



**Simulators for SI, PI, EMC can
minimise / eliminate design iterations,
and justifying their high cost is easy**



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Doing SI, PI, EMC *right first time*

- Computer motherboard manufacturers have been achieving right first time design for SI, PI and EMC, for over 20 years...
 - using computer-aided engineering tools that originally cost \$1million per seat
- They had to, because their product's sales life was only 90 days...
 - so they had no time to fail any tests and iterate any PCBs, even once



Doing SI, PI, EMC *right first time* (2)

- The CAE tools they use are now much better...
 - and much less expensive (approx. \$250,000)...
 - and easy to justify financially because they can pay back on the first project...
 - or in the first year
- Let's take a quick look at how they help us get to market as quick as possible...



Doing SI, PI, EMC *right first time* (3)

- Circuit designer uses SPICE or IBIS simulators...
 - to prove the initial schematic meets the SI and PI targets and functions as specified...
 - the main problem can be getting accurate SPICE or IBIS models of new ICs in time



Doing SI, PI, EMC *right first time* (4)

- Circuit designer netlists the completed schematic to the PCB designer...
 - and also specifies the electrical issues which depend on aspects of PCB design, e.g...
 - critical component placements, noise margins, crosstalk limits, skew limits, max propagation times, characteristic impedances, max inductances, etc...
 - all with their associated tolerances



Doing SI, PI, EMC *right first time* (5)

- PCB designer does the initial board placement and layout...
 - then chooses simulation models for all components (active or passive)...
 - not already chosen by the circuit designer...
 - and for any cables/connectors...
 - then uses Field Solvers to create models of certain structures (e.g. connectors, large/tall components) for which no models are available



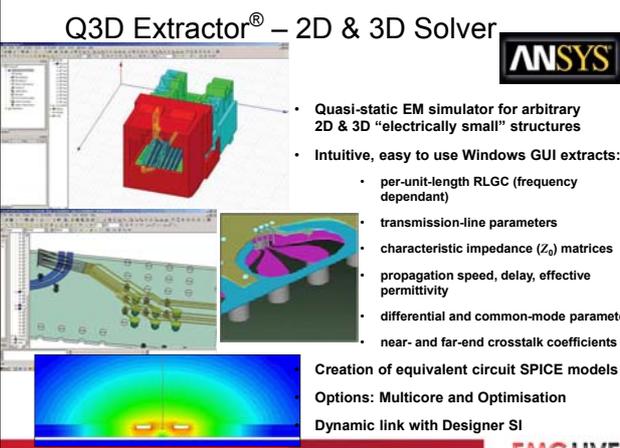
Member



Member



Q3D Extractor® – 2D & 3D Solver



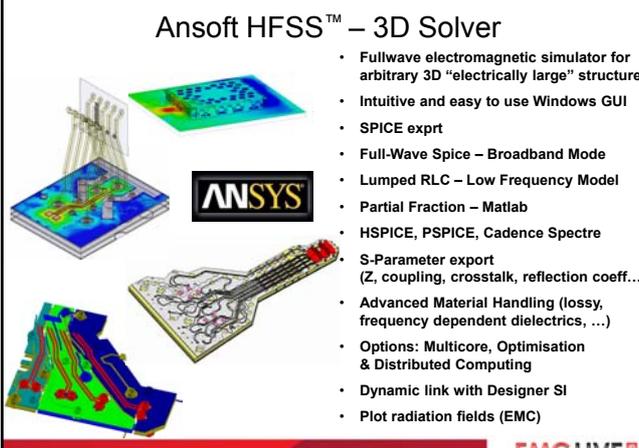
ANSYS

- Quasi-static EM simulator for arbitrary 2D & 3D “electrically small” structures
- Intuitive, easy to use Windows GUI extracts:
 - per-unit-length RLGC (frequency dependant)
 - transmission-line parameters
 - characteristic impedance (Z_0) matrices
 - propagation speed, delay, effective permittivity
 - differential and common-mode parameters
 - near- and far-end crosstalk coefficients

