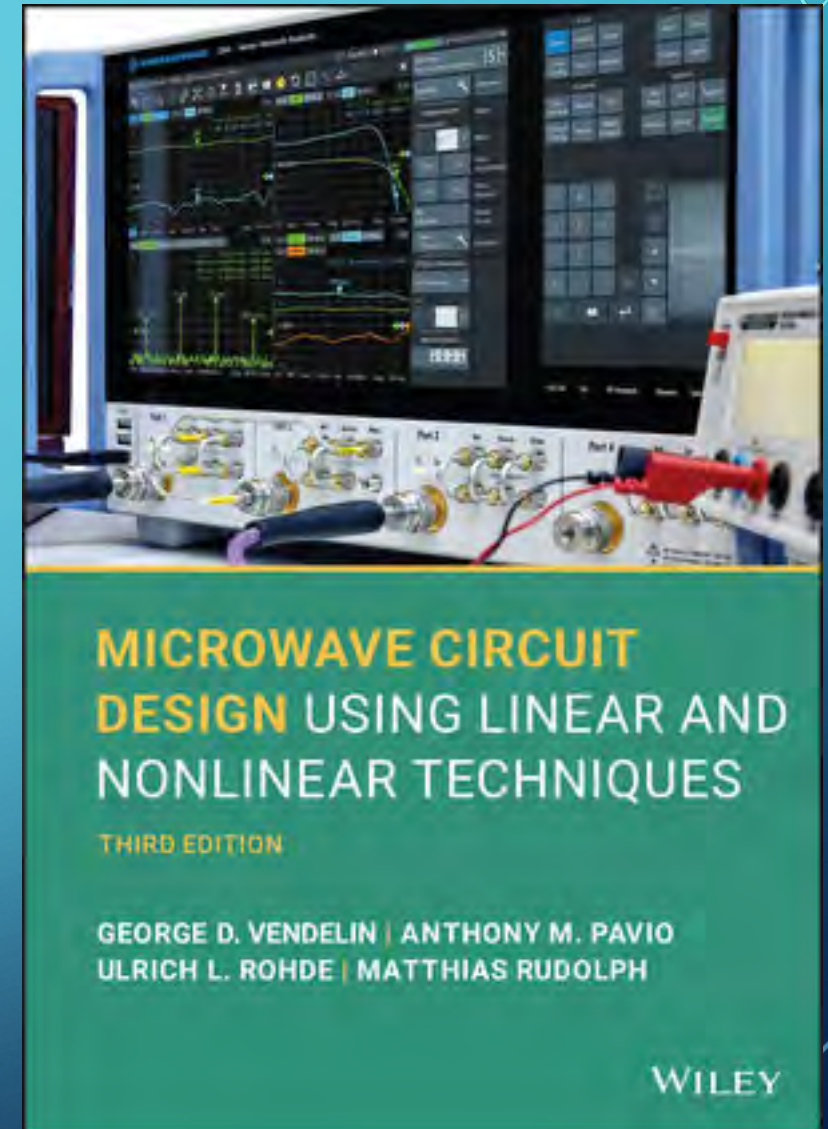
From 1997 > 2021

- Microwave and Wireless Synthesizers-the first book to emphasize both practical circuit information from RF to millimeter-wave frequencies and up-to-date theory.
- In-depth look at the practical side of the phase-lock loop (PLL) in synthesizers-including special loops, loop components, and practical circuits-material
- Second edition 2021



