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Advances in
Mathematical Models and
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Proceedings of the 7th International Conference on
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# Table of Contents

**Plenary Lecture 1: New Product Development, Multi-BOARD – From Idea to Prototype**  
Mihaiela Iliescu  

**Variational Methods in Signal and Image Processing**  
Xu Wang, Erchin Serpedin, Khalid Qaraqe  

**Aspects Regarding the Equivalent Input Impedance of Antireciprocal Two-Ports**  
Dan George Tont  

**A Study on the Universal Approximation Capability of 2-Spherical Approximate Identity Neural Networks**  
Zarita Zainuddin, Saeed Panahian Fard  

**Some Properties of S-Decomposable Systems**  
Cristina Şerbănescu  

**Quality Estimation of Assembly Line Balance**  
Waldemar Grzechca, Michał Blachuciński  

**Representative Steps of Multi-BOARD Product Development**  
Mihaiela Iliescu, Eugen Ochea, Victor Visan, Corneliu Nastase  

**On the Use of Modern Evolutionary Algorithms in Source Reconstruction of Electromagnetic Fields**  
Pavel Tomasek  

**Aerospace Hybrid Lightweight Metallic Structures, Case Study – Design of a Turboprop Engine Support**  
Gabriel Dima, Ion Balcu  

**Modification of the Perfect Cipher for Practical Use**  
Petr Voborník  

**Steganography in Image using Discrete Wavelet Transformation**  
I. Badescu, C. Dumitrescu  

**The Effect of VAT on Productivity in China - based on the SFA Model Test**  
Jiang Yan Feng  

**The Choice of the Pyrometers used for Pyrogravure Devices**  
Adrian Petru, Aurel Lunguleasa
On the Use of Optimization Techniques in the Design of FSS
Pavel Tomasek

Self-Modulation by Resonant Jumps in Feedback Nonlinear Systems at Variation of Transfer Coefficient of Linear Part and Slope of the Constant-Range, Saturation-Type Nonlinearity
Mitica Temneanu

Statistical Deviations and Characteristics of Echogenicity Level in Substantia Nigra due to Different Contrast of Structures in B-Images
Blahuta Jiri, Cermak Petr, Dusek Zbynek, Novak David, Vecerek Michal

Education for Industry and Business of the Mechanical Engineering Students
Aurora Cătălina Ianăși

Supersonic and Hypersonic Flows on 2D Unstructured Context: Part III - Other Turbulence Models
Edisson S. G. Maciel, Nikos E. Mastorakis

Authors Index
Plenary Lecture 1

New Product Development, Multi-BOARD – From Idea to Prototype

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Abstract: There is the opportunity of new product development when a customer need, or market opportunity are estimated and, consequently sales and profit are expected. The steps followed in order to get from idea generation to prototype demonstration are evidenced. Aspects of strategic marketing, project management, as long as manufacturing of main component elements are evidenced by this lecture so, that, finally, a demonstration of how does the Multi-BOARD prototype work is offered.