Embedded Computing Design is a leading source of in-depth technical knowledge, news, views, and instructional design content for the electronics engineering industries. Leveraging a 360-degree community outreach strategy comprised of sophisticated marketing automation tools, the www.embedded-computing.com website, digital newsletters, videos, podcasts, print magazines, and live events, each year Embedded Computing Design helps more than 500 partner organizations engage developers and achieve their marketing goals using a variety of customizable techniques.

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The Embedded Computing Design family of properties offers 360-degree marketing and advertising solutions.
Richard Nass  Executive Vice President  rich.nass@opensysmedia.com

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.

Brandon Lewis  Editor in Chief  brandon.lewis@opensysmedia.com

Brandon is responsible for guiding content strategy, editorial direction, and community engagement on the Embedded Computing Design platform and its associated properties. In addition to a prolific career as a technology multimedia journalist publishing hundreds of design articles, industry opinion pieces, and news bulletins, Brandon routinely performs product video reviews, co-hosts the Embedded Insiders podcast, and develops evaluation tools for technologists. Brandon has acted as chair, presenter, and moderator at leading technology exhibitions such as Sensors Expo, the Advantech IoT Co-Creation Summit, Industrial IoT University, the Embedded Technologies Exhibition & Conference, Embedded TechCon, and others, and is also active in the field of industry research where he provides analysis on market-altering movements in the embedded and IoT engineering space. Brandon attended Arizona State University, where he studied English Literature, Journalism, and Business, graduating with honors.

Alix Paultre  Senior Technical Editor  alix.paultre@opensysmedia.com

Alix Paultre is the Senior Technical Editor and European correspondent for Embedded Computing Design, responsible for creation of text, audio, and video content pertaining to advanced embedded systems. Previously Alix was the Editor in Chief of Power Systems Design, and before that the Editorial Director for the Electronic Design Group at Advantage Business Media, which included Electronic Component News and Wireless Design and Development. Alix got his start in the electronic trade side of the business as an Associate Editor at Electronic Products (under Hearst), and his military service was as an Electronic Warfare/Signals Intelligence Analyst in the Army Security Agency in the early 1980’s.

Curt Schwaderer  Technology Editor  curt.schwader@opensysmedia.com

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.
Demographics

Total Database of More Than 350,000 Subscribers

GEOGRAPHIC WEB TRAFFIC

<table>
<thead>
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<th>Region</th>
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<tr>
<td>North America</td>
<td>44%</td>
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<td>Asia</td>
<td>30%</td>
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<tr>
<td>Europe</td>
<td>22%</td>
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<tr>
<td>Other</td>
<td>4%</td>
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JOB FUNCTIONS

<table>
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<tr>
<th>Job Function</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Design/Development Engineering Manager</td>
<td>38%</td>
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<tr>
<td>Design Engineer</td>
<td>24%</td>
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<tr>
<td>Executive/Corporate Management</td>
<td>11%</td>
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<tr>
<td>Systems Engineer</td>
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<tr>
<td>Manufacturing/Production/Control Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Sales/Marketing/Business Development</td>
<td>5%</td>
</tr>
<tr>
<td>Educator/Consulting/Engineering Support</td>
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</tr>
<tr>
<td>Scientist/R&amp;D</td>
<td>3%</td>
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CUSTOM DATABASES

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<tr>
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<td>49.2k</td>
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<td>Embedded Security</td>
<td>46.8k</td>
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<tr>
<td>Industrial</td>
<td>33.6k</td>
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<tr>
<td>Medical/Healthcare</td>
<td>22.2k</td>
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<tr>
<td>IoT</td>
<td>21.9k</td>
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<tr>
<td>Automotive</td>
<td>20.4k</td>
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<td>Hardware</td>
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<tr>
<td>Development Tools &amp; OS</td>
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<tr>
<td>Processing</td>
<td>14.0k</td>
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<tr>
<td>Networking</td>
<td>13.5k</td>
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<td>Power Electronics</td>
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<td>Maker Pro</td>
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<td>Storage</td>
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SOCIAL MEDIA FOLLOWERS

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<th>Followers</th>
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<td>Facebook Embedded Systems Group</td>
<td>50,054</td>
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<td>Twitter</td>
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<td>Instagram</td>
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<td>Facebook</td>
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<td>LinkedIn</td>
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Distribution