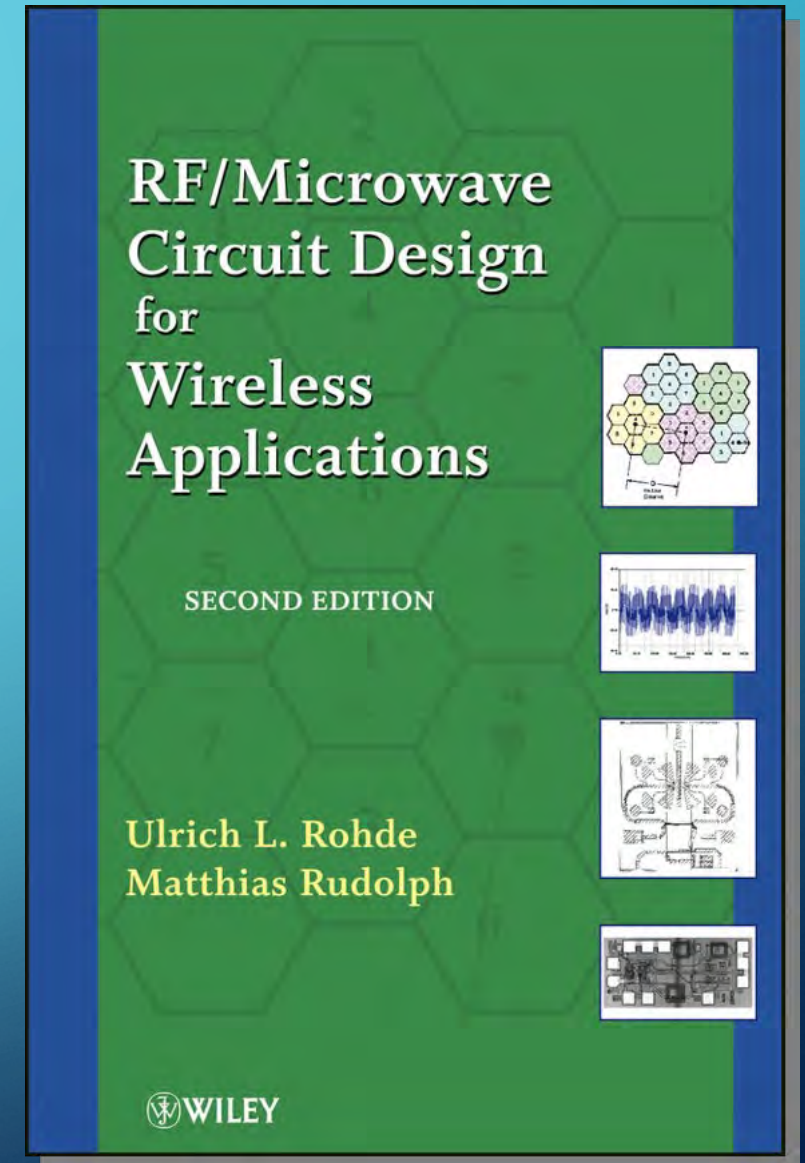
From 2005 > 2021

- Linear and nonlinear circuit analysis treatment
3rd edition 2021
- Best in class
- Covers all relevant material
- Ideal reference material



