

Embedded
COMPUTING DESIGN



The
**POWER
PAGE**

INDUSTRIAL
**AI & MACHINE
LEARNING**

AUTOMOTIVE
Embedded Systems

Embedded Europe

2018 Media Kit

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Powering the Electronics Industry

Embedded
COMPUTING DESIGN

INDUSTRIAL
A.I. & MACHINE
LEARNING



About

In the rapidly changing technology universe, embedded designers might be looking for an elusive component to eliminate noise, or they might want low-cost debugging tools to reduce the hours spent locating that last software bug. Embedded design is all about defining and controlling these details efficiently to produce the desired result within budget and on schedule.

Embedded Computing Design is the go-to, trusted property for information regarding embedded design and development. We cultivate the largest global community of embedded designers through our content leadership channels, including blogs, design articles, videos, news, and product information. Coverage comes in digital (websites, webcasts, interactive magazines, newsletters, online education, apps, videos, and social media), print magazines, and live event formats.. Markets and applications covered include IoT, Automotive, Medical, Industrial, Security, Power, Machine Learning, and more.

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Richard Nass Executive Vice President

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Rich's key responsibilities include setting the direction for all aspects of OpenSystems Media's Embedded and IoT product portfolios, including websites, E-newsletters, print and digital magazines, and various other digital and print activities. He was instrumental in developing the company's online educational portal, Embedded University. Previously, Rich was the Brand Director for UBM's award-winning Design News property. Prior to that, he led the content team for UBM Canon's Medical Devices Group, as well all custom properties and events in the U.S., Europe, and Asia. Rich has been in the engineering OEM industry for more than 25 years. In prior stints, he led the Content Team at EE Times, handling the Embedded and Custom groups, and the TechOnline DesignLine network of design engineering websites. Rich holds a BSEE degree from the New Jersey Institute of Technology.



Curt Schwaderer Editorial Director

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Curt is the publication's software expert. He has held technical leadership and management positions in various RTOS, embedded systems, and networking companies over his 30-year career. Curt cofounded and served as Chief Software Architect at IP Fabrics, Inc. before it was acquired by Yaana Technologies, where he is currently Vice President of Engineering. Curt is an embedded software and network processing patent holder. Curt received his BS and MS in Computer Engineering from Iowa State University.



Brandon Lewis Technology Editor

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Brandon is responsible for Embedded Computing Design's IoT Design and Automotive Embedded Systems brands, where he drives content strategy, positioning, and community engagement. He is also Embedded Computing Design's IoT Insider columnist, and enjoys covering topics that range from development kits and tools to cyber security and technology business models. Brandon received a BA in English Literature from Arizona State University, where he graduated cum laude.



Jamie Leland Content Assistant

jleland@opensystemsmedia.com

Jamie contributes and edits content and helps manage details and deadlines for everything from content publication to event planning. She was a freelance writer for several years, has a background in public relations and marketing, and holds a BA in Literature, Writing & Film from Arizona State University.

