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Editorial Staff and Departments



xTCA & CompactPCI Systems covers telecom, enterprise, military/harsh environment, medical, and industrial market segments. Stay up to date with the latest technology specifications, discover how leading vendors are addressing both business and technology challenges, and learn what trends will matter five, ten, or even twenty years down the road. Four print issues a year, quarterly E-letters, biannual Tech E-briefs, and E-casts keep you up to date on the many facets of open systems.

White papers, annual Resource and Buyer's Guides, online news and videos, plus the industry's most searchable and relevant database of new products keep you well-informed.

TechChannels

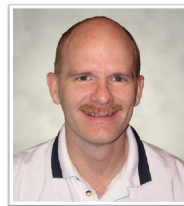
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- AdvancedTCA
- Analog
- DSP
- FPGA
- LTE-Advanced
- Safety & Security



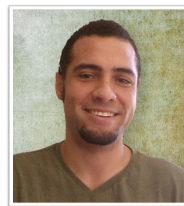
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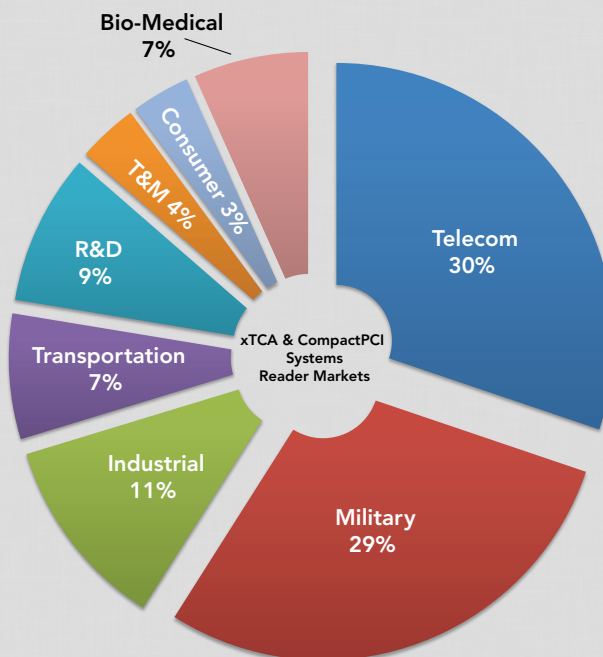
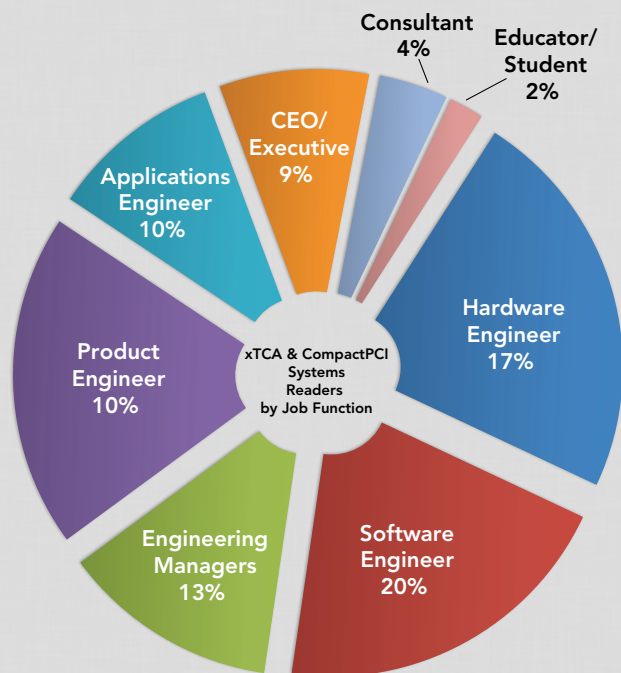
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Print/Online Circulation

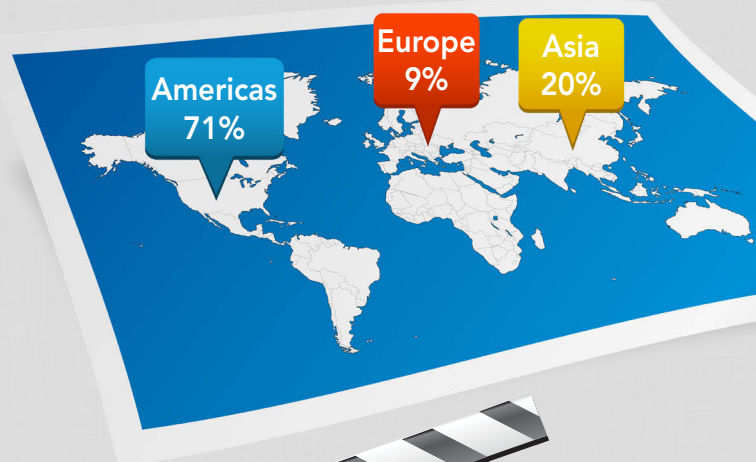
Total Circulation	24,610
Print	15,106
Digital	9,504

xTCA & CompactPCI Systems E-letter/E-let Circulation
18,520

Additional E-let Circulation:

