

# EE Times Group | 2010 Content Calendar

## JANUARY

### Embedded Systems Design

**Jan/Feb Issue** Close Date: 01/ 07

- Features:
- Intellectual Property
  - Automotive Electronics

### EE Times

**January 25 Issue\*** Close Date: 01/ 11

- Feature:
- Consumer Electronics
- Product Focus:
- Memory ICs
- Special Report:
- The coolest gadgets of 2010. The global recession one year later.
- Events Coverage:
- CES/Las Vegas, World Economic Forum/Davos

*\* Ad awareness study scheduled*

## FEBRUARY

### EE Times

**February 8 Issue** Close Date: 01/ 25

- Feature:
- Wireless (4G/LTE)Memory ICs
- Product Focus:
- MCUs
- Events Coverage:
- Mobile World Congress (formerly 3GSM Congress ISSCC)

### Embedded Systems Design Europe | All Digital Issue

**February 22 Edition** Close Date: 02/12

- Features:
- Testing Systems & Software
  - Industrial Computing
  - Intellectual Property (IP)
  - Automotive
- Events Coverage:
- Embedded World, Nuernberg

## MARCH

### Embedded Systems Design

**March Issue** Close Date: 02/04

- Features:
- Analog Design
  - Robotics/Industrial Control

### EE Times

**March 8 Issue** Close Date: 02/22

- Feature:
- Synthesis MCUs
- Product Focus:
- RF
- Special Report:
- Silicon60

## MARCH - continued

# EE Times Group | 2010 Content Calendar

## EE Times **March 22 Issue Close Date: 03/08**

- Feature: • Virtualization RF  
 Product Focus: • FPGAs

## EE Times Virtual Conference **March 25 Close Date: 02/18 (Platinum & Gold)| 03/04 (Silver)**

- Focus: Designing with ARM: Engineer an optimal ARM-based system
- Low-Power Design
  - Software, Tools and Operating Systems
  - New Frontiers for ARM Cores

## EE Times | All Digital Issue **March 29 Edition Close Date: 03/15**

- Feature: • Robotics

## APRIL

## Embedded Systems Design **April Issue Close Date: 03/04**

- Features: • Programming languages  
 • Open-source software  
 Events Coverage: • ESC Silicon Valley\* April 26-29

## EE Times **April 5 Issue Close Date: 03/22**

- Feature: • Software for systems/embedded RF  
 Product Focus: • DSPs  
 Special Report: • Complete guide to the new EETimes.com. How to use and join the conversation

## EE Times Virtual Conference **April 15 Close Date: 03/11 (Platinum & Gold)| 03/25 (Silver)**

- Focus: Motor Control: Intelligent Control Maximizes Performance, Minimizes Power/Cost
- Maximizing efficiency while minimizing power
  - MCU, DSC, and ASSP options for motor control
  - Optimizing your motor control through software

## APRIL - continued

## EE Times **April 19 Issue Close Date: 04/05**

- Feature: • Microprocessors  
 Product Focus: • Power Mgmt

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Events Coverage: • ESC Silicon Valley EE Times Global Design Conference

## Embedded Systems Design Europe | All Digital Issue

**April 19 Edition Close Date: 04/09**

- Features: • Programming Languages  
• FPGA  
• Operating Systems (OS)  
• Safety & security
- Events Coverage: • ESC Silicon Valley

## MAY

### Embedded Systems Design

**May Issue Close Date: 04/01**

- Features: • Safety and security  
• Programmable logic

### EE Times

**May 10 Issue\* Close Date: 04/26**

- Feature: • Wired communication  
Product Focus: • Sensors  
Special Report: • Top 25 Global  
Events Coverage: • EDS/Las Vegas  
*\* Ad awareness study scheduled*

### EE Times Virtual Conference

**May 20 Close Date: 04/15 (Platinum & Gold)| 04/29 (Silver)**

- Focus: Medical System Design: Learn how wireless technology and embedded systems are revolutionizing health care today (and discover best practices to lower development risk)
- The future of home health care
  - The networked hospital: defining the future of critical care
  - Best practices for boosting time to market

### EE Times

**May 24 Issue Close Date: 04/26**

- Feature: • Energy Harvesting  
Product Focus: • Tools

## JUNE

### Embedded Systems Design

**June Issue Close Date: 05/04**

- Features: • EDA  
• Multicore
- Events Coverage: • ESC Chicago (US edition only)

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**EE Times | All Digital Issue**      **June 21 Edition**    **Close Date: 06/14**

Feature: • Alternative Energy

**EE Times**      **June 14 Issue**    **Close Date: 05/24**

Feature: • Sensors Tools  
 Product Focus: • Test & Measurement  
 Events Coverage: • ESC Chicago  
 • Sensors Expo

**Embedded Systems Design  
 Europe | All Digital Issue**      **June 14 Edition**    **Close Date: 06/04**

Features: • Design Software  
 • COTS  
 • Multicore  
 • Networks & connectivity

**EE Times Virtual Conference**      **June 24**    **Close Date: 05/20** (Platinum & Gold)| **06/03** (Silver)

Focus: Programmable Logic: Maximizing the flexibility of FPGAs  
 • IP and Cores  
 • Development tools  
 • Processing sweet spots

