**LabVIEW Tools Network - New Product Information**

All information requested in this document is **REQUIRED** to create your online product listing in the LabVIEW Tools Network. The only exception is any asset not developed yet such as videos, demos, case studies, etc. This information will also be utilized to create internal NI marketing and sales enablement documentation.

**CONTACT INFORMATION**

|  |  |
| --- | --- |
| **Company Name:** | National Instruments |
| **Marketing Contact:** | Chris Larson |
| **Marketing Contact Email:** | [Chris.larson@ni.com](mailto:Chris.larson@ni.com) |
| **Marketing Contact Phone:** | 512-683-9327 |

**PRODUCT INFORMATION***Information gathered in this section will be used for the online product listing.* [*See an example*](https://docs.google.com/file/d/0BzJAIYw2rcyRZlYtNzR6LWZSclE/edit)*.*

|  |  |
| --- | --- |
| **Product Name**: *Refer to the* [*NI Trademark and Brand Guidelines*](http://www.ni.com/legal/trademarks/)  *(Ex.* [*RF Studio for the USRP*](http://sine.ni.com/nips/cds/view/p/nid/211870)*)* | Web Messaging for NI myRIO |
| **Product Subheading (Brief Product Description):** *(Ex. Full-Featured RF Record and Playback Tool Suite -* [*see an example*](http://sine.ni.com/nips/cds/view/p/nid/211870)*)* | Web based messaging for NI myRIO applications |
| **Please enter the Product Offering Type:**  **Free -** Product is offered at no cost  **Reference -** Contacts are referred to the provider to purchase the product  **Sold Through NI –** The product is sold through the NI sales channel | Free |
| **What are the main benefits and features of the product? These will be used as bullet points on your product model page. Please use a mixture of both benefits and features.** *(*[*Review this document*](http://marketingforrealresults.com/articles/the-psychological-reason-behind-features-vs-benefits/) *for guidance on the difference between “features” and “benefits”.)*  **Ex.** *A* ***feature*** *is a descriptive phrase about your product or service. “We have the best materials”. A* ***benefit*** *explains what the feature gives them. “Lasts longer, so it saves you money”.* | (90 character limit per bullet; Please prioritize and list only 6)  1. Use your mobile phone to check the status of your NI myRIO application  2. Quickly prototype mobile apps without investing in complicated new tools  3. Send LabVIEW error messages to make remote debugging easier  4. Send decision enabling messages in real-time to your web browser  5. Use LabVIEW to build smart home prototypes with web interfaces  6. Easily deploy Web Messaging code to NI myRIO and other NI hardware |
| **What customer challenge does this product help address or solve?** | Embedded hardware is often installed in difficult to reach locations, Web Messaging for NI myRIO makes it easy to get up to date status information from anywhere. |
| **What are your suggested external keywords for this product?** *(*[*Think Google searches*](https://support.google.com/adwords/answer/2453981?hl=en) *- learn more)* | Mobile app, web app, messaging, remote debugging, iOS, Android, Internet of Things, connected, smart home, smart factory, smart apps |
| **Please categorize the product into one of the following (copy and paste to the right):**   * UI Controls * Architectures * Software Engineering Tools * Code Libraries (VIs) * Other | Code Libraries (VIs) |
| **What Operating Systems does the product support?**   * **Windows** * **Mac OS** * **Linux** * **Compatible with Real-Time** | Windows  Mac OS  Linux  Compatible with Real-Time |
| **What versions of LabVIEW does the product support?**   * **LabVIEW 8.5** * **LabVIEW 8.6** * **LabVIEW 2009** * **LabVIEW 2010** * **LabVIEW 2011** * **LabVIEW 2012** * **LabVIEW 2013** | >= LabVIEW 2013 |
| **From this list of applications, select which ones your product supports (copy and paste to the right):**   * Development Tools & Validation * Analysis, Processing, and Generation * Integrating with Hardware * Integrating with Third Party Software * Control & Simulation * Robotics * Data Management, Logging, and Reporting * Distribution * Image Processing * Dataloggers | Development Tools & Validation  Analysis, Processing, and Generation  Integrating with Hardware  Integrating with Third Party Software  Control & Simulation  Robotics  Data Management, Logging, and Reporting  Distribution  Image Processing  Dataloggers |
|  |  |

**PRODUCT DESCRIPTION/MESSAGING**

**Product Overview:**

*In the space below, please provide a 250-300 word overview of the product. This will be used on the Overview tab of your product model page.*

**Product Abstracts:**

*From your overview above, please condense the main points to a 25, 50, 100 abstract for use on the model page and in other marketing materials.*

|  |  |
| --- | --- |
| 100 Word Abstract |  |
| 50 Word Abstract |  |
| 25 Word Abstract |  |

**IMAGE REQUIREMENTS**

List the names of your files below and upload them to the Basecamp Project. **Refer to the** [**LabVIEW Tools Network Image Style Guide**](https://decibel.ni.com/content/docs/DOC-24061) **for specific image and screenshot guidelines**. These images will be utilized in multiple vehicles such as web, email, presentations, and print.

|  |  |
| --- | --- |
| Screenshots |  |
| Product Icon |  |
| Product Images |  |
|  |  |

**SUPPORT INFORMATION**

**Support Contact:**

*For customer support, please provide the contact information for your company.*

|  |  |
| --- | --- |
| Provider Support Phone # |  |
| Provider Support Website | <https://myRIO.niwsc.com> |
| Provider Support Email |  |

**Technical Documentation/Related Materials:**

*Please list the urls for current help documents, videos, technical papers, demos, etc., or attach to this Basecamp Project task. This information will be utilized in the Resources Tab on the product model page. Only 8 resources can be referenced so please prioritize.*

|  |  |
| --- | --- |
| Help Docs/Technical Papers | <https://myrio.niwsc.com/help> |
| Videos | <https://myrio.niwsc.com/videos> |
| Demos | <https://myrio.niwsc.com/demos> |
| Podcasts |  |
| Product Page | <https://myrio.niwsc.com> |
| Other |  |