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Rates opensystemsmedia.com/media-kits

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embedded-computing.com/linkedin
VITA Technologies provides the latest technical information and updates on VMEbus, VPX, OpenVPX, VXS, and other VITA standards to engineers, managers, and decision makers in the United States and internationally. The website, Resource Guide, Buyer’s Guide, E-letter, and print editions lend insight into embedded VME products and strategies – boards, backplanes, COTS, cooling, SDR, Linux, RTOS, and more – in weapons control systems, imaging and targeting systems, radar/sonar, avionics, vehicle, surveillance, and other military applications.

VITA Technologies’ coverage also includes the latest VITA standards and VSO status reports, along with editorial on the industry-leading products and technology that drive today’s market. VITA Technologies gives readers the information they need to stay in-the-know about the trends that define VME, VXS, VPX, VPX-REDI, FMC, PMC, and XMC.

Jerry Gipper is editorial director of VITA Technologies. He cofounded Embedify LLC, a marketing services firm for embedded computing businesses, and an active member of the VITA Standards Organization. His background includes product marketing, sales, business development, and strategic planning. Jerry earned his BS in Computer Engineering at Iowa State University and his MS in Computer Engineering at San Jose State University.

E-mail Jerry at jgipper@opensystemsmedia.com

Amanda Harvey, VITA Technologies Assistant Editor, is responsible for proofreading articles for content and conventions, reviewing the layout process, and assisting with various other editorial tasks. She earned her BA in English Literature from Arizona State University in May 2013.

E-mail Amanda at aharvey@opensystemsmedia.com

Departments
› Editor’s Foreword
› VITA News
› VITA Standards Update
› Defining Standards
› Primetime Choices
› Design Wins Spotlight: This news section focuses on recent design wins. Learn which products/services were chosen and why.
61% participated in online surveys
70% downloaded and read a white paper in last 12 months
30,000 leads generated by white papers in 2013

60% attended an E-cast
32,000 leads generated by E-casts in 2013

Print/Online Circulation
Total Circulation 22,490
Print 15,914
Digital 6,576

VITA Technologies
E-letter/E-lert Circulation 15,881

Additional E-lert Circulation:
Europe 19,192 Asia 14,250

Geographic Breakdown
Americas 60%
Europe 27%
Asia 13%

VITA Technologies Readers by Job Function
Software Engineer 17%
Systems Engineer 19%
Engineering Managers 13%
Hardware Engineer 18%
Consultant/Support 12%
Applications Engineer 10%
Educator/Student 3%
CEO/Executive 8%

VITA Technologies Reader Markets
Defense & Aerospace 47%
Industrial 19%
Communications 13%
Transportation 10%
Bio-medical 5%
Test and Measurement 3%

Readers who choose print 74%
Readers who choose E-mags 64%
Readers who choose tablets 28%

Software Engineer 17%
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## VITA Technologies 2014 Print and E-letter Editorial Calendar