Creation of equivalent circuit SPICE models
 Options: Multicore and Optimisation
 Dynamic link with Designer SI

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Ansoft HFSS™ – 3D Solver



ANSYS

- Fullwave electromagnetic simulator for arbitrary 3D “electrically large” structures
- Intuitive and easy to use Windows GUI
- SPICE export
- Full-Wave Spice – Broadband Mode
- Lumped RLC – Low Frequency Model
- Partial Fraction – Matlab
- HSPICE, PSpice, Cadence Spectre
- S-Parameter export (Z, coupling, crosstalk, reflection coeff...)
- Advanced Material Handling (lossy, frequency dependent dielectrics, ...)
- Options: Multicore, Optimisation & Distributed Computing
- Dynamic link with Designer SI
- Plot radiation fields (EMC)

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Doing SI, PI, EMC *right first time* (6)

- PCB designer then uses a Field Solver to extract critical PCB characteristics (R, L, C; prop. delay; ground bounce; Z_0 ; etc..) from the 1st draft board layout...
 - and sends them back to the circuit designer for inclusion in the circuit simulation
- These are the strays / parasitics that make up the (so-called) “hidden schematic”...
 - and cause SI (crosstalk, signal distortion, poor noise margins, poor S/N ratios, etc.) PI and EMC problems

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Doing SI, PI, EMC *right first time* (7)

- **Now here’s the clever bit...**
 - the circuit designer re-simulates the schematic using SPICE or IBIS...
 - with the critical “hidden schematic” board layout parameters automatically included...
 - no human can do this (much too complex)...
 - and modifies the design as necessary to meet all the spec’s

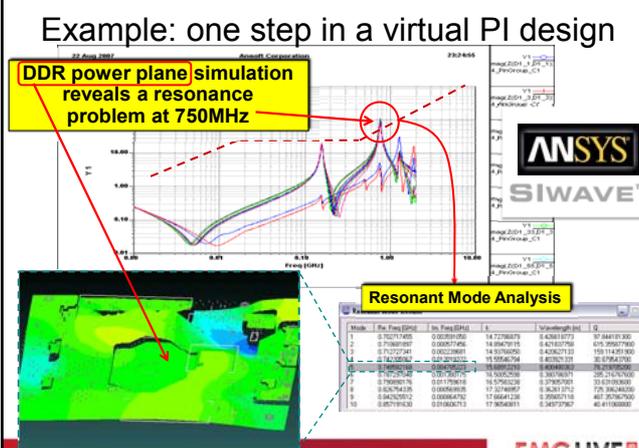
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Doing SI, PI, EMC *right first time* (8)

- Circuit designer then netlists the 2nd draft design to the PCB designer...
 - along with any requests for changes in component placement, routing, etc.
- PCB designer and circuit designer repeat the above steps...
 - iterating the *virtual* design until both are happy with the results

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Example: one step in a virtual PI design



ANSYS SIWAVE™

DDR power plane simulation reveals a resonance problem at 750MHz

Resonant Mode Analysis

| Mode | Re. Freq (GHz) | Im. Freq (GHz) | Q | Wavelength (mm) | Q |
|------|----------------|----------------|------------|-----------------|-------------|
| 1 | 0.75000000 | 0.00000000 | 14.778675 | 0.40000000 | 10.4417150 |
| 2 | 0.75000000 | 0.00000000 | 14.8547015 | 0.41167700 | 675.3230700 |
| 3 | 0.75000000 | 0.00000000 | 14.9307280 | 0.42335400 | 120.1442400 |
| 4 | 0.75000000 | 0.00000000 | 15.0067545 | 0.43503100 | 30.2084700 |
| 5 | 0.75000000 | 0.00000000 | 15.0827810 | 0.44670800 | 10.2400000 |
| 6 | 0.75000000 | 0.00000000 | 15.1588075 | 0.45838500 | 5.1200000 |
| 7 | 0.75000000 | 0.00000000 | 15.2348340 | 0.47006200 | 2.5600000 |
| 8 | 0.75000000 | 0.00000000 | 15.3108605 | 0.48173900 | 1.2800000 |
| 9 | 0.75000000 | 0.00000000 | 15.3868870 | 0.49341600 | 0.6400000 |
| 10 | 0.75000000 | 0.00000000 | 15.4629135 | 0.50509300 | 0.3200000 |

