

2020 MEDIA CALENDAR

Q1 JANUARY

FEBRUARY

MARCH

eNL: IoT Design	Wireless Mesh Networking: Bluetooth, Wi-Fi, Zigbee	The Rise of Workload Consolidation	IoT Security Best Practices
eNL: AI & Machine Learning	Voice Recognition & Activation	Low Power AI Processors	Embedded AI in Cybersecurity
eNL: Automotive Embedded Systems	IVI & In-Vehicle HMIs	ISO 26262, MISRA C Update	Electric Vehicle Charging
eNL: Power Page	Power ICs In Portable Consumer Electronics	Low-Cost Power Analysis & Test Tools, Techniques	The State of Wide-Bandgap Semiconductors
Print (Ads close 1/10/2020)	N/A	Embedded Computing Design <ul style="list-style-type: none"> • Focus on Next-Generation Processors, Power Electronics, Industry 4.0 • Wireless IIoT Standards & Technology Update • Dev Kit Directory 	N/A
Survey/Research*	N/A	Embedded World Industry Surveys	Analog & Power Semiconductors Developer's Survey
Embedded Insiders Podcast Focus	2020 Tech Market Forecasts & Predictions	Embedded Insiders Live from Embedded World	Embedded Security, Explained
Embedded Toolbox Interview Focus	HMI Design Tools	Code Analysis Tools	Power Analysis Tools
Dev Kit Weekly Focus	Voice Services Kits	Dev Kit Releases at Embedded World, Mobile World Congress	Motor Control & Robotics Kits
Webcasts*	5G Architecture for Intelligent Edge: Considerations & Characteristics	<ul style="list-style-type: none"> • Dev Boards Abound. Pick the Right One • IoT Platforms Update: What's New in Connectivity, Intelligence, Power, Security 	<ul style="list-style-type: none"> • Staying Secure is a Secret of Staying Healthy • Combine Machine Learning with IoT
Events*	CES – CES Digital Roundtable: AI, IoT, 5G, & the Next Wave of Innovation	<ul style="list-style-type: none"> • Embedded World – Panel Speaking Opportunities, Embedded Insiders LIVE Executive Interviews & Best-in-Show • Mobile World Congress Barcelona 	<ul style="list-style-type: none"> • APEC – Video Interviews & Best-in-Show • IoT Device Security Conference – Video Interviews & Best-in-Show
Embedded Daily Focus	Consumer Electronics Trends	Embedded Software Testing, Certification & Compliance	High-Voltage Power Electronics

*Sponsored Lead Generation Opportunities

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Q2 APRIL

MAY

JUNE

eNL: IoT Design	Streaming Data Analytics	IoT Cloud Platforms	Device Management Update
eNL: AI & Machine Learning	Neural Network Review	Vision Processing & Computer Vision	AI in Chip Design, Verification, & Testing
eNL: Automotive Embedded Systems	AUTOSAR Update	Automotive-Grade Linux Update	V2X Communications
eNL: Power Page	Programmable Power Supplies	Powering the Energy-Efficient Data Center	Energy Harvesting in IoT Devices
Print (Ads close 3/20/2020)	N/A	IoT Design Guide <ul style="list-style-type: none"> • Focus on 5G & LPWA Networks, Container Technology, Simplified Security • Feature: Reliable Wireless IIoT for Real-Time Edge Computing • IoT Product Profiles 	N/A
Survey/Research*	N/A	Embedded Networking Developer's Survey	Embedded Operating Systems & Development Tools Survey
Embedded Insiders Podcast Focus	How Low Can You Go? The Latest EEMBC Power Benchmarks	Embedded Technology Conference Preview	The Future of Embedded Operating Systems
Embedded Toolbox Interview Focus	Security Tools	Data Analytics Dashboards	Embedded Operating Systems
Dev Kit Weekly Focus	Comparing the Latest "Maker" Kits: Raspberry Pi, BeagleBoard & Arduino	Wired/Wireless Evaluation Kits	Energy Harvesting Dev Kits
Webcasts*	<ul style="list-style-type: none"> • How Efficient is Enough for Your System? • ADAS, AI, and Advancing the Autonomous Vehicle 	<ul style="list-style-type: none"> • Wireless Sensor Networks for IoT from LoRa to Cellular Cloud • Get Ready for AIoT & Digital Transformation 	<ul style="list-style-type: none"> • The Cheapest, Fastest Ways to RF Test Your IoT Device • Access High-Performance Computing on Open Source Maker Boards
Events*	Linley Spring Processor Conference	<ul style="list-style-type: none"> • IoT World – Video Interviews & Best-in-Show • Embedded Vision Summit • NIWeek 	<ul style="list-style-type: none"> • Design Automation Conference • TU-Automotive – Video Interviews & Best-in-Show • Computex Taipei – Video Interviews & Best-in-Show • Embedded Technology Conference – Video Interviews, Embedded Insiders LIVE Executive Interviews & Best-in-Show • Sensors Expo – Video Interviews & Best-in-Show
Embedded Daily Focus	Embedded & IoT Security	Low-Power Wireless Networking	Embedded Operating Systems & Development Tools