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<th>Issue</th>
<th>Main Feature</th>
<th>Special Feature</th>
<th>Tech Feature</th>
<th>Promotions and Tradeshows</th>
<th>Digital Updates</th>
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<tr>
<td><strong>Spring Print</strong></td>
<td><strong>System Integrator Round Up</strong>&lt;br&gt;Review various types of system integrators, and a summary of the advantages/services they offer.</td>
<td><strong>Systems by application</strong>&lt;br&gt;Breakdown of several applications and how the system is used within the application.</td>
<td><strong>Key technology requirements by industry</strong>&lt;br&gt;A look at specific and unique technology requirements (product life cycles) for systems in a variety of applications.</td>
<td>Advertorial: OpenVPX EE Live!</td>
<td>E-casts and Virtual Events: OpenVPX</td>
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<tr>
<td><strong>Spring E-letter</strong></td>
<td>Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged.&lt;br&gt;Unsolicited articles are welcomed.</td>
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<tr>
<td><strong>Summer Print</strong></td>
<td><strong>Annual VITA Technologies Resource Guide:</strong>&lt;br&gt;Technically Speaking: Q&amp;As and guest opinion pieces on VITA technologies&lt;br&gt;Key Resource Guide categories include: Audio/video, devices, carrier boards, mezzanines, communications, TCP/IP, serial switch fabrics, automation, packaging, ruggedized, MIL-STD, software and development tools, test and analysis, VXI controllers, displays, instruments, SBCs, VPX/OpenVPX plus many other VITA technology-based products, and more</td>
<td><strong>Steps to building systems</strong>&lt;br&gt;Where to start when building a system-level product.</td>
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<td><strong>Summer E-letter</strong></td>
<td>Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged.&lt;br&gt;Unsolicited articles are welcomed.</td>
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<td><strong>Fall Print</strong></td>
<td><strong>Reliability</strong>&lt;br&gt;Review updates to reliability standards typically used in industry segments.</td>
<td><strong>Software platforms</strong>&lt;br&gt;Review platforms that are defined by various operating system suppliers.</td>
<td><strong>System standards</strong>&lt;br&gt;Review the standards in place to assist in the development of system-level products.</td>
<td>Advertorial: Security AUVSI</td>
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<tr>
<td><strong>Fall E-letter</strong></td>
<td>Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged.&lt;br&gt;Unsolicited articles are welcomed.</td>
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<td>E-casts and Virtual Events: Security AUVSI</td>
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<tr>
<td><strong>Winter Print</strong></td>
<td><strong>Annual Buyer’s Guide</strong>&lt;br&gt;Features the latest VITA technology-based products plus mini-tab and bellyband sponsorships.</td>
<td><strong>Business Barometer</strong>&lt;br&gt;Rundown on current state of the industry. What is ahead for the next year? Comments on outsourcing/insourcing.</td>
<td><strong>The future for systems</strong>&lt;br&gt;What can we expect systems of the future to look like? What is missing to make development easier?</td>
<td>Annual Buyer’s Guide VME/VITA products plus mini-tab and bellyband sponsorships</td>
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<tr>
<td><strong>Winter E-letter</strong></td>
<td>Articles on designing with VITA technologies such as VME, VXS, VPX, PMC, XMC, FMC, and others are encouraged.&lt;br&gt;Unsolicited articles are welcomed.</td>
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## Focus/Interest

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<th>Technology</th>
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<tr>
<td>Consumer</td>
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<tr>
<td>Defense and aerospace</td>
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<tr>
<td>Industrial automation and control</td>
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<tr>
<td>Medical</td>
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<td>Open Source</td>
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<td>Simulation, test, and measurement</td>
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<td>Smart Energy</td>
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<tr>
<td>Telecommunications</td>
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<tr>
<td>Transportation/Telematics</td>
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<tr>
<td><strong>Software</strong></td>
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<tr>
<td>BIOS, firmware, middleware</td>
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<td>Enterprise applications in embedded</td>
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<td>Integrated development environment</td>
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<td>Networking</td>
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<td>Obsolescence, DMSMS</td>
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<tr>
<td>Operating systems – server/desktop</td>
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<tr>
<td>Safety and Security</td>
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<td>Static Code Analysis</td>
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<tr>
<td>Virtualization</td>
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<tr>
<td>A/D &amp; D/A</td>
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<td>Design for Energy Efficiency (DfEE)</td>
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<td>EDA/IC design tools</td>
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<td>Fabrics</td>
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<td>Graphics, displays, and imaging</td>
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<td>High-performance computing, clusters</td>
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<tr>
<td>Life cycle, obsolescence</td>
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<tr>
<td>Mezzanines and I/O modules</td>
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<td>Power conversion</td>
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<td>Security and biometrics</td>
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<td>Sensors and control</td>
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<td>Single board computers and blades</td>
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<td>System packaging</td>
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<td>Systems, servers, and clusters</td>
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<td>Thermal management</td>
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<td><strong>Semiconductors/ICs</strong></td>
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<td>DSPs</td>
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<td>FPGAs, reconfigurable computing</td>
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<tr>
<td>System-on-Chip (SoC)</td>
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Revised: March 28, 2014
Product and Services

Legend: O = Online | P = Print | TM = Tracking Metrics

Advertisements, Magazine  P | O
Reach your audience with full-page or fractional ads. Or we can also help you design multiple-page ads, bellybands, and gatefolds. Ads placed in our publications are included in E-mags and on our magazine apps where available.