Print/Online and E-newsletter Distribution

<table>
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<tr>
<th>Publication</th>
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<td>Embedded Computing Design Print</td>
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<td>IoT Design</td>
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<td>Embedded Daily</td>
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<td>Power Page</td>
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<tr>
<td>Embedded Europe-GDPR Compliant</td>
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</table>

2018 RESOURCE GUIDE

BUILDING OUT BLOCKCHAIN FOR IOT & EMBEDDED SYSTEMS

DEVELOPMENT KIT SELECTOR

2020 MEDIA KIT
## 2020 MEDIA CALENDAR

### JANUARY
- **Q1**
  - **eNL: IoT Design**
    - Wireless Mesh Networking: Bluetooth, Wi-Fi, Zigbee
  - **eNL: AI & Machine Learning**
    - Voice Recognition & Activation
  - **eNL: Automotive Embedded Systems**
    - IVI & In-Vehicle HMIs
  - **eNL: Power Page**
    - Power ICs In Portable Consumer Electronics
  - **Print**
    - N/A
  - **Survey/Research**
    - N/A
  - **Embedded Insiders Podcast Focus**
    - 2020 Tech Market Forecasts & Predictions
  - **Embedded Toolbox Interview Focus**
    - HMI Design Tools
  - **Dev Kit Weekly Focus**
    - Voice Services Kits
  - **Webcasts**
    - 5G Architecture for Intelligent Edge: Considerations & Characteristics
  - **Events**
    - CES – CES Digital Roundtable: AI, IoT, 5G, & the Next Wave of Innovation
  - **Embedded Daily Focus**
    - Consumer Electronics Trends

### FEBRUARY
- The Rise of Workload Consolidation
- Low Power AI Processors
- ISO 26262, MISRA C Update
- Low-Cost Power Analysis & Test Tools, Techniques
- Embedded Computing Design
  - Focus on Next-Generation Processors, Power Electronics, Industry 4.0
  - Wireless IIoT Standards & Technology Update
  - Dev Kit Directory
- Embedded World Industry Surveys
- Embedded Insiders Live from Embedded World
- Code Analysis Tools
- Dev Kit Releases at Embedded World, Mobile World Congress
  - Dev Boards Abound. Pick the Right One
  - IoT Platforms Update: What’s New in Connectivity, Intelligence, Power, Security
  - Embedded World – Panel Speaking Opportunities, Embedded Insiders LIVE Executive Interviews & Best-in-Show
  - Mobile World Congress Barcelona
- Embedded Software Testing, Certification & Compliance

### MARCH
- IoT Security Best Practices
- Embedded AI in Cybersecurity
- Electric Vehicle Charging
- The State of Wide-Bandgap Semiconductors
- N/A
- Analog & Power Semiconductors Developer’s Survey
- Embedded Security, Explained
- Power Analysis Tools
- Motor Control & Robotics Kits
- Staying Secure is a Secret of Staying Healthy
- Combine Machine Learning with IoT
- APEC – Video Interviews & Best-in-Show
- IoT Device Security Conference – Video Interviews & Best-in-Show
- High-Voltage Power Electronics