**EE Times**      **June 28 Issue**    **Close Date: 06/14**

Feature: • Multicore  
 Product Focus: • Passives

## JULY

**Embedded Systems Design**      **July/Aug. Issue\***    **Close Date: 07/06**

Features: • Military/Aerospace  
 • Project management  
 Events Coverage: • ESC India Jul 21-23  
 \* *Ad awareness study scheduled*

**EE Times**      **July 19 Issue**    **Close Date: 07/02**

Feature: • Verification

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- Product Focus: • Memory (updated)
- Special Report: • Top 10 Interconnects Manufacturers & Distributors
- Events Coverage: • DAC/Anaheim, CA
- ESC India, Jul 22-23

## AUGUST

**EE Times | All Digital Issue**      **August 30 Edition**      **Close Date: 08/23**

- Feature: • Military/Aerospace

**EE Times**      **August 16 Issue\***      **Close Date: 08/02**

- Feature: • Communication Devices  
 Product Focus: • MCUs (updated)  
 \*Ad awareness study scheduled

## SEPTEMBER

**Embedded Systems Design**      **September Issue**      **Close Date: 08/06**

- Features: • Real-time operating systems  
 • Debugging  
 Events Coverage: • ESC Boston

## SEPTEMBER - *continued*

**EE Times**      **Sept. 13 Issue**      **Close Date: 08/30**

- Feature: • Software-defined radio/cognitive radio  
 Product Focus: • LED drivers

**Embedded Systems Design  
 Europe | All Digital Issue**      **Sept. 13 Edition**      **Close Date: 09/03**

- Features: • Microcontrollers  
 • Development tools  
 • ESC London  
 • Virtualization  
 • Consumer & mobile

**EE Times**      **Sept. 27 Issue**      **Close Date: 09/13**

- Feature: • Memory  
 Product Focus: • Data converters (updated)

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Events Coverage: • ESC Boston

## EE Times Virtual Conference

**Sept. 16 Close Date: 08/12 (Platinum & Gold)| 08/26 (Silver)**

Focus: Power Management:  
Power management is king in most applications

- Digital Power Control
- Board and system-level power control
- Emerging trends for power reduction

**Sept. 30 Close Date: 08/26 (Platinum & Gold)| 09/09 (Silver)**

Focus: Multicore: Develop the necessary hardware and software for a multicore system

- Multicore processors, today and tomorrow
- Choosing, then configuring the operating system
- Understanding the tools, IDEs, and peripherals

## OCTOBER

### Embedded Systems Design

**October Issue Close Date: 09/07**

Features: • Microcontrollers  
• Networking and connectivity

Events Coverage: • ESC UK

### EE Times

**October 11 Issue Close Date: 09/27**

Feature: • High-speed interconnects  
Product Focus: • FPGAs (updated)  
Special Report: • Silicon 60  
Events Coverage: • ESC UK

## OCTOBER - continued

### EE Times Virtual Conference

**October 21 Close Date: 09/16 (Platinum & Gold)| 09/30 (Silver)**

Focus: Embedded Linux: Take advantage of the “free” kernel

- What's the difference between open-source and commercial Linux
- Determining whether Linux is right for your application
- Adapting your hardware to your OS

### EE Times

**October 25 Issue Close Date: 10/11**

Feature: • Analog/RF Design  
Product Focus: • Power Management (updated)  
Special Report: • Top 10 Passive Manufacturers and Distributors

## NOVEMBER

# EE Times Group | 2010 Content Calendar

## Embedded Systems Design

**November Issue Close Date: 10/05**

- Features:
- Power management
  - LED and display technologies

## Embedded Systems Design Europe | All Digital Issue

**Nov. 1 Edition Close Date: 10/22**

- Features:
- Power optimization
  - Displays & interfaces
  - Electronica Munich
  - Real-time systems
  - Medical & healthcare

## EE Times | All Digital Issue

**Nov. 8 Edition Close Date: 10/25**

- Feature:
- Medical Electronics & ARM World Conference

## EE Times

**Nov. 15 Issue Close Date: 10/01**

- Feature:
- Automotive
- Product Focus:
- RF
- Special Report:
- Global Salary & Opinion Survey Report
- Events Coverage:
- Electronica/Munich

## EE Times Virtual Conference

**Nov. 18 Close Date: 10/14 (Platinum & Gold)| 10/28 (Silver)**

- Focus: System -on -Chip: Put all the system's building blocks in one device
- System-level design issues: ASIC vs. FPGA vs MCP vs discrete approach
  - IP and IP integration
  - Verification and associated tools

## NOVEMBER - *continued*

## EE Times

**Nov. 29 Issue Close Date: 10/15**

- Feature:
- Test
- Product Focus:
- Power Supplies

## DECEMBER

## Embedded Systems Design

**December Issue Close Date: 11/05**

- Features:
- Medical electronics
  - Test
- Events Coverage:
- ESC Grenoble/France

# EE Times Group | 2010 Content Calendar

## EE Times Virtual Conference

**Dec. 9 Close Date: 11/4 (Platinum & Gold)| 11/18(Silver)**

Focus: Touch/Display Technology: Demystifying Technology for Touch-Based Systems

- Hardware: MCUs, MEMs, display interfaces, etc.
- The panels: what designers need to know about panels and the applications now possible with these new devices and the design issues that surround them
- Assembling the software to match all the hardware (sensors, displays, MCUs, etc.)

## EE Times

**Dec. 13 Issue\* Close Date: 11/29**

Feature: • Board tools

Events Coverage: • ESC Grenoble/France

*\*Ad awareness study scheduled*