

*EE Times* Special Program  
November 2004

# The Cult of the Consumer: A Blueprint for the Next Electronics Revolution



*EE Times* presents a high-profile, global media event that challenges the creators of future technology and marketers alike with the key question:

**“Are you a player?”**



## Consumers are the new drivers of technology.

Today, demand for new products are spurred by a more technology-savvy general public, students, parents, children and workers.

Buying decisions are based more and more on the cumulative experience companies and consumers have had with individual suppliers of products and services.

Marketers must build brand equity with a wide range of decision makers, communicating with them as both builders and buyers of the product.

## It's about electronics for consumers...

This program is focused on the creation of electronics products for consumers, innovations that can be found in many major markets. It's focused on a vast array of stand-alone devices and embedded systems, such as:

- Automotive—Televisions, VCRs, voice recognition, GPS, telematics, etc.
- Medical—Personal, hand-held testing devices.
- Home Automation—Wireless home security, lighting, kitchen systems.
- Industrial—Mowers, tractors, residential equipment, etc.

## ... and it's about consumer electronics.

Gartner Inc. estimates global revenue from semiconductors used in consumer electronics will reach \$34.1 billion, an increase of 20% in 2004.\*

Gartner describes this category to include consumer electronics devices used to create, capture, record, communicate and view audio and video content, as well as personal electronic products and appliances. These devices may be connected to a PC or computer network but are not considered computer components.

\*Source: Gartner Inc. Consumer Electronics Semiconductors, 2002-2005 (1Q04 Update) 3 March 2004

## An *EE Times* Exclusive

An unprecedented series of multi-media events that will provide every electronics professional with exclusive insights into the future of the most important market in the world.

An unparalleled opportunity for marketers to associate their brand with a unique, integrated, global marketing and positioning event.

## *EE Times*' Unique Vision:

The electronics industry has spawned the computer, communications and consumer electronics revolutions over the past two decades. But all that was only the beginning. Now, the combination of appropriate technology, the right standards and a re-thinking of the man/machine interface will enable the electronics industry to lead the way to an era of momentous change.

*EE Times* challenges the electronics industry to coalesce around a select set of initiatives that will have a significant socio-economic impact in the second half of this decade.

Our editors will create a bold blueprint for the industry based on an exhaustive analysis of:

- Technologies
- Business and geo-political realities
- Market opportunities

## Your Opportunity

A unique marketing opportunity for today's challenging economic times: Cost effectively reach and interact with a targeted, global audience within the context of the most important media event of the year.

Partner with the industry's leading media company in this year's seminal publishing event to shape your message and program.

As electronics permeates new industries, our home and our lifestyles, can you really afford not to participate? Will your customers (and their customers), be asking:

## Are you a player?

*DID YOU KNOW?: The recent EE Times Pass Along Audit reports that each issue has a total projected receivership of 543,126\**

\* Source: November 2003 EE Times Pass-Along BPA statement



# ISSUE CONTENTS:

## *The Initiatives, The Technologies, The Issues*

### OPENING ESSAY:

#### THE CULT OF THE CONSUMER

This opening essay is focused on how the individual consumer; at work, at play and in the best of health, is the new driver of technologies and products. How does that affect the economic dynamics of all facets of the electronics industry: semiconductors, EDA, power management, sensors/displays, software, etc.? How will it affect product cycles, profit margins and platforms?

#### THE INITIATIVES

*EE Times* presents five challenges for the electronics industry, each of which can extend human potential. Each represents a convergence of current generation technologies, only slightly extrapolated. These articles will explain why we think these are significant initiatives, review the state of the art in each of these systems and highlight how current limits can be overcome.

- Electronic paper – the ultimate flexibility
- The self navigating car
- Personal transportation: The stair climber
- The “Dick Tracy” watch
- The artificial implantable eye

#### THE TECHNOLOGIES

We select and review the most significant enabling technologies underlying the initiatives/challenges. And, we discuss why these technologies will have widespread applications in the years to come and identify who’s doing what to further the state of the art.