Automotive 9,675	EDA 28,175
Medical 9,322	Europe 19,192
DSP-FPGA 33,577	Asia 14,250

Geographic Breakdown



Readers who choose tablets

28%



Readers who choose print

74%



Readers who choose E-mags

64%



70%

downloaded and read a white paper in last 12 months

29,000







leads generated by white papers in 2012



61%

participated in online surveys

xTCA and CompactPCI Systems 2013 Print and E-letter Editorial Calendar							Due Dates			Tradeshows/ Promotions
Issue	Focus	Market Focus	Network Intelligence with Curt Schwaderer	4G Focus with Mike Demler	Editor's Foreword with Joe Pavlat	Ads	Abstract	1st Draft		
Spring Resource Guide Print Issue	Testing and High Availability 40G Networks	Communications & Networking: High Availability 40G Networks Military/Aerospace: Net-Centric Warfare and MTTR Industrial Automation: Automated Test Equipment and PXI	Spring Resource Guide Technologies: AdvancedMCs, Blades, COM Express, Connectors, DSP-FPGA Boards, Enclosures, Integrated Platforms, MicroTCA, Packet Processing, PCI Express, PMCs, Power, PrPMCs, SBCs, Software and Middleware, Storage, Switches, Thermal Management			1/18	12/20/12	1/18	Ethernet Tech Summit, DESIGN West	
			Testing at 40G	4G Spectrum Issues	Platform Management and Testing					
Spring E-letter	Switching and Transport		Low-Latency Optical Switching and Transport			3/8				
Summer Print Issue	Signal Processing and Network Security	Communications & Networking: Ground Control Stations Military/Aerospace: Data Links/Payload Processing for Unmanned Systems Industrial Automation: Networked SCADA Systems	Security Information and Event Management (SIEM)	Security in LTE Networks	COM Express and Signal Processing	4/5	3/15	4/5	AUVSI Unmanned/ Autonomous Tech Product Spotlights	
Summer E-letter	Rugged Communications		Technologies for Mission-Critical, Harsh-Environment Applications			6/7				
Fall Print Issue	Interoperability and Intelligent Networks	Communications & Networking: Triple Play Services Military/Aerospace: 4G Military Networks Industrial Automation: Remote Management/Substation Automation	Evolution from DPI Technology to Application	Self-Organizing Networks	xTCA and Interoperability	7/26	7/5	7/26	DESIGN East, ITEXPO, MILCOM, Server Design Summit Defining Intelligent Networks Executive Q&As	
Fall E-letter	Network Intelligence		Deep Packet Inspection and Network Analytics			10/4				
Winter Buyer's Guide Print Issue	Backplane Design and the Cloud	Communications & Networking: Big Data Analytics Military/Aerospace: DoD Cloud Implementation Industrial Automation: M2M	Annual Buyer's Guide Industries: Communications & Networking, Military & Aerospace/COTS, Industrial Control & Automation, Transportation & Energy, Medical & Science, Test & Measurement			11/1	10/11	11/1	Wireless Innovation Conference, L3 Communications Conference	
			Infrastructure as a Service	LTE and the Cloud	CompactPCI and M2M					
Winter E-letter	Software Defined Networking		OpenFlow and Virtual Networking			12/6				