DEMOGRAPHICS

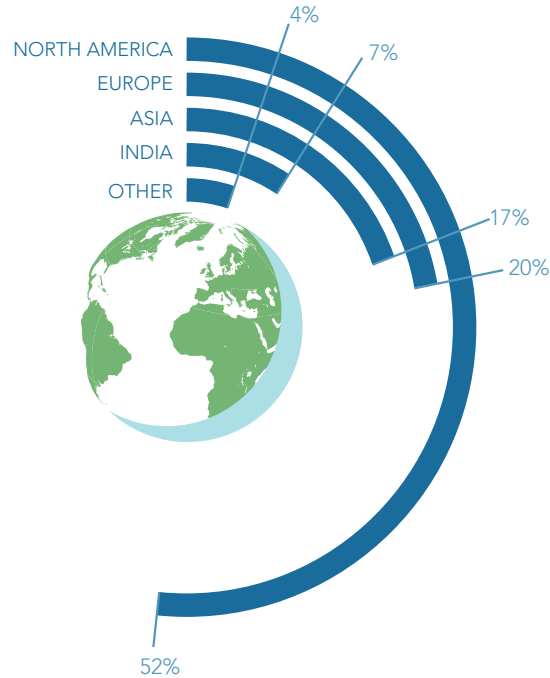
Total Database of 525,000 Subscribers

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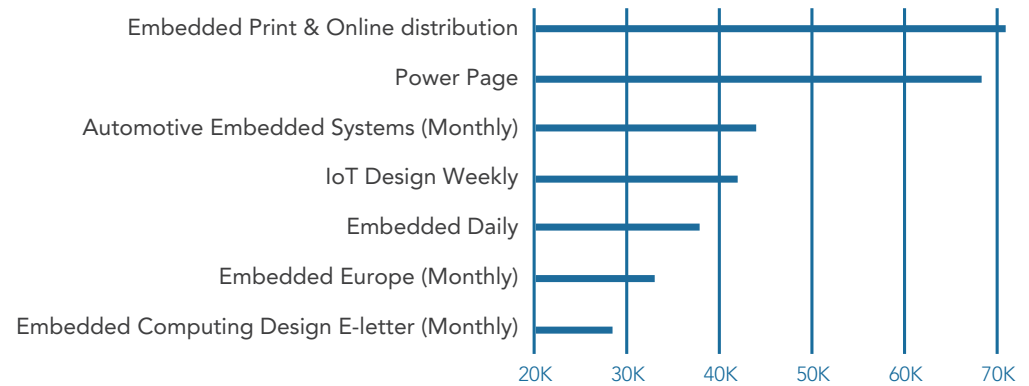
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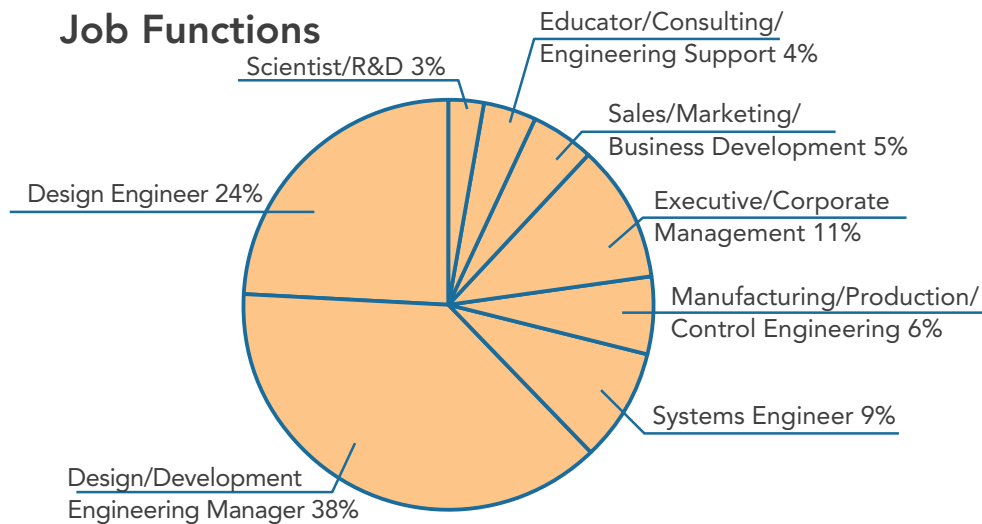
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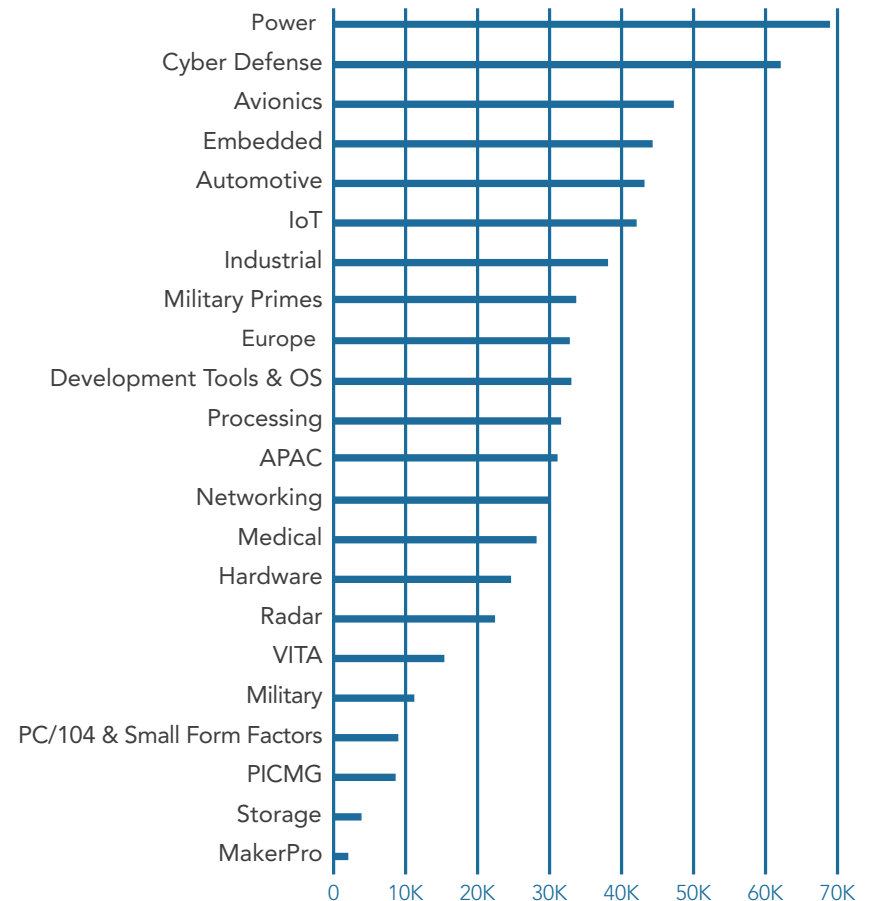
Print/Online and E-newsletter distribution



Job Functions



Custom Databases



MORE THAN
100,000
MONTHLY
VISITORS

MORE THAN
160,000
MONTHLY
PAGEVIEWS

7:27
TIME ONLINE

Embedded Computing Design Website

The Embedded Computing Design website (www.embedded-computing.com) is a two-way portal for embedded developers to exchange ideas, ask and answer questions, and glean the latest design information covering products, technologies, and techniques. This transfer of knowledge occurs through blogs, design articles, online education, webinars, executive interviews, videos, and more. The design community is encouraged to participate, and with traffic growing steadily every month, it has become the go-to place for industry-related information. The Embedded Computing Design site is built with a combination of two powerful real-time personalization tools: Uberflip and Marketo. Hence, through the actions of the engineer/reader, he/she is served the most useful content. This helps Embedded Computing Design satisfy its number one goal – helping engineers do their job.



www.embedded-computing.com uses the latest machine-learning tools, including Uberflip and Marketo, to personalize content so that each engineer sees the topics he or she is interested in.

Embedded

Embedded Daily
Thursday 10/27



IOT: FROM START TO FINISH

See how Intel bridges the gap between concept and reality with this real-world example.



Collaboration is the key to IoT innovation



Dan Yarmoluk, ATEK Access Technologies

With the ARM TechCon taking place this week, there are interesting IoT industry issues being discussed. As the industry grows, with billions of chips and billions of devices preceding the gigaset to trillions of devices, the globe from startups to established companies create a culture of collaboration.

New! Search and
Powered by Octopress

Security and



Ralph Moore,

As embedded systems protection of critical protection can be on



IoT Design Weekly, the industry source for products, news, and technologies supporting Internet of Things developers.

[View our archive](#) of past issues of the IoT Design E-newsletter.

IoT Design Weekly – 10.21.2016



HELPFUL RESOURCES FROM INTEL

Using Intel® IoT Gateway Technology is simpler than ever with this helpful resource.



Features



Regardless of your views or the social ethics of machine learning, it is undeniable that NSA's data collection has some stark similarities to the concept in technology today.

The POWER PAGE

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Embedded
COMPUTING DESIGN

July 2017

The Power Page, by embedded-computing.com, covers the latest news and technology in the power electronics industry.



Trying not to be hot:
Middle of summer a fine time to ponder thermal management

ECD Staff

Every aspect of a power system's operation generates heat, and how it is mitigated and handled should be a major consideration in every design – not just those related to power systems.