Advertisements, Online  O | TM
Multiple banner ads can be placed on our websites in strategic locations, and “keywords” may be selected. Banner sizes comply with IAB display advertising guidelines.

Apps  O
Reach the growing tablet market with a full-page ad, audio, video, E-cast, banner ad, or supplement. Custom apps are available.

Blogs  O
Our editors voice their opinion on a variety of topics. Guest blogging spots are also available, but bloggers must apply to and be approved by the Editorial Director.

E-casts  O | TM
E-casts are live, moderated online webcasts with a single or multiple sponsors, to educate audiences about a problem and possible solutions. Includes attendee tracking that allows industry question and survey/poll response viewing. Events are archived for 12 months and continue gathering leads long after the event.

Editor’s Choice Products  O | P
Our editors research industry product and technology developments for notable Editor’s Choice product candidates. If your product is selected, OpenSystems Media will provide our Editor’s Choice logo for use in your company’s future promotional materials.

E-lerts  O | TM
A dedicated e-mail blast with your product information, E-casts, news items, or white papers is sent to our subscriber base. Customize a mailing list to hit your target audience.

E-letters  O | TM
E-letters are newsletters e-mailed to our readers in HTML format. Packed with articles and featured editorial, their interactive nature links readers to even more information. Your 125 x 125 static banner ad can be placed in a prominent location, and products can be featured and linked to detailed product pages.

E-mags  P | O | TM
An interactive-format replica of the print magazine is e-mailed directly to our readers. Advertisements and product guide listings are highlighted with links to vendors’ websites. We can also help create additional forms, animations, blow-ins, belly bands, tabs, and gate folds.

E-mags, Custom  O | TM
We can create custom E-mags distributed to our targeted audience. Includes E-mag design and layout, copy editing to style guide, stock art, and material trafficking. Cover design with up to three concepts.

Guide, Buyer’s  O | P
Select publications have an annual Buyer’s Guide that includes editor-prepared directories of recently released products. Stand out by sponsoring an enhanced listing or mini tab.

Guide, Resource  O | P
Each publication features an annual Resource Guide edition, presenting vendor products categorized and displayed in product profiles. We provide the profile template, and you fill in the information to make your product stand out.

Inserts/Outserts  O | P
Your marketing material can be inserted inside the magazine or outside in a polybag with any magazine issue. Either ship us the finished piece or outsource the design and/or printing to us. We provide competitive pricing and quick turnaround.

News Feeds  O
Use submit.opensystemsmedia.com to have your news releases syndicated in dozens of dynamic, content-sensitive news feeds and broadcasts around the globe via search engines and RSS.

Polls and Surveys  O | TM
We can develop a targeted poll or survey for your needs. Surveys can be part of any of our electronic services, such as E-lerts and E-casts.

Product Database  O | TM
Online product listings are free of charge. These searchable listings provide a link to product datasheets supporting requests for more information. Listings are often used by our editors to select Editor’s Choice products, and searched by readers looking for the latest news and products. We consistently rank very high in search engine results.

Reprints  O | P
Reprints are excellent for point-of-purchase displays, direct-mail campaigns, trade-show handouts, and media kits.

Social Media  O | TM
OpenSystems Media offers TechChannels, Facebook pages, Twitter, and LinkedIn Groups with a large following.

Video Library  O | TM
Archive video from E-cast events and/or have us host your video content. We spotlight videos and provide tracking metrics.

White Papers  O | TM
Add to our portfolio of topical white papers to gain increased exposure. We promote white papers and provide tracking metrics.
## Product and Services

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<tr>
<td>Advertisements, Online</td>
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<td>White papers</td>
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### E-letter and E-lert Archive URL Distribution Frequency

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<th>Distribution</th>
<th>Frequency</th>
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<td>embedded-computing.com/eletter</td>
<td>41,000</td>
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<td>33,500</td>
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<td>PC/104 and Small Form Factors</td>
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Revised: March 28, 2014
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Please note: Cover Wraps and Cover Peel Backs are not offered on Military Embedded Systems.
E-cast, 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 as well.

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

Roundtable Discussion
Industry leaders come together to discuss hot topics in a Q&A session moderated by OpenSystems Media editorial directors.