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<thead>
<tr>
<th>Q2</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td><strong>eNL: IoT Design</strong></td>
<td>Streaming Data Analytics</td>
<td>IoT Cloud Platforms</td>
<td>Device Management Update</td>
</tr>
<tr>
<td><strong>eNL: AI &amp; Machine Learning</strong></td>
<td>Neural Network Review</td>
<td>Vision Processing &amp; Computer Vision</td>
<td>AI in Chip Design, Verification, &amp; Testing</td>
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<tr>
<td><strong>eNL: Automotive Embedded Systems</strong></td>
<td>AUTOSAR Update</td>
<td>Automotive-Grade Linux Update</td>
<td>V2X Communications</td>
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<tr>
<td><strong>eNL: Power Page</strong></td>
<td>Programmable Power Supplies</td>
<td>Powering the Energy-Efficient Data Center</td>
<td>Energy Harvesting in IoT Devices</td>
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<tr>
<td><strong>Print</strong> (Ads close 3/20/2020)</td>
<td>N/A</td>
<td>IoT Design Guide</td>
<td>N/A</td>
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<tr>
<td><strong>Survey/Research</strong>*</td>
<td>N/A</td>
<td>Embedded Networking Developer’s Survey</td>
<td>Embedded Operating Systems &amp; Development Tools Survey</td>
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<tr>
<td><strong>Embedded Insiders Podcast Focus</strong></td>
<td>How Low Can You Go? The Latest EEMBC Power Benchmarks</td>
<td>Embedded Technology Conference Preview</td>
<td>The Future of Embedded Operating Systems</td>
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<tr>
<td><strong>Embedded Toolbox Interview Focus</strong></td>
<td>Security Tools</td>
<td>Data Analytics Dashboards</td>
<td>Embedded Operating Systems</td>
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<tr>
<td><strong>Dev Kit Weekly Focus</strong></td>
<td>Comparing the Latest “Maker” Kits: Raspberry Pi, BeagleBoard &amp; Arduino</td>
<td>Wired/Wireless Evaluation Kits</td>
<td>Energy Harvesting Dev Kits</td>
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<tr>
<td><strong>Webcasts</strong>*</td>
<td>• How Efficient is Enough for Your System? • ADAS, AI, and Advancing the Autonomous Vehicle</td>
<td>• Wireless Sensor Networks for IoT from LoRa to Cellular Cloud • Get Ready for AIoT &amp; Digital Transformation</td>
<td>• The Cheapest, Fastest Ways to RF Test Your IoT Device  • Access High-Performance Computing on Open Source Maker Boards</td>
</tr>
</tbody>
</table>

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# 2020 Media Calendar

## Q3

### JULY

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Cloud Native &amp; Containers for IoT Developers</th>
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<tbody>
<tr>
<td>eNL: AI &amp; Machine Learning</td>
<td>GLOW, TFLite &amp; Dev Tools for AI at the Edge</td>
</tr>
<tr>
<td>eNL: Automotive Embedded Systems</td>
<td>H/EV Powertrain Electronics</td>
</tr>
<tr>
<td>eNL: Power Page</td>
<td>LED Drivers &amp; Advanced Lighting</td>
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**Print**

(Ads close 9/4/2020)

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Artificial Reasoning</th>
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<tbody>
<tr>
<td>eNL: AI &amp; Machine Learning</td>
<td>Integrated Development Environments</td>
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**Embedded Insiders Podcast Focus**

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Drone Development Kits</th>
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**Embedded Toolbox Interview Focus**

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>No Matter How Good your Design Is, It's Not Secure, It's Worthless</th>
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</thead>
<tbody>
<tr>
<td>eNL: AI &amp; Machine Learning</td>
<td>Embedded Blockchain: What You Need to Know</td>
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</table>

**Dev Kit Weekly Focus**

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Embedded AI Development &amp; Deployment Solutions</th>
</tr>
</thead>
</table>

**Webcasts**

- Get Started With AI Inferencing at the Edge
- Introducing Cloud-Native for the Embedded IoT

**Events**

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Taiwan Industrial Automation Exhibition – Video Interviews &amp; Best-in-Show</th>
</tr>
</thead>
</table>

**Embedded Daily Focus**

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Open-Source Software</th>
</tr>
</thead>
</table>

## AUGUST

<table>
<thead>
<tr>
<th>The Evolution of Predictive Maintenance</th>
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</thead>
<tbody>
<tr>
<td>Open-Source AI Tools</td>
</tr>
<tr>
<td>Heads-Up Displays &amp; In-Cabin Monitoring</td>
</tr>
<tr>
<td>Energy Storage Update</td>
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## SEPTEMBER

<table>
<thead>
<tr>
<th>What's New in Deterministic Ethernet?</th>
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<tbody>
<tr>
<td>Compute-in-Memory &amp; Other AI Memory Architectures</td>
</tr>
<tr>
<td>ECU's and Domain Controllers</td>
</tr>
<tr>
<td>Programmable Power Supplies</td>
</tr>
<tr>
<td>Embedded Computing Design Annual Resource Guide</td>
</tr>
<tr>
<td>Latest on Chipset Security Features and Software Implementations</td>
</tr>
<tr>
<td>AI Demystified: Keys to Developing a Useful Real-World AI</td>
</tr>
</tbody>
</table>