[Read More +](#)

IoT Development Kit Guide

Help for embedded and IoT design engineers to efficiently design kits for system prototyping.

[The Low-Risk Path to Embedded Architectures](#)

electronics and IoT re



Rory Dear, Eu

Off-the-shelf and new technology size-fits-all approach

Circulation: 38,943

Embedded Daily

The Embedded Daily is the only daily newsletter in the embedded industry, delivering fresh content to nearly 40,000 engineers in the form of design articles, blogs, and news. Diverse coverage and real-time personalization (RTP) ensure engineers from every development niche stay up-to-date with the latest technology trends and solutions.

Circulation: 42,203

IoT Design Weekly

IoT Design Weekly is the industry's most comprehensive source for Internet of Things development, featuring four different topics per month. Subscribers are immersed in embedded chips, kits, and development tools that support IoT development; short- and long-range wireless solutions; advances in machine learning and artificial intelligence; as well as topics of interest to the Industrial IoT community, such as security.

Circulation: 68,582

The Power Page

The monthly Power Page newsletter delivers the latest trends and techniques in analog and digital power. Each issue addresses topics of interest to the power electronics industry, including emerging materials; new components; test, measurement, and development tools; and more.



Embedded Europe

Connecting Silicon, Software, and Strategies for Intelligent Systems

From the EMEA Editorial Office

NOVEMBER 2017

Circulation: 33,171

Embedded Europe

The Embedded Europe monthly newsletter addresses distinct trends in the EMEA electronics engineering market. In addition tracking transportation and rail, industrial, Industry 4.0, test and measurement, medical, and aerospace and defense, Embedded Europe features in-depth coverage of industry events such as Embedded World, electronica, SPS Drives, the National Electronics Show, and more.



AUTOMOTIVE Embedded Systems

OCTOBER 2017



A FULL-DAY WORKSHOP
teaching latest techniques for
designing modern industrial systems

Circulation: 44,338

Automotive Embedded Systems

The Automotive Embedded Systems monthly newsletter navigates key issues on the road to autonomous driving, such as advanced driver assistance systems (ADAS), vehicle-to-everything (V2X) connectivity, infotainment, automotive cybersecurity, and more. These are supported by ongoing analysis of functional safety standards and regulations to help accelerate next-generation vehicle designs.

FEATURES



Embedded

COMPUTING DESIGN
September E-Letter



This edition is sponsored by



Circulation: 28,817

Embedded Computing Design E-letter

The Embedded Computing Design monthly E-letter delivers the latest in Silicon, Software, and Strategies for the embedded engineer in the form of comprehensive design articles. Products, white papers, and webcasts are positioned alongside this content, making it a one-stop-shop for the professional developer.

Secure firmware update considerations for ultra-low power MCUs

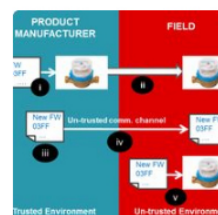


Bhargavi Nisarga, Texas Instruments and

Instruments

In-field firmware updates are an increasingly popular feature in microcontroller-based (MCU-based) applications. These updates enable new firmware images to be downloaded onto a device's memory, providing an effective way for product manufacturers to offer services and support to products that are already deployed in the field. The Internet of Things (IoT) era is driving increased connectivity in the embedded world, making this one of the most crucial features for today's connected products, so long as they are secure.

[Continue Reading](#)



Order processing

This low encryption programming

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Magazine (Print/E-mag)

Reach your audience with full-page or fractional ads. We can also help you design multiple-page ads, bellybands, and gatefolds. Ads placed in our publications are included in E-mags. Magazines are also distributed at every major tradeshow, including Embedded World, electronica, IoT World, IoT Solutions World Congress, ARM TechCon, IoT Evolution Expo, Computex, the Design Automation Conference (DAC), DVCon, and CES.



CEVA, INC.

CEVA DEEP NEURAL NETWORK (CDNN)

Embedded Computing Design's Most Innovative Software Product for 2017 is the second-generation CEVA Deep Neural Network (CDNN2), a software framework that simplifies the development and deployment of neural networks on low-power, cost-conscious embedded systems. Automatically converting pre-trained models from machine learning frameworks such as Caffe and TensorFlow to real-time networks with 99 percent conversion.

XM4 and -XM6 DSPs, delivering a 25x power > 4x the processing performance of competing receiving high marks from judges in both the disruption categories. CEVA Inc.'s CDNN2 is of machine learning and artificial intelligence alliance and robotics markets.

SOFTWARE SEE PAGES 26-27
CADENCE DESIGN SYSTEMS
OrCAD Capture Cloud

DRS360

Embedded Computing Design's Most Innovative Systems Product for 2017 is the Mentor Graphics DRS360 Autonomous Platform. Designed to low-latency, high-acc ISO 26262-compliant offers a fully integrated. Also capable of optical vehicle perception by that eliminate process automotive stakeholder encourages the cross-drive design challenges.

HONORABLE MENTION
CONNECT TECHNOLOGIES
Jetson TX2 ARM

Embedded Computing Design is the largest EE print and digital magazine globally, with more than **70,000** subscribers