- **Smarter processors:** Speed - in terms of MIPS and MFLOPS - is one thing, but to do it with low power and flexibility, is another. Microprocessor designers need to adopt fresh techniques and new kinds of metrics to

align their work with the coming “post-desktop era.” Requirements for compact, low-power, highly reliable embedded devices and techniques such as multithreading and re-configurability will drive the next generation of processor designs

- **Smarter radios:** A wireless world with ubiquitous, seamless connectivity from network to network and from air interface to air interface. From Wi-Fi to cellular to ultra-wideband, the wireless nomad could roam freely without ever enduring the inconvenience of a network disconnect. What makes it possible? A really smart front end.
- **Smarter power:** The number of gates per chip has been quadrupling every three years, but the gate switching energy has not fallen at the same rate. As a result, the power consumption of the highest performance chips has been increasing and it has become harder to remove the heat produced. How will OEM designers deal with the all-consuming power requirements of portable devices?
- **Smarter design tools:** Besides staggering complexity, sub-100-nanometer ICs pose physical design and manufacturing challenges. Several paradigm shifts will be needed to design these ICs.
- **Smarter software:** Embedded software is what enables smarter products. How real time operating systems, development environments and tools will evolve?
- **Bigger, brighter, sharper:** The war for the hearts and minds of individual consumers will be fought on the display front. It used to be that greater image quality meant more pixels. But

the mega pixel wars are over. Instead the key to unlocking the next generation of image quality, whether in cell phone cameras or large-area displays, lies in a new approach — the intelligent pixel.

- **An insatiable appetite for storage:** Flash memory dominates as the storage technology of choice for mobile systems. But the venerable disk drive refuses to yield ground. This section will reveal why vast amounts of storage will create new markets.

#### THE ISSUES

Beyond technology development the electronics industry needs to settle vital issues that loom as impediments to growth. This series of invited essays and interviews states clearly defined positions on major leverage points:

- Which wireless standards?
- How to protect digital content
- Managing the power of peer-to-peer technology

#### THE BRIGHTEST IDEAS

What ingredients go into huge market successes? *EE Times* looks at lessons from recent-and past-hot consumer electronic products. From the Sony Walkman to today’s camera phone, the DVD player, the DVR, the flat-panel TV and the portable MP3 player, all of which spawned large, and sometimes unanticipated, markets. This section includes the popular product teardowns of typical products in these categories.

(The exact order of these articles has yet to be determined)

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*DID YOU KNOW? The EE Times Network generates more than 7 million page views each month.\*\**

\*\* Source: Publisher’s data, May 2004



## THE PROGRAM

### STAND ALONE SPECIAL MAGAZINE:

#### 200,000+ PRINT DISTRIBUTION

Polybagged with:

*EE Times* November 1, 2004 issue;

**Closing October 8, 2004**

This perfect bound, magazine-size Special Issue will be distributed to more than 200,000 electronics professionals utilizing the circulation of *EE Times* North America (150,000\*), *Electronics Express Europe* (50,000) and bonus print distribution to a number of key industry events.

### SPECIAL PRINT SECTION

Included run-of-press (ROP) inside *EE Times China*, December 1-15 and December 16-31, 2004 issue

Portions of the "Cult of the Consumer" special issue will be presented in a social section of the December 1-15 and December 16-31, 2004 issue of *EE Times China*. Ads will be included as part of Platinum and Gold sponsorships and can be purchased separately. (The amount of editorial and the placement of ads will be determined based upon the number of ads sold in this section).

### LOCAL LANGUAGE TRANSLATIONS (PDF VERSIONS):

This special issue will also be translated into multiple local languages, converted to PDF format, and will be promoted to thousands of engineers, managers and other electronics professionals worldwide in the following languages:

- English
- Japanese
- French
- German

Your ad will be included in each PDF version, but will not be translated. You may submit translated ads for inclusion in each regional version for an additional \$100 production fee per ad.

**SPECIAL PROMOTION:** The PDF version will be available to download on all relevant *EE Times* Network sites.

Plus, a special email promotion will be sent to 50,000+ registered users of [SiliconStrategies.com](http://SiliconStrategies.com), [eeProductCenter.com](http://eeProductCenter.com) and members of *EE Times* Network email newsletters.

### EDITORIAL NETSEMINARS:

Each one-hour NetSeminar will focus on a topic related to the issue, where *EE Times* editors, industry analysts and technologists will discuss the technical challenges, market potential, possible applications and social implications. There will be a Q&A session as well as an online survey to get visitors' opinions.

Platinum sponsors will have one 10-minute presentation to discuss their viewpoint on the topic. Gold sponsors will have a 5-minute presentation to discuss their opinions. *EE Times* editors will have final approval of content and panel members.