Focus Interest	Technology				Market	Blend
	 TCA CompactPCI SYSTEMS	 VITA TECHNOLOGIES	 PC104 small form factors	 DSP-FPGA.com	 Military EMBEDDED SYSTEMS	 Embedded COMPUTING DESIGN
Applications						
Consumer	○		●	○		●
Defense and aerospace	●	●	●	●	●	○
Industrial automation and control		○	●	○		
Medical			●			●
Open Source						●
Simulation, test, and measurement		○	○		●	○
Smart Energy			●			●
Telecommunications	●		○	○	○	○
Transportation/Telematics	○	○	○	○	○	●
Software						
BIOS, firmware, middleware	●		○	○		●
Enterprise applications in embedded					○	○
Integrated development environment			○			●
Intellectual Property cores	○	○		●	○	●
Networking	●	●	○		●	○
Obsolescence, DMSMS		○	○		●	
Operating systems – embedded	●				●	●
Operating systems – server/desktop	○	○	○	○	○	○
Safety and Security		○		○	●	●
Static Code Analysis					○	○
Virtualization					●	○
Hardware						
A/D & D/A				○	○	○
Design for Energy Efficiency (DfEE)	○	○	○		●	●
EDA/IC design tools						●
Fabrics		●			●	●
Graphics, displays, and imaging		●	●		●	●
High-performance computing, clusters		○			○	
Life cycle, obsolescence		●	○		●	
Mezzanines and I/O modules		●			○	●
Networking	●	○			●	○
Power conversion			●		●	
RF and microwave					●	
Security and biometrics	●	○			●	○
Sensors and control			○		●	
Single board computers and blades	●	●	●		●	○
Storage	●	●	○		●	○
System packaging	●	●	●		●	○
Systems, servers, and clusters	●		○		●	
Thermal management	●	○	○		●	○
Semiconductors/ICs						
DSPs	●	●		●	●	○
FPGAs, reconfigurable computing	●	●	○	●	●	●
Microprocessors, microcontrollers			○	○	○	●
Multicore			○		●	●
System-on-Chip (SoC)				○	●	●

Product and Services

OpenSystems Media works
with industry leaders to develop and
publish content that educates our
readers about new technologies,
products, real-world examples of product
applications, trends, and standards.

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, sticky notes, tabs, 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 opinions on a variety of topics. Vendor briefings and announcements are viable sources for blog entries.

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 comb through the latest news releases looking 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-letters

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-letters 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.

TechChannels



TechChannels are microsites that explore a topic in depth, with editors managing content from all of OpenSystems Media's resources. Fresh content is delivered in a timely, easy-to-read format, and includes top-rate technical articles and staff-written editorial content, in addition to RSS news feeds, E-casts and virtual events, white papers, blogs, videos, relevant Facebook and Twitter feeds, and more. Link your key message with pointed, specific content.

Video Library



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

White Papers



Add to our portfolio of topical white papers to gain increased exposure. We promote white papers and provide tracking metrics.

Product/Service	Brand Awareness	Lead Generation	Push-Pull Campaigns
Advertisements, Magazine	✓		✓
Advertisements, Online	✓		✓
Apps	✓		✓
Blogs	✓		
E-casts	✓	✓	✓
E-lets	✓		✓
E-letters	✓		✓
E-mags	✓		✓
E-mags, Custom	✓	✓	
Editor's Choice products	✓		
Guide, Buyer's	✓		✓
Guide, Resource	✓		✓
Inserts/outserts	✓		✓
News feeds	✓		✓
Polls and surveys		✓	✓
Product database	✓		✓
Reprints	✓		
Roundtables	✓	✓	✓
Social media		✓	✓
TechChannels	✓	✓	✓
Video library	✓		✓
Virtual Events	✓	✓	✓
White papers	✓	✓	✓

E-letter and E-let	Archive URL	Distribution	Frequency
Embedded Computing Design	embedded-computing.com/eletter	41,000	12x
Military Embedded Systems	mil-embedded.com/eletter	30,000	12x
xTCA & CompactPCI Systems	xTCAsystems.com/eletter	18,000	4x
PC/104 and Small Form Factors	smallformfactors.com/eletter	16,000	4x
VITA Technologies	vita-technologies.com/eletter	15,000	4x
EDA Digest	edadigest.com/eletter	30,000	4x
DSP-FPGA.com	dsp-fpga.com/eletter	35,000	6x

Custom Services



Custom Publishing

Expand your reach and provide your customers with valuable information and improve ROI. Have our talented creative team design your company's publication or promotional materials. You can publish to a variety of channels including print, E-mags, apps, newsletters, and social media.