2018 Media Calendar

Issue Date	Focus	Tradeshows/ Conferences	Speaking Opportunities	Silicon	Software	Strategies	IoT Insider	Automotive Analysis	MakerPro	Webcasts	Due Dates		
				Contributed Content Welcomed			Columns				Surveys, Videos & Promotions	Ads Close	Abstracts Due
Embedded Computing Design Spring	Development Kit Round Up	Embedded World ESC Boston IoT World 2018		2018 Embedded Processor Update	2018 RTOS Update	2018 Embedded Development Kits	Wired Industrial IoT Networking	Hybrid/Electric Vehicles	DIY Electronics Enclosures	<ul style="list-style-type: none">• Dev Kits for MakerPros• Wireless Sensor Networks for IIoT	<ul style="list-style-type: none">• Top Things to See at Embedded World• Embedded World Survey• Embedded World Videos• Development Kit Videos• IoT Road Show	1/12	12/15
For more details on featuring your Dev Kit in print and online, Top Things to See at Embedded World, Embedded World Videos, and the IoT Roadshow, contact phopper@opensystemsmmedia.com													
Special Issue: IoT Design Guide	Resource Guide	IoT World 2018 Sensors Expo		Short- and Long-Range Wireless Modules	Device Management & OTA Updates	5G for IoT	Smart City Rollouts	Advances in Automotive Radar (ADAS)	Open Source Telemetry with Arduino	<ul style="list-style-type: none">• Open Source & IoT• Smart home Automation Platforms, Features & Standards• Security is Paramount in Medical	<ul style="list-style-type: none">• Top Things to See at IoT World• IoT Survey• IoT World Videos• IoT Road Show	3/2	2/23
For more details on the IoT Design Guide, Top Things to See at IoT World, IoT World Videos, and the IoT Roadshow, contact phopper@opensystemsmmedia.com													
Embedded Computing Design Summer	Innovation Issue: Top People and Products	Sensors Expo NI Week TU-Automotive	Sensors Expo 2018	RISC-V	Open-Source Software & Operating Systems	Cyber Security	LPWANs	Automotive Cyber Security	3D Printing	<ul style="list-style-type: none">• IoT Asset Tracking Platforms, Software & Sensors• Powering Electric Vehicles	<ul style="list-style-type: none">• Top Things to See at Sensors Expo• Top Things to See at TU-Automotive• IoT Survey• Sensors Expo Videos• TU-Automotive Videos• Innovative Product Videos• IoT Road Show	4/6	3/23
For more details on the Innovation Issue, Top Things to See at Sensors Midwest and TU-Automotive, and the IoT Roadshow, contact phopper@opensystemsmmedia.com													
Embedded Computing Design Fall	Resource Guide	ARM TechCon electronica	electronica TechTalk: Industrial IoT Sensors Midwest: Industrial IoT University	Power Electronics	Safety-Critical Software Testing	Debug, Analysis, & Test Tools	Industrial Machine Learning Primer	ISO 26262, MISRA C Update	Electrical Motors for MakerPros	<ul style="list-style-type: none">• Industrial IoT Security• Embedded University: Test – The Final Frontier	<ul style="list-style-type: none">• Top Things to See at ARM TechCon• Top Things to See at electronica• Annual Reader Survey• ARM TechCon Videos• electronica Videos• IoT Roadshow	9/7	8/24
Special Issue: Industrial AI & Machine Learning	Resource Guide	ARM TechCon electronica	electronica TechTalk: Industrial IoT Sensors Midwest: Industrial IoT University	Embedded Processors for AI	Deep Learning Frameworks	Machine Vision & Image Recognition	Cyber Manufacturing & Predictive Analytics	AI and Autonomous Drive	AI & ML Development Kits	<ul style="list-style-type: none">• Powering AI at the Edge• IoT: Operations and Management		9/7	8/24
For more details on the Industrial AI Resource Guide, Top Things to See at electronica, electronica Videos, and the IoT Roadshow, contact phopper@opensystemsmmedia.com													
Embedded Computing Design Winter	Trends: What's Hot in 2019	CES 2019 DesignCon ESC Silicon Valley		Voice Activation	In-Vehicle Infotainment Software & Architectures	Autonomous Vehicle Technology	Alternative Energy for IoT Sensor Nodes	Connected Vehicles	Wireless Development Kits & Wi-Fi Range Extenders	<ul style="list-style-type: none">• Jumpstarting Level 5 Autonomous Drive• Embedded Code for Beginners	<ul style="list-style-type: none">• Top Things to See at CES• Automotive Survey• CES Videos• IoT Roadshow	10/19	10/5
For more details on the Embedded Computing Design What's Hot in 2019 issue, Top Things to See at CES, CES Videos, and the IoT Roadshow, contact phopper@opensystemsmmedia.com													

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 www.embedded-computing.com
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Month	Newsletters	Podcasts	Ads Due	Surveys, Videos & Promotions
Jan	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – ADAS & Autonomous Drive Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	20-Dec	<ul style="list-style-type: none"> Top Things to See at CES Automotive Survey CES Videos IoT Roadshow
Feb	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Electric Vehicles Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	24-Jan	<ul style="list-style-type: none"> Top Things to See at Embedded World Embedded World Survey Embedded World Videos Development Kit Videos IoT Road Show
March	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Connected Car/IVI Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	21-Feb	
April	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Safety-Critical Software Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	23-Mar	<ul style="list-style-type: none"> Top Things to See at IoT World IoT Survey Innovative Product Videos IoT World Videos IoT Road Show
May	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – ADAS & Autonomous Drive Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	23-Apr	
June	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Electric Vehicles Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	24-May	<ul style="list-style-type: none"> Top Things to See at Sensors Expo Top Things to See at TU-Automotive Sensors Expo Videos TU-Automotive Videos IoT Roadshow
July	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Connected Car/IVI Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	22-June	<ul style="list-style-type: none"> Annual Reader Survey
Aug	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Safety-Critical Software Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	24-July	
Sept	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – ADAS & Autonomous Drive Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	24-Aug	<ul style="list-style-type: none"> Top Things to See at ARM TechCon ARM TechCon Videos IoT Roadshow
Oct	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Electric Vehicles Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	21-Sep	
Nov	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Connected Car/IVI Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	24-Oct	<ul style="list-style-type: none"> Top Things to See at electronica electronica Videos IoT Roadshow
Dec	<ul style="list-style-type: none"> Embedded Daily IoT Design Weekly* Automotive Embedded Systems – Safety-Critical Software Embedded Europe The Power Page Embedded Computing Design Monthly E-letter 	<ul style="list-style-type: none"> “Embedded Insiders” with Rich Nass and Brandon Lewis “Five Minutes With ...” by Rich Nass 	23-Nov	

*IoT Design Weekly Topics:

Week 1: Consumer IoT
Week 2: Chips, Kits, & Tools
Week 3: Artificial Intelligence
Week 4: Industrial IoT

Editorial Inquiries:

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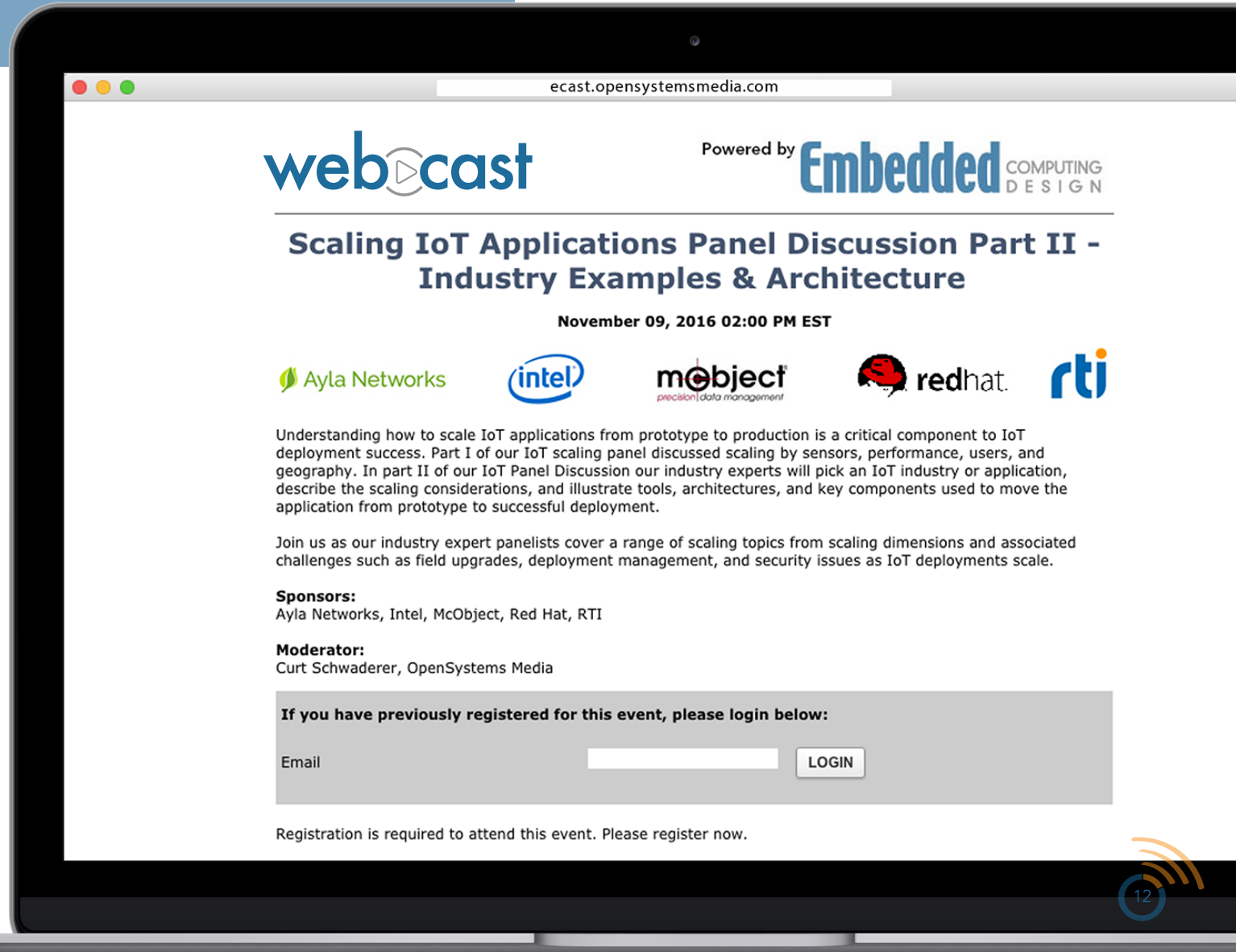
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Webcasts

Webcasts are live, moderated online events that educate audiences on engineering challenges and their solutions. These single- or multi-sponsor events include attendee tracking and usage, an interactive audience Q&A session, and survey/poll response viewing.

More than
36,000
new leads
are generated
from more than
90
webcasts
each year.



The only continuing
education program
designed for today's
engineers working
on **embedded** and
IoT applications.



Embedded University

*Professional
Online Courses*

Embedded University is the embedded industry's premier platform for providing online education to design engineers and developers. Application spaces that may be covered include the Internet of Things, automotive, security, medical, and consumer device development. Participating engineers have the opportunity to ask questions in real time, and get immediate responses from expert lecturers in their related field.

2018 Webcast Topics

IoT

Modeling IoT Applications

Wireless Sensor Networks for Industrial IoT

Open Source and IoT

Industrial IoT Security - The OT Infrastructure Shift

IoT Asset Management Tracking Platforms, Sensors, and Software

Operations and Management for IoT

MILITARY

Avionics Safety Certification Challenges with UAVs

Thermal Management Challenges in Modern Military Computer Systems

Solving Avionics Safety Certification Challenges for Modern Aircraft

Benefits of GaN Technology for Electronic Warfare and Radar Applications

Embedded Signal Processing for Military ISR Sensor Systems

EMBEDDED UNIVERSITY

Which Wireless Works for You?

Test: The Final Frontier

Developing Embedded Code for Beginners

AUTOMOTIVE

Powering a Virtuous Cycle in Electric Vehicles

Automotive Panel – Jumpstarting Level 5 Autonomous Drive: Development Platforms and Considerations

EMBEDDED

Dev Boards/MakerPro

Security is Paramount in Medical

Smart Home Automation Platforms, Features, Standards

3D Printing Needs to Be in Your Arsenal

Power Management 101

Powering Artificial Intelligence at the Edge with Embedded Processors

Time-sensitive Networks Deliver Determinism to Industrial Sensors

For more on Webcasts or additional info, contact:

Patrick Hopper, Publisher
phopper@opensystemsmedia.com

Pricing available for download at:
url.opensystemsmedia.com/rate_card

SPONSORSHIP OPTIONS

Webcast, Solo – Vendors may do their own Webcast and use our editorial directors to moderate. You provide the abstract and title, we do the rest. You may also include your own partners or presenters in the Webcast.

Webcast, Co-Sponsored – A Co-Sponsored Webcast includes 3-4 presenters from different companies discussing a topic. OpenSystems Media will provide our leading editorial directors to moderate the event.