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Doing SI, PI, EMC *right first time* (9)

- In 2007, that PI simulation took 7 minutes on a good-quality desktop PC...
 - it took 4 iterations to ‘tame’ the DDR power plane problems by adding decouplers, with no impedances > 50% of the PI spec...
 - 40 minutes overall, but modern PCs are much more powerful, and cost less
- Notice other power plane resonances...
 - that still remain to be fixed, and then there are the other layers to simulate and fix



Doing SI, PI, EMC *right first time* (10)

- Finally, the PCB designer runs a complete extraction of all board characteristics...
 - not just what had been assumed would be critical...
 - and the Circuit designer runs a SPICE/IBIS simulation with the full ‘hidden schematic’...
 - as a final check that nothing has been overlooked
- These simulations need powerful computers if we want to have them done in a day or so



Doing SI, PI, EMC *right first time* (11)

- Then the Circuit designer runs Monte-Carlo (or similar) analysis...
 - to see whether real-life tolerances & variations (e.g. initial tolerances, aging, tempco’s, etc.) will still allow all the specifications to be met...
 - and ensure that the board manufacturing tolerances required are within the chosen manufacturer’s capabilities...
 - modifications may be needed to both the *virtual* schematic, BOM and *virtual* PCB layout



Doing SI, PI, EMC *right first time* (12)

- For a PC with typical shielding / filtering...
 - a motherboard designed in this way can proceed directly to manufacture...
 - knowing that all technical spec’s for SI, PI and EMC will be met with a good yield in production
- **No physical prototyping!**
 - and no pre-compliance testing or design re-spins...
 - the first motherboard actually assembled can be immediately sold to a customer



Doing SI, PI, EMC *right first time* (13)

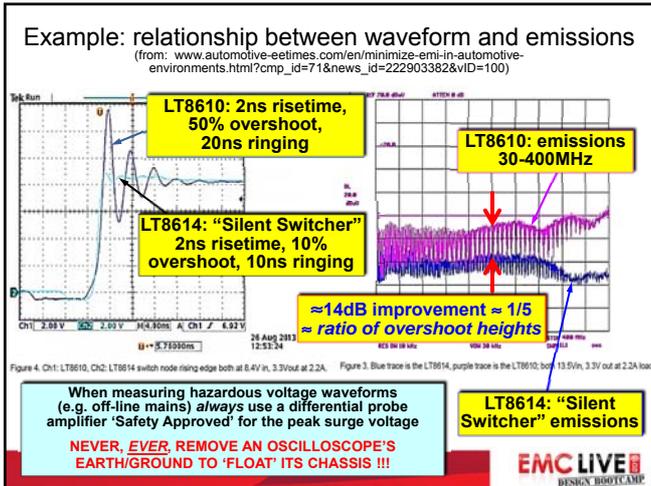
- **This virtual design process is well-proven to be 100% accurate for SI and PI...**
 - but there are (as yet) no simulation tools for *precisely* determining what will be the EMC emissions and immunity...
 - for the final PCB(s) assembled in the final enclosure(s) and connected to cables...
 - however, the tools are getting much better and (with a bit of EMC competence) can be used to specify the filters, shielding, etc., required



Doing SI, PI, EMC *right first time* (14)

- There is an (almost!) perfect relationship between SI, PI and EMC...
 - the ‘cleaner’ and less distorted the waveforms, the lower the emissions (and *vice-versa*)
- For a modern PC motherboard, good EMC for digital and DC/DC converter circuits can generally be achieved...
 - by setting 5 to 10 times tougher limits for SI and PI than are needed to meet the functional spec’s





Doing SI, PI, EMC *right first time* (15)

