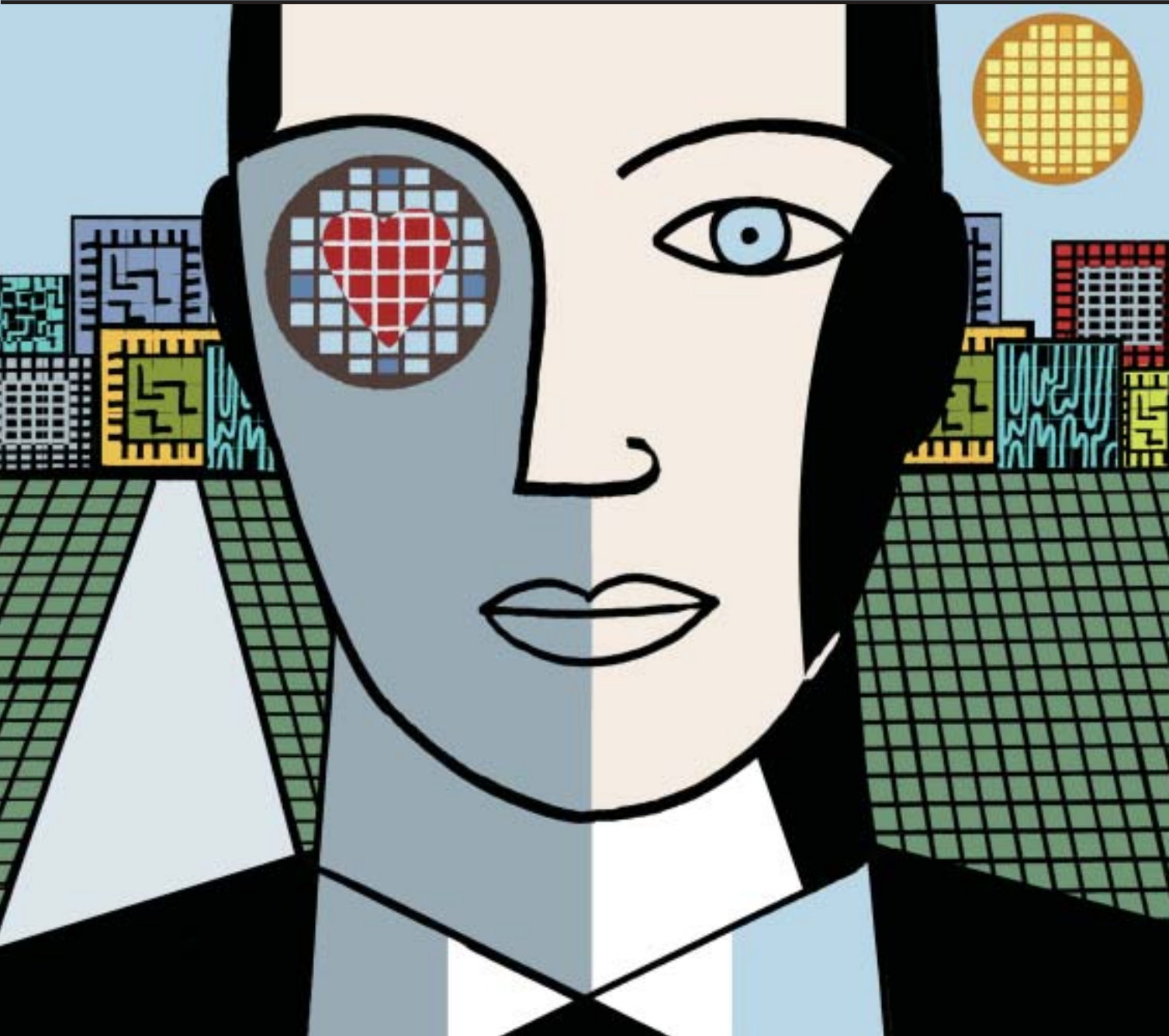


The Future of Semiconductors: An Industry Agenda

October 2003



EE Times presents a high-profile, global media event,
that asks the critical question of readers and marketers alike:
"Are you part of the future?"



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 industry 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 evolution of the post-industrial knowledge society is fundamentally dependent on the semiconductor: It is the engine for information technology and, therefore, the primary driver of socio-economic change.

The semiconductor embeds Man's intellect and inspiration. It extends his physical and computational abilities to create a new world in partnership.

To create a bold blueprint for the semiconductor 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: Reach a targeted, global audience, cost effectively, 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.

Join us at this critical juncture in history. Can you really afford not to participate? Will your customers be asking:

Are you part of the future?