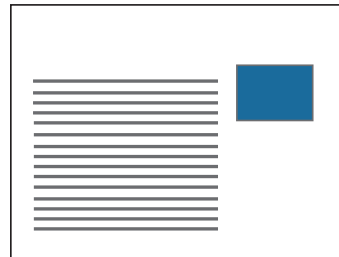
Panel Discussion – Industry leaders come together to discuss topics of interest in a Q&A session moderated by OpenSystems Media editorial directors.



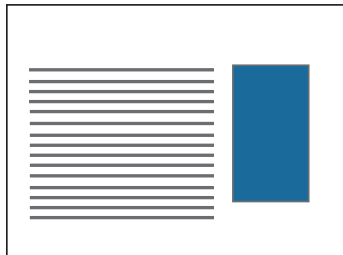
Interstitial
("Welcome Ad")
Up to 640 x 480



Leaderboard
728 x 90



Rectangle
300 x 250



Half Page
300 x 600



Sponsor Call to Action
100 characters text
Three-word Call to Action
Link



Skyscraper
160 x 600



Inline Text Ad
520 x 190

Banner Ads

Available banner ads include Interstitial ("Welcome Ads"), Leaderboards, Half-Page, Rectangles, and Sponsorship Calls to Action.

Geo-Targeted Banners, Keyword Search, and Ad Retargeting are also available.

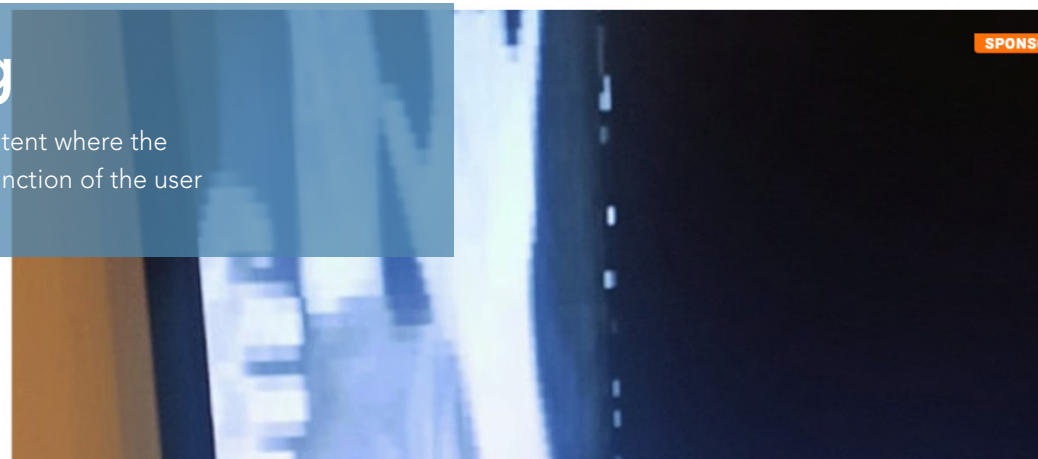
Combine several banner ad sizes
for maximum exposure and value.

Ad retargeting is available.



Native Advertising

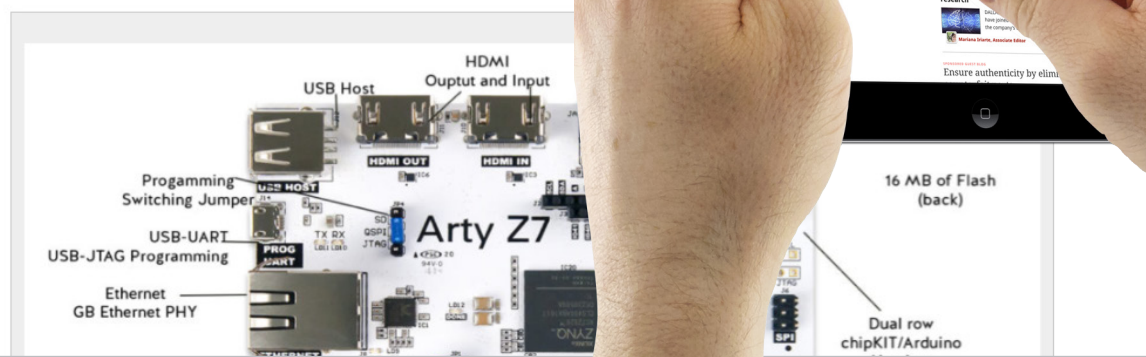
Native advertising is a form of sponsored content where the ad experience follows the natural form and function of the user experience on our website.



IR vision with Digilent's Arty Z7-20, a Xilinx Zynq 7020-based development board

Sponsored by DIGILENT, INC. SEPTEMBER 6, 2017

The Digilent [ARTY Z7-20](#) enables engineers, system integrators, and designers to get started quickly on embedded vision. The [Arty Z7-20](#) hardware platform combines the [Xilinx Zynq programmable SoC](#) with the [Xilinx SDSoC](#) design environment and [reVISION](#) machine learning stack to enable design without deep hardware expertise to integrate computer vision algorithms in highly responsive systems. With 512 Mbytes of DDR3 SDRAM and HDMI inputs and outputs, users can process real-time, high-definition (HD) video processing data on the [Z7-20](#).



Custom Portals

Embedded Computing Design hosts vendor-specific portals to drive traffic to partner products, solutions and services. Each portal is updated monthly with the latest components, reference designs, ad materials, and other rich media. E-mail updates are also deployed to continue driving traffic as new content becomes available. Industry partners include Texas Instruments, Digi-Key, and Octopart.

More than
1,000,000 emails
will be deployed
plus social pushes
to more than
250,000 engineers
globally to drive
traffic to our
custom portals.

The screenshot shows the Embedded Computing Design website. At the top, there's a search bar and navigation links. Below, a 'Search Parts' section is visible. The main content area displays 'Texas Instruments Reference Designs' with a list of products. A table of reference designs is shown below, listing part numbers, names, and related documents.