Co-Sponsored E-cast Lineup

Dissecting the Internet of Things – January
The Internet of Things (IoT) trend promises to connect the smallest of sensors to the largest of information delivery systems. As Internet connectivity has pushed its way down the complexity chain the price, performance, and bandwidth requirements for “internet connecting” these devices becomes a critical issue. A common approach to advancing the proliferation of the Internet of Things is required. But the entire spectrum of devices must be considered. Join us as we bring together a spectrum of Internet communications specialists as they describe requirements, approaches, and solutions for Internet-enabling a wide variety of embedded devices and systems.

Target Audience: Embedded Computing Design

Connecting the Internet of Things: One size does not fit all – June
The Internet of Things (IoT) trend promises to connect the smallest of sensors to the largest of information delivery systems. As Internet connectivity has pushed its way down the complexity chain the price, performance, and bandwidth requirements for “internet connecting” these devices becomes a critical issue. A common approach to advancing the proliferation of the Internet of Things is required. But the entire spectrum of devices must be considered. Join us as we bring together a spectrum of Internet communications specialists as they describe requirements, approaches, and solutions for Internet-enabling a wide variety of embedded devices and systems.

Target Audience: Embedded Computing Design

Let’s get Serial – How Ethernet came to rule the roost and when its reign will end – September
This webcast targets serial switched technologies and how Ethernet came to be the communications fabric of choice. The webcast will focus on the benefits of Ethernet as the standard for communications, as well as its limitations going forward, and then investigate how fabrics such as InfiniBand, Serial RapidIO, PCI Express, and Fibre Channel can boost the network infrastructure for next-generation data transport.

Target Audience: PICMG Systems & Technology

Protecting your car: Increasing auto software security – August
Car manufacturers are providing the ability to integrate personal mobile devices into the car to provide improved information and a better entertainment experience. The benefits and convenience are significant – but what’s the impact of providing interfaces for external equipment? Coupled with this is the increased usage of open source software within the car infotainment systems. With open source familiarity and external equipment integration comes the danger of security holes that hackers could take advantage of. Is it possible for a security hole or rogue application on your cell phone to get into the power train in your car? What are the critical software security issues and mitigation techniques automotive developers need to know? Join us as embedded security experts discuss the unique requirements and security issues within an automotive environment.

Target Audience: Embedded Computing Design

DIY panel – Making sense of DIY options and relevance to embedded apps – March
The Do it Yourself (DIY) craze started with techy hobbyists building robotics and sensor equipment with low cost, but high tech, platforms. The availability of these DIY platforms has exploded due to the very low cost of entry and software/operating systems that support these platforms. There are significant parallels between the DIY trends of today and the Linux trends of years gone by. The hobbyists using these DIY platforms are the same engineers developing embedded systems for a wide variety of industries. Can DIY make the jump from hobbyist platform to embedded production equipment? Join us as our DIY experts from the chip, board, and software segments discuss requirements, challenges, and solutions for DIY proliferation into embedded systems.

Target Audience: Embedded Computing Design

Becoming part of the car – Who’s driving now? – May
The automotive environment is a challenging mix of entertainment, safety, and reliability. But challenges don’t stop with the car itself. Advances in highway infrastructure and sensor technology are enabling a safer, more automated travel while reducing accident risk and driver distractions. Join us as we discuss the requirements and technology behind driver information, alerts, and driver assistance advancements with experts in the industry.

Target Audience: Embedded Computing Design

Target Audience: PICMG Systems & Technology

Fibre Channel can boost the network infrastructure for next-generation data transport.
Innovation in radar and electronic warfare systems through signal processing – January
Gaining the tactical edge on the battlefield is becoming less about troop and tank deployments and more about who has the smartest sensors, best Electronic Warfare (EW) techniques, and the most accurate radar systems.

As the U.S. defense budget shrinks and the military reduces its global footprint, funding for these applications remains steady, even increasing in some programs. According to Frost & Sullivan, radar contracts increased from a value of $3.27 billion in 2011 to $4.26 billion in 2012. The increased demand also places more pressure on system performance, driving innovation at the signal processing level so radar and EW systems can track every target and every signal. Often this performance is found in commercially developed, embedded signal processing components in open architecture designs. This webinar of industry experts will discuss how EW and radar system designs leverage these components and overcome challenges such as reduced Size, Weight, and Power (SWaP) requirements.