iOS Apps

Features

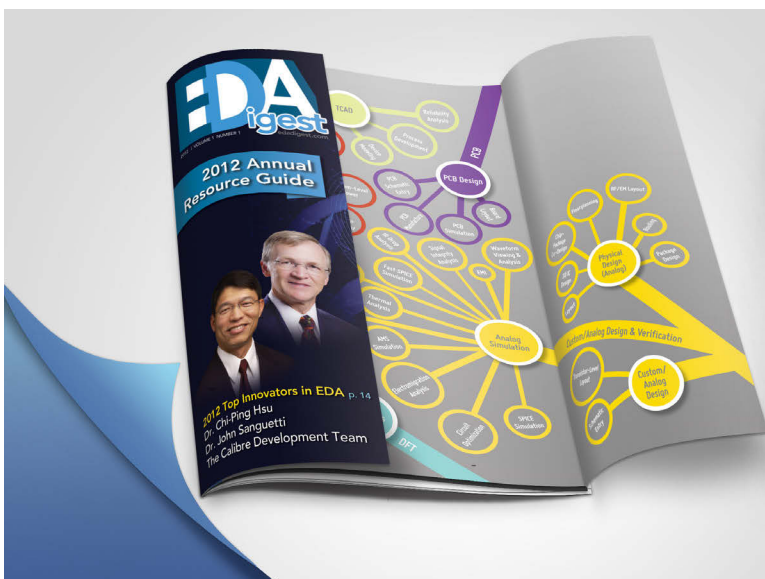
- › Branded with your logo
- › Can include tabs with feeds from blogs, newsletters, and/or E-casts
- › Create a continuous connection with audience

Try it out

Include your digital brochure or publication as a Special Edition in one of our apps. Your asset would appear as a Special Edition tab in the app. You will receive download stats to see your ROI.

(Publication must be a minimum of 7 pages)

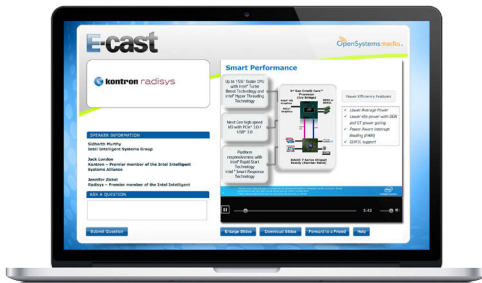
Contact your sales rep or sales@opensystemsmedia.com



Additional Services

Features

- › Cover Peel Back
- › Gate Cover
- › Tip Ins
- › Belly Bands
- › Polybagging
- › Translation
- › Blogging
- › Booths
- › Posters



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.

Social Media E-cast

Social media webcasts are the newest interactive form of webcasts that are designed to drive leads. Besides a solo webcast with our moderators we also provide social media widgets to share the event, plus an asset lounge that includes YouTube video links, whitepapers, web site information and datasheets.

Co-Sponsored E-casts

Below is a list of planned Co-Sponsored E-casts facilitated by our industry-leading moderators



John McHale



Curt Schwaderer

Migrating applications to multicore and virtualized platforms

Multicore processors have proliferated through every aspect of communications and enterprise system platforms. There are a number of existing applications that can benefit from the performance gains these environments provide. Unfortunately, it's not just a matter of rebuilding and loading – cores that are truly executing in parallel requires software that has multiple parallel code blocks that can run effectively and efficiently across cores. In some cases, this requires software engineers to analyze their current code base and "think parallel" to make adjustments in the code so there are multiple parallel execution segments. This E-cast covers multicore environments and tools, software, and tips for migration of existing communications applications to make efficient and effective use of multicore/multi-processor platforms.

Target Audience: Multicore/Virtualization

The maturation of ATCA:

Widening form factors, widening applications

ATCA is going into its 11th year as a standards-based platform solution. Through its evolution, we've seen many additional specifications involving different form factors, backplane connectivity, switching speeds, and platform management. Originally targeted for telecommunications systems, ATCA has been making some noise in the areas of high-performance computing, industrial control, and small form factor applications. Are the new standards around ATCA causing fragmentation and conflict among suppliers or illustrating the scalability and flexibility of the architecture? Join us as we make sense of the ATCA standards, compatibilities and conflicts, and how different standards make ATCA applicable to specific markets.

Target Audience: AdvancedTCA

Take advantage of the high-performance DSP capabilities of FPGAs in your embedded controller application

Suppliers of FPGA-based boards and modules offer designers a variety of options for implementing high-performance, real-time controller applications. The high degree of parallelism in FPGA DSP cores can be leveraged to achieve performance levels that exceed the capabilities of standard, fixed-architecture DSPs. Users can easily customize their designs with graphical software tools that can eliminate the need for HDL programming. In this E-cast, engineers will learn how to take advantage of the latest DSP-FPGA hardware and software tools for their next embedded controller design.

Target Audience: DSP/FPGA

Managing safety and security through open architectures

Complying with safety and security certification standards and requirements in any market is an expensive, tedious, and time-consuming task, but it saves lives in the friendly skies and can be a force multiplier on the battlefield. Meeting those requirements is often more efficient through open architecture designs and the use of common standards – much the way the Future Airborne Compatibility Environment (FACE) consortium is doing in the military avionics realm. New certification benchmarks such as DO-178C are also enhancing the safety compliance process. This E-cast of industry experts will discuss how designers can manage today's aerospace and defense software safety and certification requirement demands through improved modeling tools, common computing platforms, code analysis tools, and more.