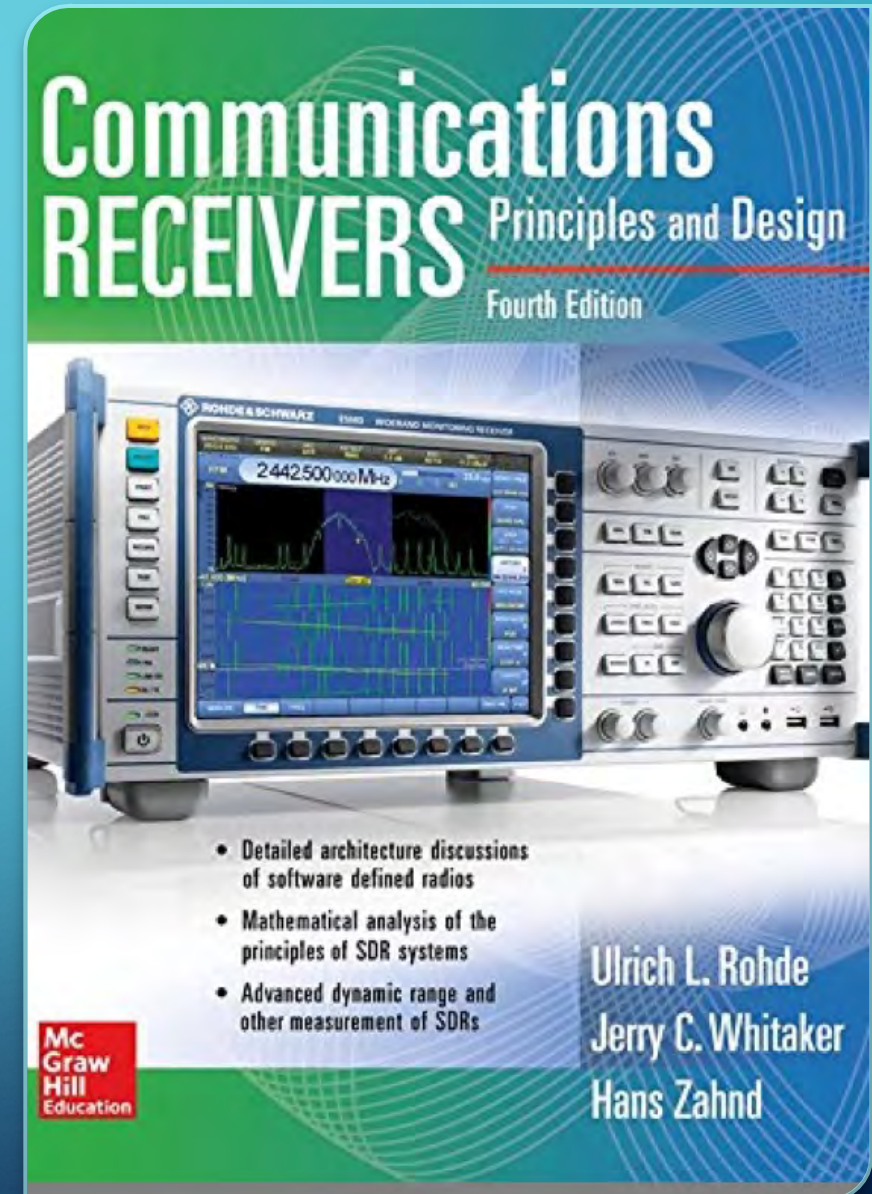
From 2013

- Education in English international technology language
- Focus on theory and real life application
- Material presented at international conferences
- Result of technology exchange or transfer
- Covers modern cellular radio technology, analog and digital



FROM 1988>2017

- State of the art communication technology
- Covers high performance application
- Good reference for past and modern design



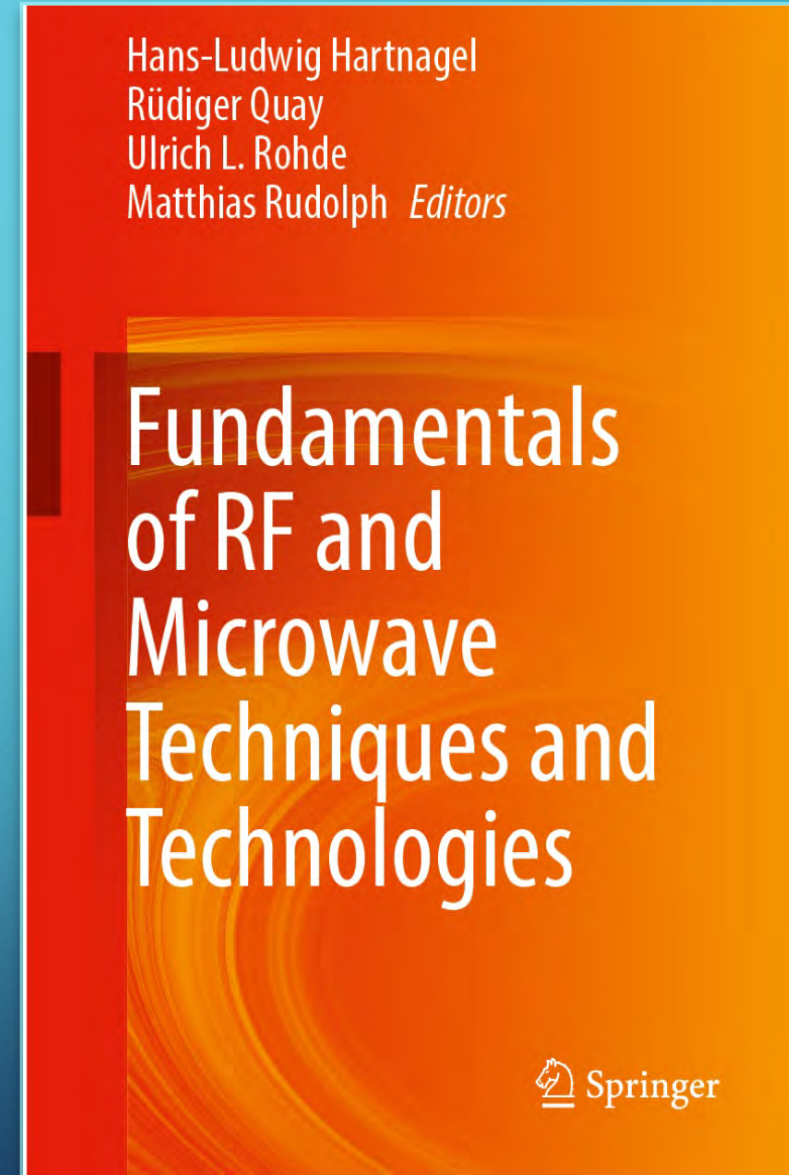
From 2023

Successor of Zinke – Brunswig textbook, now in English

Starting with the fundamentals it provides state-of-the-art theory, design, and applications of all RF and Microwave Techniques and Technologies

Covers:

- RLC circuits, transmission-line theory, antenna theory and noise statistics and physics
- Active microwave semiconductors, amplifier, mixer and oscillator circuits and SDR based systems
- Digital signal modulation schemes.