**EXCLUSIVE:** To increase the interactivity of your event, each NetSeminar will feature its own Destination page, which includes the NetSeminar transcribed and edited into a white paper, transcribed FAQs, a forum, sponsored links as additional resources and email links to sponsor contacts for six months.

### DEDICATED WEB SITE:

This online community will be integrated within the *EE Times* Network, for electronics

professionals, industry analysts and technologists of all kinds worldwide to seek and share information regarding the technologies that are shaping this vast market. Visitors can read the November 1 Special Issue online, as well as links to:

- NetSeminars
- Related articles from *EE Times* and other community sites
- Sponsors content

**REMINDER:** The *EE Times* Network generates more than 7 million page views each month.\*\*

### BONUS DISTRIBUTION:

Your marketing messages will gain even more international visibility as this special issue will also be distributed at the following industry events: *electronica's* Embedded Systems Conference, Munich, Germany, November 8-12, 2004; 2005 International CES, Las Vegas, Nevada, January 6-9, 2005; the Embedded Systems Conference, San Francisco, CA, March 7-10, 2005 (10,000).

\* Source: June 2003 *EE Times* BPA statement

\*\* Source: Publisher's data, May 2004

## Suggested Editorial NetSeminar Topics:

- **The logjam in wireless standards**
- **How to protect digital content**
- **The intelligent pixel - next generation displays**
- **Flash or miniature disks for portable storage?**
- **Embedded software: The "smarts" in smart consumer electronics**
- **The future of EDA: Tackling sub-100nm designs**
- **Power management for "wrist top" and implantable medical devices**
- **Approaches to smart radios: SDR and beyond**
- **Moving beyond RTL with alternative silicon architectures**
- **Technologies for the smart car**
- **Is MEMS ready for prime time?**
- **Embedded controllers for personal electronics**

# Sponsorship Packages:

## Platinum Custom Sponsors: \$75,000 net

- 1 premium ad for November 1 launch issue (200,000+ North America and Europe circulation)†
- 4 magazine-size print ads for November 1, issue (NA and Europe circulation)
- 5 ads included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- 2 TAB ads, one each included in Dec. 1-15 and Dec. 16-31, 2004 issue of EE Times China "Cult of the Consumer" special inside section
- Coverwrap inside front cover ad in subsequent EE Times North America issue promoting sponsored Editorial NetSeminar
- 10-minute presentation in sole-sponsored Editorial NetSeminar with multiple usage of attendee leads
- NetSeminar Destination page with transcription, white paper, FAQs, forum, four text links and email links to sponsor contact for 6 months
- 150,000 banner impressions on the "Cult of the Consumer" web site and within the EE Times Network (boomboxes, skyscrapers, banners)
- 7 links to relevant sponsor content from Web Site

## Gold Sponsors: \$60,000 net

- 3 magazine-size print ads for November 1, launch issue (200,000+ North America and Europe circulation)†
- 3 ads included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- 1 TAB ad included in either Dec. 1-15 or Dec. 16-31, 2004 issue of EE Times China "Cult of the Consumer" special inside section
- Cover wrap inside front cover ad in subsequent EE Times North America issue promoting sponsored Editorial NetSeminar
- 5-minute presentation in Editorial NetSeminar with multiple usage of attendee leads
- NetSeminar Destination page with transcription, white paper, FAQs, Forum and two text links and email links to sponsor contact for 6 months
- 100,000 banner impressions on the "Cult of the Consumer" web site and within the EE Times Network
- 5 Links to relevant sponsor content from Website

## Silver Sponsors: \$30,000 net

- 2 magazine-size print ads for November 1, launch issue (200,000+ North America and Europe circulation.)†
- 2 ads included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- 75,000 banner impressions on the "Cult of the Consumer" web site and within the EE Times Network
- 3 Links to relevant sponsor content from Website

## Bronze Participants: \$10,000 net

- 1 magazine-size print ad, (200,000+ North America and Europe circulation)†
- 1 ad included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- Text link off the "Cult of the Consumer" web site (Advertiser's Index page)

## Other opportunities

### EE Times China: \$5,300 net

- TAB ad included in either Dec. 1-15 or Dec. 16-31, 2004 issue of EE Times China "Cult of the Consumer" special inside section