**Events**

- AUTOTESTCON
- Bluetooth World
- TSN/A Conference

**Embedded Daily Focus**

<table>
<thead>
<tr>
<th>Open-Source Software</th>
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</thead>
</table>

**Print**

(Ads close 9/4/2020)

<table>
<thead>
<tr>
<th>eNL: IoT Design</th>
<th>Embedded AI Development &amp; Deployment Solutions</th>
</tr>
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</table>

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# 2020 MEDIA CALENDAR

## Q4

### OCTOBER
- **eNL: IoT Design**
  - 5G, Edge Computing, & Tactile Internet
- **eNL: AI & Machine Learning**
  - AI Middleware
- **eNL: Automotive Embedded Systems**
  - In-Vehicle Network Architectures & Technologies
- **eNL: Power Page**
  - Advances in Green Energy
- **Print**
  - N/A

(Ads close 10/9/2020)

### NOVEMBER
- **Survey/Research***
- **Embedded Insiders Podcast Focus**
  - Embedded Hardware Standards Update: PICMG, PC/104, VITA, & More
- **Embedded Toolbox Interview Focus**
  - Virtual Prototyping Tools
- **Dev Kit Weekly Focus**
  - AI & ML Kits
- **Webcasts***
  - Voice Recognition: Who’s Listening?
  - Time-Series IoT Data: The Journey from Edge to Cloud
- **Events***
  - Arm TechCon – Video Interviews & Best-in-Show
  - PCIM – Video Interviews & Best-in-Show
  - Mobile World Congress Los Angeles
  - Linley Fall Processor Conference
- **Embedded Daily Focus**
  - Embedded 5G Networking Update

### DECEMBER
- **Survey/Research***
- **Embedded Insiders Podcast Focus**
  - Application-Specific IP & the End of Moore’s Law
- **Embedded Toolbox Interview Focus**
  - Simulation & Modeling Tools
- **Dev Kit Weekly Focus**
  - Wearables Development Kits
- **Webcasts***
  - From Silicon to Software, Open Source Embedded is Back
- **Events***
  - SPS Drives – Video Interviews & Best-in-Show
  - Electronica – Industrial IoT University Speaking Opportunities, Embedded Insiders LIVE Executive Interviews & Best-in-Show
- **Embedded Daily Focus**
  - AI & ML for Critical Systems

* (*Sponsored Lead
Generation Opportunities

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Our Coverage

Embedded Computing Design consists of four vertical industries and eight horizontal categories. The horizontal categories apply to each of the four vertical categories.

**Vertical:**
Industrial automation, manufacturing and engineering, automotive, mass market/consumer, and medical/healthcare

**Horizontal:** IoT, security, analog/power, AI/machine learning, embedded processing, development tools & operating systems, storage, and test

**Verticals**

**Industrial Automation, Manufacturing, & Energy**
“Industrial” is a broad market that encompasses manufacturing, automation, robotics, smart energy & power distribution, and so on. Embedded Computing Design readers are the backbone of the industrial engineering community in that they design and develop systems and subsystems that make this equipment tick.

Embedded Computing Design covers the hardware (such as boards and components) and software (including the operating systems, tools, and code development) industrial engineers need to create safe, secure, and reliable machines. As we move into a more automated manufacturing society, concepts like IoT/Industry 4.0, AI and machine learning, and just about any piece of consumer electronics. While they ship in the millions, the design issues are often the same: you still need a main CPU, an operating system, and analog circuitry. But your approach may be different, considering the volumes and tight time to market pressures.

**Automotive**
Embedded Computing Design covers the full spectrum of automotive electronics, from the devices, components, and software shipping in current vehicles to next-generation components for autonomous driving. These include advanced driver assistance systems (ADAS), vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) connectivity, infotainment, automotive cybersecurity, and more. This coverage is augmented by ongoing analysis of functional safety standards and regulations that will help accelerate the safe and secure development of vehicle designs.

**Mass Market/Consumer**
In the industrial sector, quantities often get measured in the hundreds, thousands, or tens of thousands. When you talk about the mass-market/consumer space, you measure quantities in the millions. Examples of end products include smart phones, fitness trackers, and just about any piece of consumer electronics. While they ship in the millions, the design issues are often the same: you still need a main CPU, an operating system, and analog circuitry. But your approach may be different, considering the volumes and tight time to market pressures.