2026

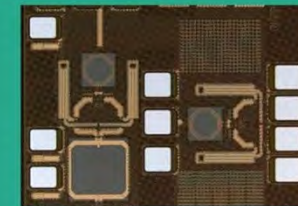
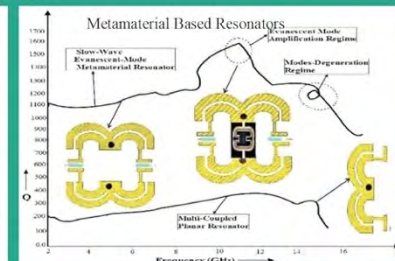
High end text book for engineers studying to become microwave engineers

- Covering top material close to Terahertz frequencies

Ulrich L. Rohde
Ajay K. Poddar
Matthias Rudolph

Transistor Applications from RF to Microwave Frequencies

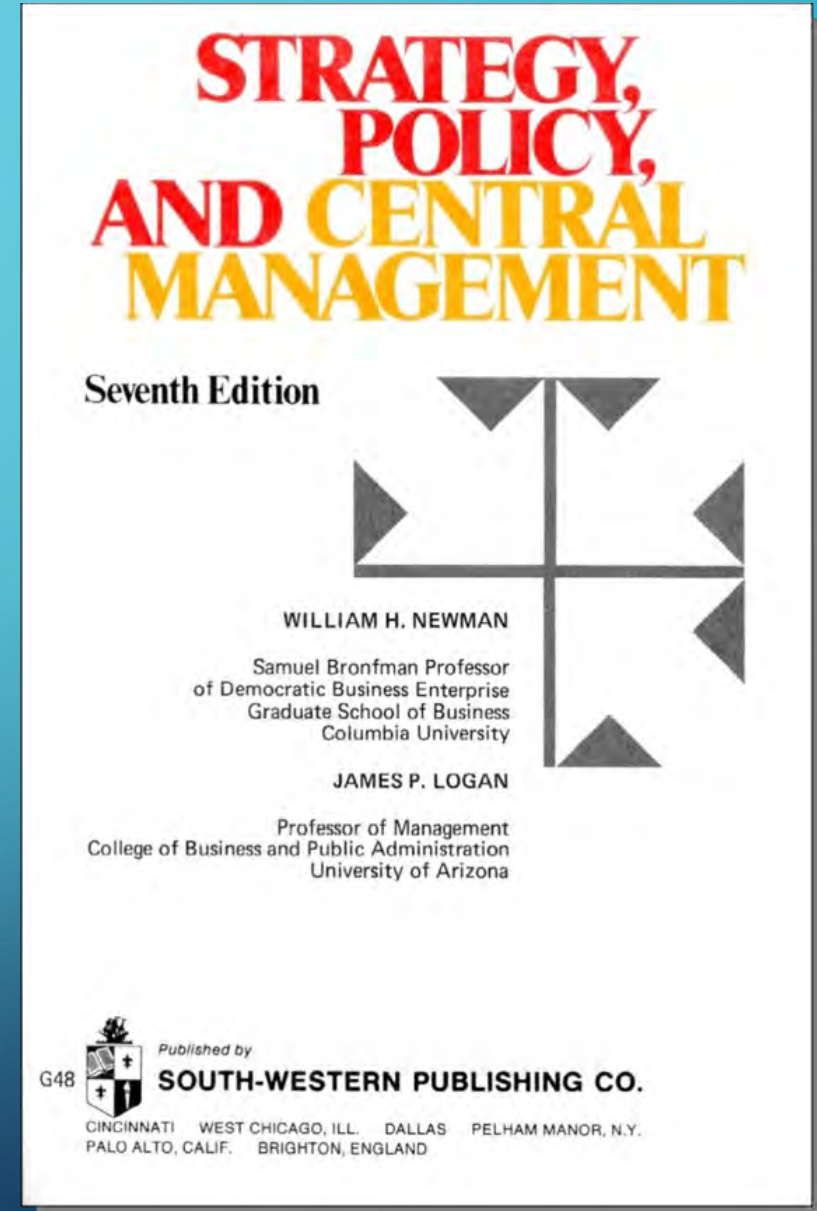
Theory of SiGe HBTs and pHEMTs and
practical circuits up to Sub Terahertz frequencies



WILEY

From 2009

- Success by implementing strategy, policies and central management
- Focus on market needs and cost effective manufacturing
- Watch your competitors at international conferences and adapt products
- Learn from technology exchange



Models of consumer behaviour: The state of the art

BLACKWELL, MINARD AND ENGEL

From 1981 > 2009

- Success by watching consumer behavior
- Listen to the customers needs
- Decisions are made on perceptions more often than reality
- Compatibility with existing technologies or products is key to success



Thank You



- You need a good mix between tradition and society demands
- Students come from all countries and become global professionals
- Country barriers are disappearing
- Success lies in education and commitment to excellency
- Good luck with all the Pomp and Circumstances !