THE PROGRAM

STAND ALONE SPECIAL MAGAZINE:

Polybagged with: *EE Times*
October 13, 2003 issue;
Closing September 5, 2003;
EE Times Asia/EE Times China:
November 1-15, 2003 issue thru
December 1-15, 2003 issue

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, *EE Times Asia* and *EE Times China*.

This issue will feature a section on core technologies, business realities, market opportunities and a special section on key industry influencers.

The issue and all ads will be translated into Simplified Chinese (at no additional cost) for the *EE Times* China audience.

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 online polling to get visitors' opinions.

Platinum sponsors are exclusive, with one 10-minute presentation to discuss their viewpoint on the topic. Gold and silver sponsors will each have a 5-minute presentation (Gold first, then Silver) to discuss their opinions on the topic. There must at least be a Gold sponsor to produce a NetSeminar.

EE Times editors will have final approval of content and panel members.

WEB SITE:

This online community, integrated within the *EE Times* online network, is for electronics professionals, industry analysts and technologists of all kinds worldwide to seek and share information regarding the semicon-

ductor industry. Visitors can read the October 13, Special Issue online, as well as link to:

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

The web site will be linked to *EE Times.com* and *Communities* (Includes *PlanetAnalog.com*, *CommsDesign*, *EEdesign*, *Embedded.com*, *The Work Circuit*, *Semiconductor Business News.com*, *EETUK.com*, *EETimes.de* and *EETimes.fr*).

VOTING CONTEST/ READER FEEDBACK:

Starting with the October 13, 2003 Special Issue, the *EE Times*' "Future of Semiconductors" Contest will be launched, where subscribers and online visitors can vote for:

- Which technology will be the most influential in driving the future of the industry?
- What technology company will be the most influential in driving the future of the industry?

- What person will be the most influential in driving the future of the industry?

This contest will be promoted in subsequent *EE Times* issues, utilizing Web site banners and email newsletters through December 5, 2003.

BONUS DISTRIBUTION:

Your marketing messages will gain even more international visibility as this special issue will also be distributed at the Embedded Systems Conference in Munich, Germany, November 10-13.

Plus, utilizing *EE Times* Digital technology, this special issue will be converted to PDF format, available for download to thousands more worldwide.

* Source: Publisher's own data, April 7, 2003

Editorial NetSeminar Topics:

Following are the suggested topics for potential sponsorship.

- How real is the single-chip phone?
- Embedded Memory Technologies for SoC
- Power Management and "Power Aware" Designs
- Should Analog and Digital co-exist on one chip?
- Personal Area Networks: Bluetooth, Zigbee and others
- The challenge of new memory technologies: FRAM, MRAM and others
SoC: Single chip or stacked dice?
- Why MEMS will become a mainstream technology: Displays, imagers, sensors and actuators
- 40 GHz and beyond: InP or SiGe?
- SystemVerilog: Best hope for unifying design and verification?
- Front-End Design: The multi-million-gate challenge
- Entertainment Robotics: The semiconductor economic engine of the future?
- Moving Design Abroad: Necessary or shortsighted?

ISSUE CONTENTS

THE SHAPE OF THINGS TO COME

The Industry's Challenges

How techno-economic forces will create a vastly different semiconductor industry:

- Killer apps for the post-PC world
- Overcoming the limits of integration
- Burgeoning complexity in design, manufacture and test
- The shifting balance of capital, skills, markets, channels
- Business models: IDMs, foundries, joint R&D/fabs, design boutiques

GLOBAL REALITIES

One World

Predicting the geo-political impact of semiconductor economies:

- The China wild card
- Resurgent Europe
- Don't count Japan out
- High anxiety in Taiwan
- Korea marches on

TECHNOLOGY

(The exact order of this section has not yet been decided)

Beyond Classical CMOS

Exploring the drive to sub-100nm process technology on 300 mm wafers:

- Device structures – the evolution of the transistor
- Materials – SiGe, InP and more
- Micromachining

The Fundamental Limits

Engineering that bypasses quantum limits

- Power management and “power-aware” electronics
- Bridging the analog and digital worlds – the expanding role of analog
- Lithography for the next 10 years

The Holy Grail – System On Chip

Why the elusive dream will become reality:

- How passives and analog will coexist with digital
- Overcoming bandwidth, noise and power limits
- Systems in a package (SIP)
- “Tour de force” – the single-chip phone

The Revolution in Memory Technology

With SoC comes the demand for embedded memory:

- DRAM/SRAM architectures
- The (re)emergence of FRAM
- Application-specific memory
- The “chip-to-chip” bottleneck