Part Number	Name	Related Documents
PMP11420	36-60V Input, 5V/6A Output Synchronous Flyback Converter Reference Design	TUW431A, LM501800A
TIDA-00989	3.3V 1A, Low EMI, 90% Efficiency DC/DC Module in Single Layer 20-247 Form-Factor Reference Design	TPS54202
TIDA-01226	Compact Full-HD 1080p (up to 16 Amps) Projection Display Reference Design Using GSP Plus Technology	DLPS3000, ELPC431
TIDA-00988	5V 1A, Low EMI, 94% Efficiency DC/DC Module in Single Layer 20-247 Form-Factor Reference Design	TPS54202
PMP11600	High Efficiency Universal AC Input to 5V 2A Adapter Reference Design	CSD1850, UCC2890
TIDA-00756	Low-Power Carbon Monoxide Detector With 10-Year Coin Cell Battery Life Reference Design	CC2520, LPS123, TLV359
PMP20054	Dual Phase Synchronous Buck Converter for 40-A Vcore Rail Reference Design	TPS430
PMP11371	5.5V/11A Out Synchronous Flyback, Universal AC Input Reference Design	TL431, CSD1850, UCC
PMP15006	2.5W Bipolar Isolated Fly-Buck/11V1 Ultra-Compact Reference Design	LM501800
PMP11287	Class 4 PHE Synchronous Buck Converter (12V/3A) Reference Design	LM501800, CSD

Showing 1 to 10 of 2,809 reference designs

The screenshot shows the 'Development Kit Selector' page. It features a grid of development kits with images and descriptions. Below the grid, there's a table of development kits with columns for Image, Kit, Chip, Compute, Memory, Software and Tools, Cost/Buy Now, and Date Added.

Image	Kit	Chip	Compute	Memory	Software and Tools	Cost/Buy Now	Date Added
	Skyworks' limiter module provides receiver protection in wireless communication and aerospace and defense applications.						
	Featured: Eval. Boards (MCU, DSP) Samsung Electronics ARTIK 5						
	Featured: Single Board Computers TeraSec Inc. DE0-Nano-SoC Kit						
	Featured: RF Eval. and Dev. Kits, Boards Cypress Semi. Bluetooth Low Energy (BLE) Pioneer Kit						
	Featured: Eval. Boards (Complex Logic) Altera MAX 10 FPGA Evaluation Kit						

Showing 1 to 10 of 2,809 development kits

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Faster Time to Innovation with IBM® Bluemix™

Experts

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4:00 pm CST

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What's new in CMSIS-RTOS and Keil RTX5

December 8
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Your Source for the Latest Product and Technology Information

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Solving issues around advanced embedded development

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Mentor
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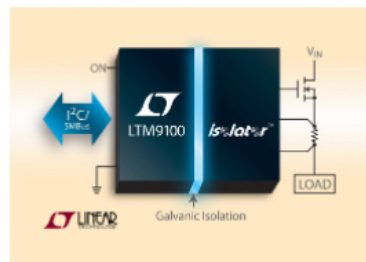
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Each year we
feature more than
120 white papers
generating
more than
17,000 leads




Content should be the number one priority across vendors in the embedded and IoT space. Content leads to increased SEO, which leads to awareness, evaluation, and, finally, purchase.

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OpenSystems Media produces hundreds of pieces of custom technical content for its partners each year, including design articles, blogs, white papers, tear downs, videos, and more. This content is then used to create awareness, drive traffic, or generate leads.

Sections


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It took some sweat to turn that lamp on and off


You've all heard the concept of engineers getting excited by blinking an LED. I get that, because I've been on both ends—pulling my hair out trying to get the stupid LED to blink and rejoicing when it actually does. I'm pleased to report that I've taken the case up one level. I got the table lamp on the other side of the room to turn on and off from my laptop through a [Z-Wave](#) connection, admittedly with an assist from the tech support folks at [Sigma Designs](#).

If you're not familiar with Z-Wave, it's one of the competing standards for home-automation products. To be honest, when I looked into it a little, I was pleasantly surprised at the number of available products and the ease with which I could connect them. The plethora of products on the market includes home safety and security, energy, hospitality, and even some light commercial applications. Z-Wave is managed by the Z-Wave Alliance, and supported by more than 450 companies.



Sections

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Virtual environments signal the end of the line

You're scoping out your next verification project and you realize you don't have models for the new, faster bus protocols the design team is asking for. While you can take comfort in knowing you're alone, that doesn't make the issue go away.

Protocols are ubiquitous in a large-scale design, and they're forever being updated to support the demand for more speed, high bandwidth, and lower power. In fact, it's a good bet that by the time you start your next project, there will be new versions of at least some of the protocols in the design.


In some areas, such as simulation, you should see fewer issues. Verification IP typically supports multiple simulators, as well as the most common simulator methodologies of Verilog and UVM. Just make sure that your keeping up with the times.

Emulation, however, is a different ballgame. Different types of verification IP target different methodologies of in-circuit emulation (ICE), and virtual and simulation acceleration. And the emulator you select and the verification IP that it supports has a big effect on the methodology you can use.

ICE was originally used as a way to connect a design in the emulator to the outside world. It allowed external hardware to stream

Sections

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Analytics "at" the edge, on the device, in real time

It takes time for information to travel from the edge of the Internet of Things (IoT) to the cloud and back. That's what happens every time a node takes a measurement, sends it to the cloud to do some sort of analytical calculation, then sends it back to the edge for an action to occur. Unfortunately, there are instances where this is not a viable scenario, including those in the medical, automotive, and military markets. With Industrial IoT (IIoT) hitting the mainstream, the need for a real-time response is growing quickly.

If you could do those calculations at the edge and avoid going up to the cloud except when absolutely necessary or when there's a down time, you could save in various areas, not the least of which is the cost of sending that data back and forth, possibly through a cellular carrier.

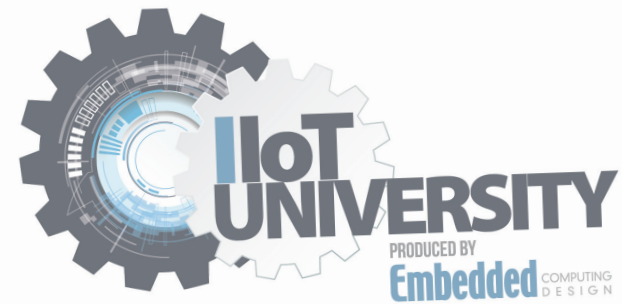
You may think such a scenario would be difficult to implement, but fortunately it's quite the opposite thanks to a technology partnership between [Wind River](#), a global leader in delivering software for the IoT, and [Greenwave Systems](#), a managed services company. The two companies have done the hard part for you, as they integrate Wind River's real-time operating system (RTOS) with Greenwave's IoT analytics tools.