Target Audience: Military

From networks to neurosis, electronics to encephalography: Building high-reliability medical equipment

It's no secret that medical equipment must be ultra-reliable. The trick is how to accomplish that on-time and on-budget, with commercial components and average engineering skills. That kind of high-reliability expertise can come from a surprising source: telecom. The phone company knows a thing or two about keeping its systems running all the time under all conditions, so why not take a page from their playbook? In this E-cast we look at high-reliability computers and how they can form the basis of leading-edge medical equipment.

Target Audience: Medical

Automotive Co-Sponsored E-cast **Baby, you can drive my car: Developing automotive electronics**

The average midrange car has more than a dozen microprocessors in it. High-end models have more than 100. Those systems need to be ultra-reliable, they need to be tough and robust, and they need to be cheap. How can a developer possibly meet all those goals at once? In this E-cast, we look at tips and tricks for developing tough automotive systems using commercial, off-the-shelf technology.

Target Audience: Industrial/M2M

Embedded industry upgrades M2M networks

Machine-to-Machine (M2M) communications strategies and cloud computing are transforming industrial interconnects from an assortment of fragmented, proprietary technologies to open standards

easily integrated into new designs. In this E-cast you will learn how M2M technology allows embedded design teams to contain costs, improve security, enable remote management, and maximize system availability.

Target Audience: AdvancedTCA

Open Source Co-Sponsored E-cast **Open source: Nothing's free – or is it?**

The complexity of today's embedded devices is causing a shift in how developers approach designing the software that drives these systems. This E-cast will address how this shift is transforming the embedded landscape and explain how open standards, open source elements, and specific technologies such as Linux and Eclipse development tools are facilitating a more efficient development process.

Target Audience: Open Source

E-cast Roundtable Discussions

Industry leaders discuss hot topics in Q&A sessions with our editorial directors. These great opportunities drive leads, increase exposure, and associate your company as a thought leader in a particular topic.

Certifying and securing UASs for civilian airspace

Federal Aviation Administration officials have started clearing the way for Unmanned Aircraft Systems (UASs) to enter national airspace, causing a stir about how to assure they are just as safe and secure as manned aircraft. People are concerned about what will happen when something goes wrong in the aircraft or its resident airspace. So it is critical to have autonomous systems based upon a reliable safety and security foundation, that enable the aircraft to react safely when things go wrong.

Going forward the biggest challenge is to work out what the rules for UAS certification will be. This E-cast panel will discuss the safety and security certification rules challenges and how to manage the uncertainty of UAS proliferation in the national airspace.

Target Audience: Military/COTS

ATCA update: Is ATCA "King of the Hill" and if so, for how long?

ATCA has become the platform of choice in telecommunications applications and is finding its way into a variety of other applications. Market forecasters have been reporting rapid adoption of ATCA to the point of declaring it a "mature industry." Is ATCA really the "King of the Hill"? What are the technical and business factors that have put it there? Can ATCA reach into other industries with the same success and what are those industries? Is ATCA running out of technical steam or is it capable of enabling the next generation of solutions? Join the panel discussion as OpenSystems Media discusses with industry thought leaders from [companies] to understand the current reach of ATCA and threats and opportunities for ATCA that lie ahead.

Target Audience: ATCA & CompactPCI Systems

Embedded software virtualization

Various software and platform companies answer and discuss topics including embedded virtualization requirements, challenges, approaches, hardware/software/tools advancements to support the implementation and deployment of embedded virtualization, use cases and timeline for critical mass adoption within embedded, which markets are most likely to adopt faster or slower.

Target Audience: Embedded Computing Design

"The best of both worlds"? Developing embedded system applications with FPGA SoCs

FPGAs are often used as a complement to embedded processors, in order to accelerate performance for critical system functions. Now, the latest generation of FPGA SoCs offers designers what might be considered the "best of both worlds," a dual core ARM Cortex-A9 processor system, on the same chip with 28 nm programmable logic. FPGA chip, board and module vendors are taking advantage of these new FPGA SoC architectures to offer designers a wealth of new tools for building their embedded system applications. In this webcast, attendees will hear from FPGA hardware and software tool vendors, who will share their tips on how to get the most out of FPGA SoCs.

Target Audience: DSP-FPGA.com; ATCA



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