Paradigms for Design, Verification and Test

Assessing the capabilities of tools and methodologies:

- Process-design integration – “Design for manufacturing yield”
- Design data management
- Architectures for reuse, testability and fault tolerance

DISRUPTIVE MARKETS

(The exact order of this section has not yet been decided)

Engines of New Growth

How semiconductors will solve the unsolvables:

- The Wireless revolution
- Man and machine – Robotics is a reality
- Augmenting sense – chips that see, hear and smell
- Imagers, sensors and large area displays

New Directions

Cleverly designed circuits and devices for new applications:

- Configurable and re-configurable architectures
- Organic and nanoscale technologies
- Bio-MEMS
- Disposable, wearable chips

PRIME MOVERS

The Influencers

EE Times selects 20 individuals who are poised to revolutionize the semiconductor industry

- Researchers
- Business Leaders
- Entrepreneurs



SPONSORSHIP PACKAGES

Platinum Custom Sponsors:

\$75,000 net

- 1 premium ad (C2, C3, C4, opposite TOC pages, 1st or 2nd issue spread, or any ad/spread opposite a section opener) for October 13, launch issue (200,000+ worldwide circ.)*
- 4 magazine-size print ads for October 13, issue (200,000+ worldwide circ.)*
- Cover wrap inside front cover ad in subsequent *EE Times* North America issue promoting sponsored Editorial NetSeminar
- 10-minute presentation in sole-sponsored Editorial NetSeminar with one-time usage of attendee leads
- 150,000 banner impressions on the "Future of Semiconductors" web site and within the *EE Times* Network (boombboxes, skyscrapers, banners)
- Links to relevant sponsor content from Web site
- Mention in e-mail newsletters, logo in house ads, contest sponsorship, online polls.

Gold Sponsors:

\$50,000 net

- 3 magazine-size print ads for October 13 launch issue (200,000+ worldwide circ.)*
- Cover wrap inside front cover ad in subsequent *EE Times* North America issue promoting sponsored Editorial NetSeminar
- 5-minute lead presentation in co-sponsored Editorial NetSeminar with one-time usage of attendee leads
- 75,000 banner impressions on the "Future of Semiconductors" web site and within the *EE Times* Network
- Links to relevant sponsor content from Web site
- Mention in e-mail newsletters, logo in house ads, contest sponsorship, online polls featuring the chosen technology.

Silver Sponsors:

\$35,000 net

- 2 magazine-size print ads for October 13, launch issue (200,000+ worldwide circ.)*
- 5-minute presentation in co-sponsored Editorial NetSeminar with one-time usage of attendee leads. (subject to the presence of a Gold sponsor)
- 50,000 banner impressions on the "Future of Semiconductors" web site and within the *EE Times* Network
- Links to relevant sponsor content from Web site
- Mention in e-mail newsletters, logo in house ads, contest sponsorship, online polls featuring the chosen technology.

Bronze Participants:

\$8,000 net

- 1 magazine-size print ad (200,000+ worldwide circulation*)
- Text link off the "Future of Semiconductors" web site (Advertiser's Index page)

Additional Opportunities:

(4) Tab Dividers: \$20,000 net

Tab 1: Before the Technology Section
Tab 2: Before the Global Reality section
Tab 3: Before the Disruptive Markets section
Tab 4: Before the Prime Movers section

- 1 magazine-size print ad in the back of heavy weight section divider tab, *EE Times* North America circulation only.
- Text link off the "Future of Semiconductors" web site (Advertiser's Index page)

Fractional Ads: \$4,000 net for Half Page;
\$2,500 net for Quarter Page

- Ads stacked 2 or 4 per page placed after The Influencers section
- Text link off the "Future of Semiconductors" web site (Advertiser's Index page)

* Source: Publisher's own data

EE Times' Unprecedented Global Reach: 200,000*+ 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**



EE Times Asia/EE Times China:

The leading technical publication in Asia and China. This biweekly newspaper serves the region's engineering community by delivering the latest industry and technology trends. Circulation: *EE Times Asia*: 27,753; *EE Times China*: 35,711***



EE Times.com and Online Communities

The leading online news and design resource for electronics professionals worldwide. *EE Times.com* and its online communities (includes Planet Analog, CommsDesign, EEdesign, The Work Circuit, EETAsia.com, EETUK.com, EETimes.de, and EETimes.fr) deliver more than six million page views and more than one million unique visitors each month. ****

** Source: Projected for April 2003 (12/02 circ was 158,433)

*** Source: December 2002 BPA Statement

**** Source: Publisher's own data



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电子工程专辑
Electronic Engineering Times - China

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