Embedded Computing Design offers in-depth coverage of tools and techniques to keep the burgeoning consumer electronics market satisfied.

**Medical/Healthcare**
Medical/Healthcare design is somewhat different for a few reasons. One is that the design windows are traditionally far longer than any other segment. Second is that the regulatory process is far more stringent than other application areas because people’s lives are literally at stake – there’s no second chance or re-boot.

Embedded Computing Design’s coverage of the Medical/Healthcare Electronics industry focuses on quality, where price is less of an issue.
Our Coverage

Horizontals

Analog/Power
Embedded Computing Design covers the latest trends and techniques in analog and power, including digital power delivery. We do this by addressing topics of interest to the power electronics industry, including emerging materials, new components, test, measurement, and development tools, and more. Such technologies play dominant roles in all four of the verticals defined by Embedded Computing Design.

AI/machine Learning
Embedded Computing Design tracks the evolution of artificial intelligence (AI), including the use of deep neural networks (DNNs) and related approaches to autonomous compute intelligence. Coverage includes the use of frameworks such as Caffe and TensorFlow, as well as enabling technologies for AI at the edge like neural network processors and accelerators. It’s easy to envision AI/machine learning becoming a foundational technology in each of our key vertical industries.

IoT
In its simplest form, the term IoT means that “things” are connected to each other. Its ubiquity means that it has found a home in each of the four vertical coverage areas described previously.

Embedded Computing Design covers all aspects of the IoT, including sensors at the Edge, connectivity in the Fog, and analytics and storage in the Cloud. Coverage also includes the embedded processors, development kits/boards, and software tools that support IoT development; short- and long-range wireless solutions; advances in machine learning and artificial intelligence, and security. 5G networking is another aspect of IoT that’s growing in importance. It too spans multiple vertical segments, and is included as part of Embedded Computing Design’s IoT coverage.

Security
Every day, designers think about security. They know that hackers are out there, but in many cases, hacks, data breaches, and compromised systems are inadvertent. But that doesn’t matter; it’s still a vulnerability.

Embedded Computing Design covers all the strategies and techniques that help hardware designers and software developers keep their systems safe, from the latest cryptoprocessors to network encryption to static and dynamic analysis tools. Taking a holistic, system-level design view helps readers understand how to bake in security as soon as development kicks off.

Embedded Processing
Microprocessors are the foundation of modern electronics, but the slowing of Moore’s Law is fundamentally changing the way our industry operates. Instead of twice the computing power every couple of years, embedded processors are now being customized to meet the needs of specific applications, whether that be through ultra-low power consumption, specialized architectures that excel in various workloads, re-programmable silicon, and so on.

Embedded Computing Design covers these technologies from the chip design level to their actual implementation, helping electronic engineers get the most out of next-generation SoCs.

Development Tools & Operating Systems
In an increasingly software-centric world, efficient development tools and operating systems are key to getting the right features and functionality designed into devices as quickly as possible. From the latest trends in Linux and open source to real-time operating systems running in complex machinery to test tools that help engineers develop code more efficiently than ever before, Embedded Computing Design’s Development Tools and Operating Systems coverage spans the complete software development lifecycle.

Memory and Storage
Data is the currency of the 21st century, as connected systems harvest more information to make our lives less expensive, more convenient, and increasingly efficient. However, if that data cannot be accessed and stored in the most efficient manner possible, we risk drowning in data overload – or worse, losing critical information altogether.

Embedded Computing Design’s coverage of the latest storage and memory technologies addresses not only storage architectures that allow data to be accessed when and where it is needed, it also encompasses emerging materials that enable the most reliable data retention at the lowest cost per bit.

Test and Measurement
The need to test and measure has been an integral part of design for as long as engineers have been designing electrical/electronic systems. What’s changed over the years is what needs to be tested and how that testing occurs. As frequencies increase and voltages and currents decrease, testing is more difficult, but just as important. Meanwhile, test tools have also seen major upgrades.

To that end, Embedded Computing Design covers leading-edge test tools like the latest automated test equipment, as well as the mainstays like oscilloscopes and logic analyzers. Coverage also includes the tips and techniques to maximize usage of these tools.
Webinars and Embedded University

Continuing education is a responsibility of electronics engineers in the fast-paced world of technology. Embedded Computing Design’s online education platforms serve as a digital classroom for thousands of engineers annually, while doubling as a channel for partners to discuss their viewpoints and technologies.