### (4) Tab Dividers @\$25,000 net for Sponsors

- 1 magazine-size print ad in the back of heavy weight section divider tab, EE Times North America and Electronics Express Europe (200,000+ circulation)†.
- Ads included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- Text link off the "Cult of the Consumer" web site (Advertiser's Index page)

### Fractional Ads: \$6,000 net for Half Page; \$3,000 net for Quarter Page

- Ads stacked 2 or 4 per page placed after "The Brightest Ideas" section.
- Ads included in local language PDF to Japanese, German and French audience (not translated, advertiser can supply their own for \$100 per edition)
- Text link off the "Cult of the Consumer" web site (Advertiser's Index page)

## EE Times' Unprecedented Global Reach: 240,000+ top Electronics Professionals. \*\*\*\*



### EE Times:

The industry newsweekly for engineers and technical managers in North America. EE Times provides timely, relevant news, analysis and opinion — of both business and technology — to help them keep their fingers on the pulse of the industry and to enable them to make the most informed decisions involving their designs. Circulation: 150,000\*



### Electronics Express Europe:

The European resource for new product information, this pan-European monthly magazine is circulated to buyers and specifiers of electronic components and equipment. Circulation: 50,006 \*\*



### EE Times China:

The leading technical publication in China. This biweekly newspaper serves China's engineering community by delivering the latest industry and technology trends. Circulation: 40,684 \*\*\*



### The EE Times Network

The leading online news, design and product resource for electronics professionals worldwide includes EE Times.com and its online editions EETAsia.com, EETChina.com, EETKorea.com, EETTaiwan.com, EETUK.com, EETimes.de, and EETimes.fr.

The Network also includes specialized Web sites such as CommsDesign, EEdesign, Embedded.com, PlanetAnalog, SiliconStrategies and the new product site eeProductCenter.com deliver more than seven million page views and more than one million unique visitors each month. \*\*\*\*

\* Source: June 2003, EE Times BPA statement

\*\* Source: June 2003, Electronics Express Europe BPA statement

\*\*\* Source: Publisher's own data, BPA Audit pending June 2004

EE Times China

\*\*\*\* Source: Publisher's own data, May 2004



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**EETIMES**

**EUROPE ELECTRONICS EXPRESS**

**电子工程专辑**  
Electronic Engineering Times - China

## An Unprecedented Marketing Opportunity

This integrated multi-media program is focused on helping you with your marketing objectives:

- Solidifying/establishing your brand in the consumer marketplace
- Generating high-quality, global leads
- Driving traffic to your company Web Site
- Increasing interactivity with the reader

## International Sales Offices

### Corporate Headquarters

600 Community Drive  
Manhasset, NY 11030  
PH: (516) 562-5000

### Chicago, IL

111 E. Wacker Drive  
Suite 900  
Chicago, IL 60601  
PH: (312) 297-5065

### Dallas, TX

5495 Beltline Road  
Suite 200  
Dallas, TX 75254  
PH: (972) 387-3171

### Irvine, CA

One Park Plaza  
Suite 700  
Irvine, CA 92614  
PH: (949) 223-3600

### San Francisco, CA

600 Harrison St.  
San Francisco, CA 94107  
PH: (415) 947-6000

### San Mateo, CA

2800 Campus Drive  
San Mateo, CA 94403  
PH: (650) 513-4300

### Waltham, MA

890 Winter St.  
Suite 210  
Waltham, MA 02451  
PH: (781) 839-1200

### United Kingdom/Europe

CMP WorldWide Media Networks  
8th Floor  
Ludgate House  
245 Black Friars Road  
London SE19UY  
PH: (011) 44-207-921-8497

### Beijing

Global Sources  
Rm 1518,  
China World Tower 2,  
No 1 Jianguomen Wai St.,  
100004, Beijing, China  
PH: (011) 86-10 6505-9911  
x6151

### Hong Kong

Global Sources  
L12, Tower 1,  
Grand Century Place, 193  
Prince Edward Road West  
Mongkok, Kowloon, Hong Kong  
PH: (011) 85-2 2831-0604 x0604  
Fax: (011) 85-2 2831-0252 x0252

### Japan

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Matsuda Bldg.  
2-4-6 Ninhonbashi, Kayabacho  
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PH: (011) 813-3661-6138  
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### Korea

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### Taiwan

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