- Digital circuits' emissions and immunity are generally closely related...
 - i.e. frequencies at which emissions are higher, will be more susceptible...
 - e.g. passing CISPR 22 Class A emissions typically means passing CISPR 24 immunity (±6dB or so)...
 - where radiated/conducted immunity test levels are higher than 3V (whether rms or per meter)...
 - emissions (hence SI and PI spec's) should be correspondingly lower than CISPR 22 Class A



Doing SI, PI, EMC *right first time* (16)

- Low-frequency analogue circuits don't have appreciable RF emissions, when operating linearly...
 - but beware of RF emissions caused by overdrive, clipping, instability...
- but all are susceptible to >1GHz noise...
- so simulating the RF resonances of conductors and components (i.e. their "accidental antenna" behaviour) is a powerful technique for EMC design



Doing SI, PI, EMC *right first time* (17)

- Achieving good EMC by achieving much better SI and PI specifications, gives the *lowest overall cost of manufacture*...
 - because it costs much less to achieve EMC by spending more on BOMs and boards...
 - than adding filtering/shielding after failing tests...
 - and also saves project cost/time, getting new products to market more quickly...
 - by quickly/easily meeting functional spec's and so reducing (eliminating?) the number of design respins

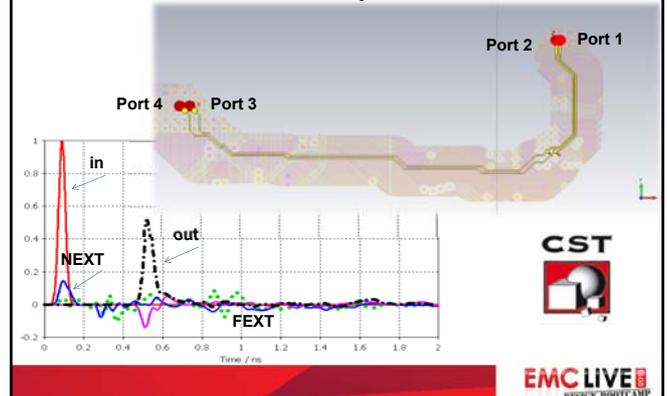


Doing SI, PI, EMC *right first time* (18)

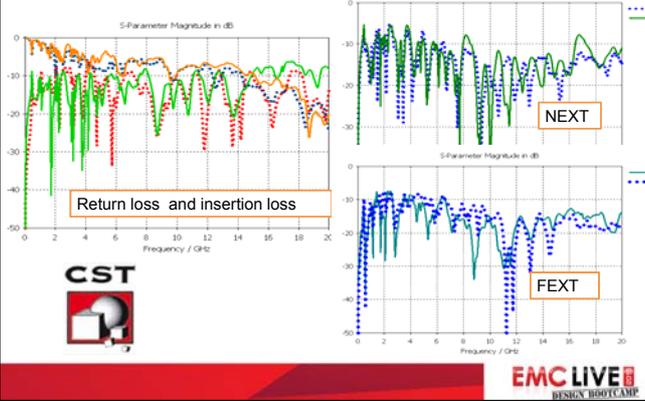
- Of course long power cables will need filtering and surge suppression...
 - and signal cables will need filtering / shielding / ESD / surge suppression, and some/all PCB areas may need board-level-shielding...
- but it is easy to make provision for them, (using proven good EMC design practices)...
 - because ensuring that every board's SI and PI is 5 to 10 times better than needed for functionality, means few/no EMC surprises...
 - e.g. from unexpected RF resonances