Embedded Computing Design’s digital learning platforms expose the engineering population to company products, services, and direction in a multitude of interactive formats. Webinars and multi-day Embedded University courses are predicated on the audience’s ability to acquire first-hand knowledge from partner experts, ask questions, and indicate their level of interest in your offerings.

Our webinars delve deep into the world of technology, touching on Artificial Intelligence and Machine Learning, IoT/Industrial IoT, Security, Automotive/Autonomous Vehicles, Power, Consumer/Mass Market and Medical/Healthcare.

Average Number of Webinar Leads

Embedded Computing Design generates more than 18,000 leads per year from our webinar platforms.
Embedded Computing Design is a media sponsor at the world’s largest electronics events. We create custom campaigns to help drive awareness, generate leads and position industry leaders at the forefront of engineers’ minds. We also coordinate speaking opportunities on panels and keynotes for many events.

Let us be your marketing arm to help you

- Leverage multiple media platforms (custom outbound email campaigns, social media, podcasts, websites, etc.) to help drive traffic to events, booths and/or technical tracks
- Create multiple content elements to build awareness and exposure to thought leaders, innovations and/or announcements
- Offer venues and platforms for your subject matter experts to engage with design engineers face-to-face
- Conduct video/podcast interviews and shoot product demos on-site and amplify their exposure
- Host, manage and conduct surveys and giveaways in an effort to gain industry insights and capture leads
- Recognize, distribute and showcase Best-in-Show award winners
LEAD GENERATION
“’I’m all about leads.’”
Use different lead generating vehicles to help feed your sales funnel and/or grow your database to nurture.
- Live events
- Embedded University
- Webcasts/webinars
- Surveys
- White paper/gated asset campaigns
- Interactive marketing campaigns
- Nurture programs
- Special reports
- Asset (datasheets, videos, Executive briefs, etc.)
- email blasts
- Custom digital newsletters

THOUGHT LEADERSHIP
“’I want to be the leader in my area of expertise.’”
Educate an engineer with a design article, offer insight on trends to executives or advise management on best practices with the right platform for your target audience.
- Websites
- Tech trends videos
- Podcasts
- Custom content
- Advertorials
- Native advertising
- Social media
- Online education
- Live events
- Guest blogging
- Panel webcasts
- Research

CONTENT CREATION
“’I’m all about content but have no time.’”
What’s your biggest challenge? Partner and work collaboratively with the OSM team to create unique marketing solutions that differentiate you from the competition.
- Web sites/portals
- Blogs
- White papers
- Design articles
- Videos
- eBooks
- Tear downs
- Custom digital newsletters
- Interactive content
- Print magazines and catalogs
- Visual content
- Podcasts
- Executive Q&As/interviews
- Industry reports
- Press releases
- Webcast/webinar presentations
- Multi-language capabilities

BRAND AWARENESS
“’I want engineers to know who I am.’”
Be first thought. Expand your reach when executing leadership, re-branding, and generating trust within the engineering community.
- Websites
- Guest blogging
- Native ads
- Digital newsletters
- Email blasts
- Videos and podcasts
- Live events
- Tradeshow promotions
- High impact banner ads
- Ad retargeting
- Print
- Social media
Custom Programs

OpenSystems Media can provide the following services

- Face-to-face developer conferences
- Client-centric seminars globally
- Moderator services
- Custom websites, microsites, portals
- Custom reference design portals
- Completely turnkey webcast events (speaker, material, promotions, logistics, etc.)
- Custom content (blogs, white papers, design articles, videos, eBooks, podcasts, press releases, datasheets)
  - Design challenges
  - Interactive content and marketing programs
  - Custom digital newsletters (including template design and list segmentation)
  - Event coordination and support
  - Social media campaigns (amplification/expansion campaigns, paid promotion and management)
- Custom research
- Video campaigns
- Nurture campaigns
- Market research and industry reports
- CEO Q&A videos/interviews
- Podcasts
- Creative services (infographics, ads, banners, brochures, collateral, eBooks, etc.)

Content Creation

Be first thought. Expand your reach when executing leadership, re-branding, and generating trust within the engineering community.

- Web sites/portals
- Blogs
- White papers
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- Multi-language capabilities
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