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Q3 JULY

AUGUST

SEPTEMBER

eNL: IoT Design	Cloud Native & Containers for IoT Developers	The Evolution of Predictive Maintenance	What's New in Deterministic Ethernet?
eNL: AI & Machine Learning	GLOW, TFLite & Dev Tools for AI at the Edge	Open-Source AI Tools	Compute-in-Memory & Other AI Memory Architectures
eNL: Automotive Embedded Systems	H/EV Powertrain Electronics	Heads-Up Displays & In-Cabin Monitoring	ECUs and Domain Controllers
eNL: Power Page	LED Drivers & Advanced Lighting	Energy Storage Update	Programmable Power Supplies
Print (Ads close 9/4/2020)	N/A	N/A	Embedded Computing Design Annual Resource Guide <ul style="list-style-type: none"> • Focus on Ultra-Low Power, Test & Measurement, & Rugged Enclosures/Packaging • Wireless IIoT Standards & Technology Update • Product Profiles
Embedded Insiders Podcast Focus	Artificial Reasoning	The Rise of High-Level Programming in Embedded	Embedded Linux Update
Embedded Toolbox Interview Focus	Integrated Development Environments	N/A	AI Algorithm Optimization
Dev Kit Weekly Focus	Drone Development Kits	N/A	Programmable Logic Development Kits
Webcasts*	<ul style="list-style-type: none"> • Get Started With AI Inferencing at the Edge • Introducing Cloud-Native for the Embedded IoT 	<ul style="list-style-type: none"> • No Matter How Good your Design Is, If It's Not Secure, It's Worthless • Embedded Blockchain: What You Need to Know 	<ul style="list-style-type: none"> • Latest on Chipset Security Features and Software Implementations • AI Demystified: Keys to Developing a Useful Real-World AI
Events*	N/A	<ul style="list-style-type: none"> • Taiwan Industrial Automation Exhibition – Video Interviews & Best-in-Show • Flash Summit • Hot Chips • Embedded Linux Conference 	<ul style="list-style-type: none"> • AUTOTESTCON • Bluetooth World • TSN/A Conference
Embedded Daily Focus	Embedded AI Development & Deployment Solutions	Open-Source Software	Programmable Computing

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Q4 OCTOBER

NOVEMBER

DECEMBER

eNL: IoT Design	5G, Edge Computing, & Tactile Internet	Blockchain & IoT	Predictive Maintenance
eNL: AI & Machine Learning	AI Middleware	AI Simulation for Critical Systems	AI Benchmarking: Performance, Power, and Accuracy
eNL: Automotive Embedded Systems	In-Vehicle Network Architectures & Technologies	Overcoming Challenges of In-Vehicle AI	Progression Towards Level 5 Autonomous Drive
eNL: Power Page	Advances in Green Energy	Digital Power	Advances in Wireless Charging
Print (Ads close 10/9/2020)	N/A	Industrial AI & Machine Learning Resource Guide <ul style="list-style-type: none"> • Focus on AI Accelerators, Model Development Frameworks, & ML Simulation & Testing Tools • Feature: Developing AI-Enabled Wireless IIoT Sensor Networks • Product Profiles 	N/A
Survey/Research*	Report: Embedded Computing Design Annual Developer Survey Results		
Embedded Insiders Podcast Focus	Embedded Hardware Standards Update: PICMG, PC/104, VITA, & More	Application-Specific IP & the End of Moore's Law	The End of Embedded?
Embedded Toolbox Interview Focus	Virtual Prototyping Tools	Simulation & Modeling Tools	Wireless Test & Development Tools
Dev Kit Weekly Focus	AI & ML Kits	Wearables Development Kits	RISC-V Development Kits
Webcasts*	<ul style="list-style-type: none"> • Voice Recognition: Who's Listening? • Time-Series IoT Data: The Journey from Edge to Cloud 	From Silicon to Software, Open Source Embedded is Back	5G Architecture Insights – how 5G Plans to IoT into the Future
Events*	<ul style="list-style-type: none"> • Arm TechCon – Video Interviews & Best-in-Show • PCIM – Video Interviews & Best-in-Show • Mobile World Congress Los Angeles • Linley Fall Processor Conference 	<ul style="list-style-type: none"> • SPS Drives – Video Interviews & Best-in-Show • Electronica – Industrial IoT University Speaking Opportunities, Embedded Insiders LIVE Executive Interviews & Best-in-Show 	RISC-V Summit – Video Interviews & Best-in-Show
Embedded Daily Focus	Embedded 5G Networking Update	AI & ML for Critical Systems	2021 Electronics Industry Trends & Predictions

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