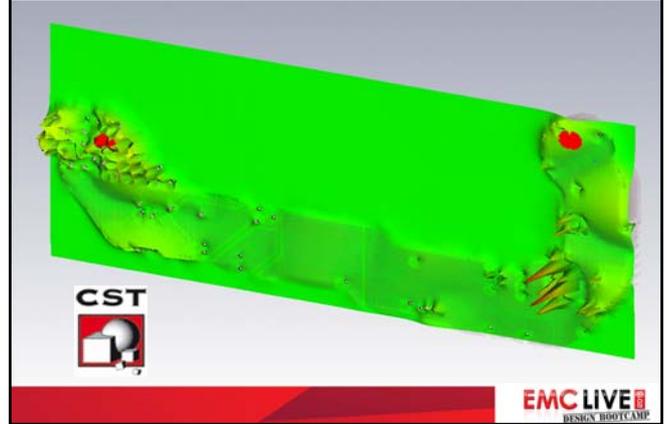
Simulation examples from CST



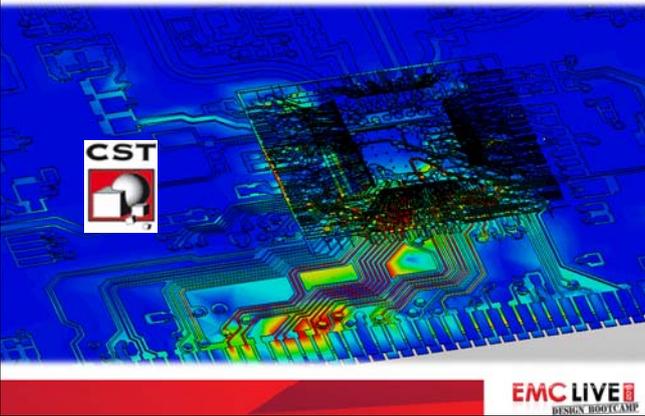
Simulation examples from CST (2)



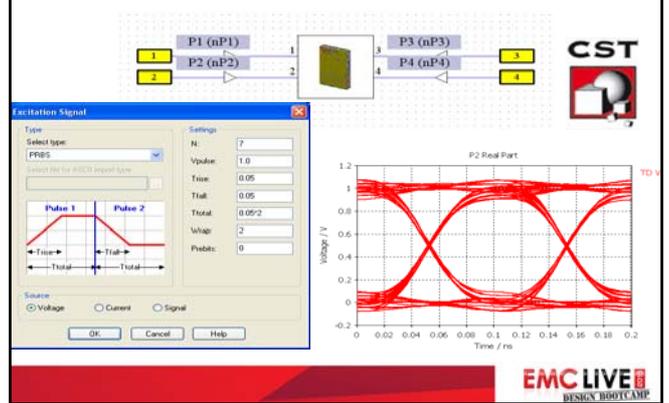
Simulation examples from CST (3)



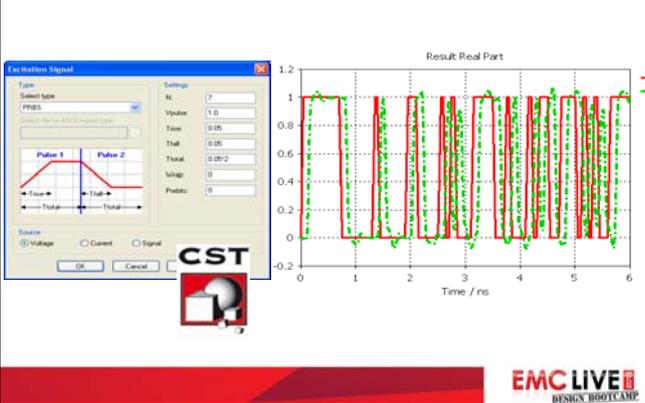
Simulation examples from CST (4)



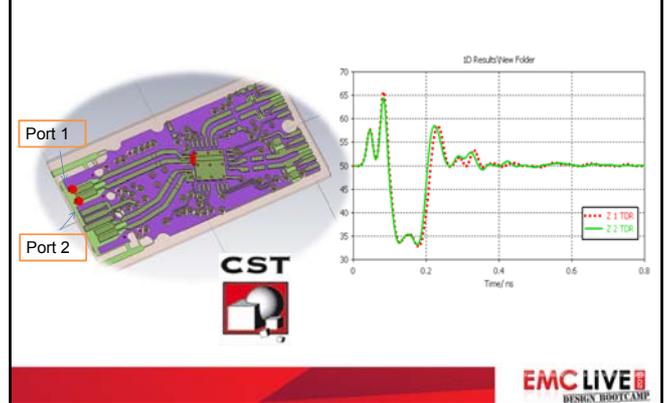
Simulation examples from CST (5)