The partnership enables a new state of interaction between the RTOS

Stay updated on Developer Tools & Operating Systems with the **Dev Tools and OS** edition of our **Embedded Daily** newsletter

Email

Embedded Computing Design hosts multiple technical conferences per year at **major industry events**, working with industry thought leaders and evangelists to deliver **valuable content**.



Industrial IoT Speaking Opportunities

Sensors Expo

Industrial IoT University at Sensors Expo
June 26-28th in San Jose, CA

Sensors Midwest

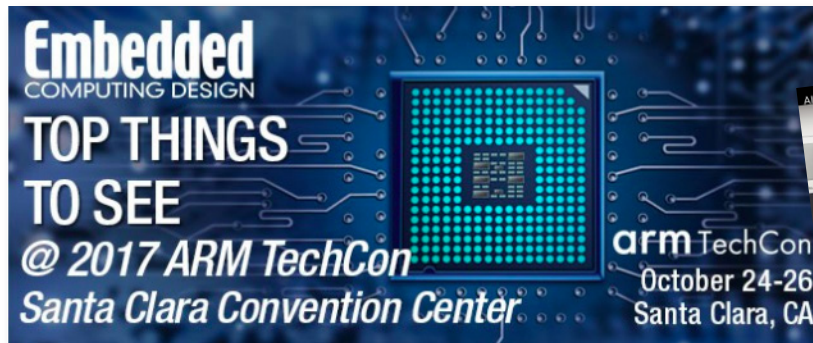
Industrial IoT University at Sensors Midwest
October in Rosemont, IL

electronica

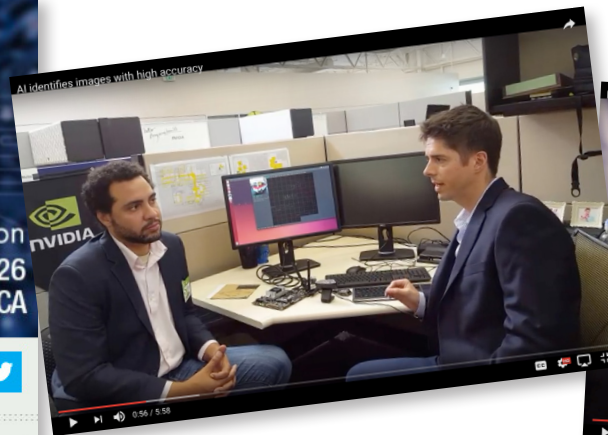
IIoT TechTalk at electronica 2018
November 13-16 in Munich, Germany

Embedded Computing Design keeps its finger on the pulse of the embedded and IoT communities with market-leading coverage of the industry's foremost tradeshows and events.

2018 event coverage includes Embedded World, electronica, APEC, CES, Xponential, ARM TechCon, RISC-V Conference, IMS, Sensors Expo, Sensors Midwest, IoT World, IoT Solutions World Congress, Fog World Congress, DAC, TU-Automotive Detroit, and more.



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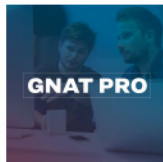
E-mail blast deployed the day the show opens. Submissions include 25 words, logo, booth number, 125 x 125 image

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Booth: 521



Wolf SSL -- The TLS v1.3 Advantage

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Booth: 420

[Details](#)

Videos and Podcasting

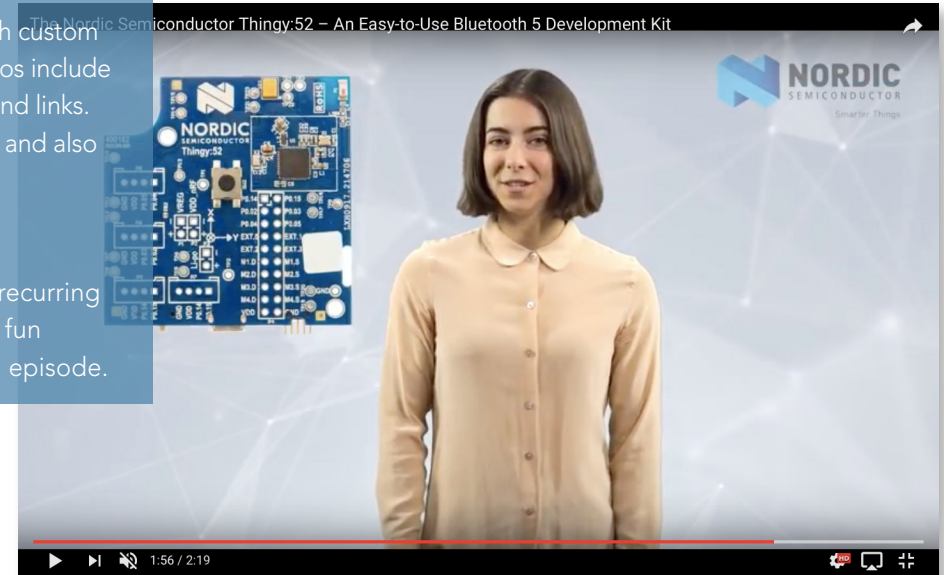
Videos and podcasts are two of the most effective ways to engage younger engineering audiences.

VIDEO

Embedded Computing Design generates dozens of hours of video content each year, with custom video packages designed to maximize exposure. 1-2 minute professionally-designed videos include a paid speaker highlighting your product's features, with integrated images, schematics, and links. Videos are featured on the Embedded Computing Design website and YouTube channel, and also promoted in E-newsletters and social platforms (Facebook and Twitter).

PODCASTS

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Surveys

Surveys provide the unique opportunity to get inside the mind of prospective clients, allowing you to gauge interest in a particular technology, market trends, and your competition.

Embedded Computing Design surveys include up to 10 questions plus a give-away incentive, and are deployed to a segmented audience via E-mail. They are also featured on Facebook and Twitter, with all leads and responses provided within 48 hours.

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