Target Audience: Military Embedded Systems

Avionics safety and security certification challenges for military aircraft – March
The current budget-constrained environment in the Department of Defense (DoD) is forcing many manned aircraft platforms to operate longer than their original planners intended, often requiring continued refresh of their avionics hardware and software, which means more opportunities for avionics upgrades. These upgrades will introduce more complex and sophisticated avionics, which will require expensive and time-consuming safety and security certification. FAA safety and security requirements are also starting to extend to Unmanned Aerial Vehicles (UAVs) as the FAA begins to open up the national airspace to them. This webinar of industry experts will discuss how designers are leveraging open architectures, common standards, and more to solve certification issues in this challenging climate.

Target Audience: Military Embedded Systems

Unmanned System ISR sensor payloads: Innovation through signal processing – May
Unmanned Aircraft System (UAS) program managers want their Intelligence, Surveillance, and Reconnaissance (ISR) payloads to see further at lower weight and in more compact packages than previous designs. Multi-mission payloads involving radar, signals intelligence, multi-spectral, hyperspectral, and other sensors are requiring intensive signal processing capability next to the sensor in the payload to get around the data link bottlenecks and filter important data before it is sent to the ground. This webinar of industry experts will cover how embedded hardware and software designers are solving the signal processing design challenges in UAS payloads.

Target Audience: Military Embedded Systems

VITA OpenVPX – April
The OpenVPX initiative was started in 2009 in response to a U.S. Department of Defense (DoD) mandate for improved implementation of open standards and interoperability over the VITA 46 specifications. Join our webinar discussion on OpenVPX architecture, improved interoperability between modules, backplanes, and chassis, and an overview of OpenVPX solutions available today.

Target Audience: VITA Technologies

Managing SWaP in ISR systems – December
Even in today’s budget-constrained environment the Department of Defense (DoD) is still funding Intelligence, Surveillance, and Reconnaissance (ISR) missions from payloads in Unmanned Aerial Vehicles (UAVs) to radar and maritime surveillance. All of these applications are driven by requirements for more and more signal processing performance and reduced Size, Weight, and Power (SWaP). Innovation in these systems is happening at the embedded electronics level where designers are overcoming thermal and power dissipation challenges in small system footprints through unique solutions and open architectures. This webinar of industry experts will discuss the reduced SWaP challenges in ISR systems and more.

Target Audience: Military Embedded Systems

Next-gen CompactPCI: From communications to the cosmos and beyond – March
This webinar targets the legacy of CompactPCI and its newest iteration, CompactPCI Serial. The webinar will briefly focus on the history and background of the CompactPCI specification, then investigate the benefits of the CompactPCI Serial, including technology advancements, migration strategies, and price/feature comparisons against competing architectures.

Target Audience: PICMG Systems & Technology

Reducing SWaP in embedded systems with small form factor designs – July
Smaller, compact electronics are being required more and more for vetronics, avionics, unmanned system payloads, missile systems, command and control systems, radios, and other military applications. Mostly because modern processing technology enables system designers to replace legacy systems with as much as 10 times the performance in the same size footprint. While reductions in Size, Weight, and Power (SWaP) create performance enhancements they also create unique challenges in thermal management of high-powered processors, packaging, and other areas. Industry organizations such as VITA and PICMG are developing Small Form Factor (SFF) standards to meet these requirements at the board and system level, but expensive customization may still be necessary if the standards don’t meet the requirements. This webinar of industry experts will discuss the reduced SWaP challenges, SFF standards, and more.

Target Audience: PC/104 and Small Form Factors

Why your board? Setting your standards-based boards apart – September
The number of standards-based Small Form Factors (SFFs) grows every year, making it increasingly difficult for end users to determine which board is the best “fit” for their application. Many available Computers-On-Module (COMs) and Single-Board Computers (SBCs) vary only slightly in terms of size, processor options, I/O connectivity, and expansion capability, and differentiating between Commercial Off-The-Shelf (COTS) offerings only gets more difficult once a form factor has been selected. Join our webinar of industry-leading SFF vendors as they sort through the stacks and give a taste of the secret sauce adding a kick to your next embedded design.

Target Audience: PC/104 and Small Form Factors

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