Simulation examples from CST (6)



Simulation examples from CST (7)



Justifying the purchase of the required simulators

- Most companies are run for purely financial reasons these days...
 - by non-engineers, usually financial people...
 - who don't understand what it is that we engineers actually do...
 - or how we do it...
 - even if they were once engineers...
 - they will probably have been overwhelmed by financial issues and not be up to date with design

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Justifying the purchase of the required simulators (2)

- To do our engineering for the best financial performance of our employers...
 - we need to provide them with the information they need to manage us effectively
- But they only understand 'finance-speak'...
 - which we engineers must learn in order to communicate effectively with them...
 - *because there is no way they are ever going to understand our language !*

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Justifying the purchase of the required simulators (3)

- We only need to use gambling language...
 - A) What is the value of the prize?
 - the Return On Investment: ROI
 - B) How much is the stake?
 - the amount invested
 - C) When is the break-even point?
 - when investment + interest is paid back
 - D) What is the likelihood of success?

We must use this order !!!

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Justifying the purchase of the required simulators (4)

- We must limit our communications with managers to issues of...
 - Money (always stating the prize value first!)
 - Time
 - Probability
 - with any/all engineering issues summarised *in plain normal everyday language...*
 - using no technical terms, mathematics, acronyms, jargon, standards numbers (e.g. CISPR 22) **at all !**

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Justifying the purchase of the required simulators (5)

- To be able to make such a 'business case' requires assessing *all relevant issues* for the *entire* organisation, *and* costing them...
 - ± 30% (or worse) accuracy usually good enough, (it is usually impossible to do any better!)
 - yes, this involves doing more work, *and* moving outside our comfort zone, *and* making imprecise estimates...
 - and yes, it is a cruel, hard world – but huge rewards await those who take on this challenge!

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Justifying the purchase of the required simulators (6)

- Our managers *will* take our ideas and present them as being their own...
 - to make themselves look good in front of their peer group (other managers) and bosses...
 - but *we must not mind this...*
 - we engineers will be getting what we need to help make our organisation more successful...
 - and our managers will always remember who it was that made them look good!

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Justifying the purchase of the required simulators (7)

- What we are really talking about in this webinar is reducing 'financial risk'...
 - i.e. the uncertainty in the time it will take to (successfully!) bring a new product to market...
 - bearing in mind the large financial investment that has gone into its design, development, preparations for manufacture, marketing, etc...
- very much more than just the cost of our salaries



Justifying the purchase of the required simulators (8)

- Purchasing a simulator for \$250,000...
 - being trained on it, and using it fully...
 - could easily save a months' time to market (with, say, a 50/50 probability)...
 - which the Sales/Marketing boss might say was worth \$1 million
- There is *always* money available for investment in a 'no-brainer' like this!
 - if we make our proposal in the right way



Justifying the purchase of the required simulators (9)

- Most financial managers/bosses would be *totally appalled* by the financial risks their organisations are unwittingly exposed to...
 - by engineering decisions that we engineers take on our own...
 - without discussing with them first...
 - *because they can't speak our language!*
 - *and we don't speak theirs!*



Justifying the purchase of the required simulators (10)

- I sincerely believe that the lack of effective communication between engineers and their managers...
 - is what is holding most design/manufacturing companies back
- I see a lot of 'low hanging fruit' in most organisations...
 - where effective communication and understanding would pay back handsomely, and often very quickly



Justifying the purchase of the required simulators (11)

- The intelligent use of costly simulators will soon make all the difference...
 - between companies bringing ever-more-complex electronics to market on time...
 - without most being returned under warranty, or alienating their market with high costs, poor performance or too-many bug-fixes...
 - and the companies sliding towards oblivion...
 - because their engineers cannot effectively communicate what they need, to their managers



Thanks for attending!

Don't miss our 3 day event in April!
April 28-30, 2015
www.emclive2015.com



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