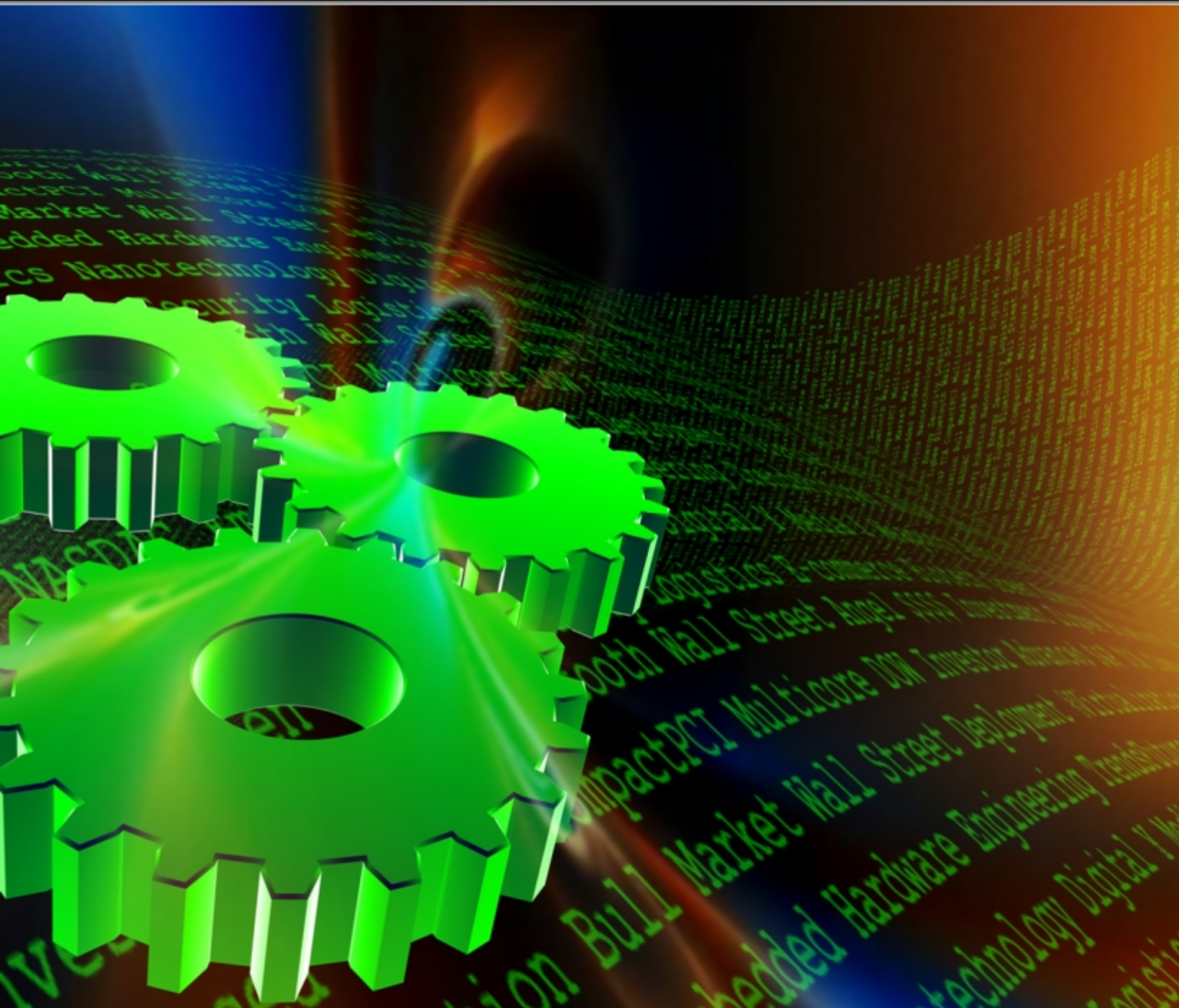


INSIDERS' GUIDE:

Embedded Systems Opportunities



Prepared by:

eg3.com

Jason McDonald, Senior Editor

eg3.com

tel : 510.713.2150

email : info@eg3.com

web : <http://www.eg3.com>



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Famous bank robber Willie Sutton remarked that he robbed banks because "that's where the money is." Like Sutton, smart marketers place their messages into those venues (print, shows, online, etc.) where their customers are. Moreover, the message itself should be tailored to the wants and needs of design engineers, programmers, and OEM decision-makers in the broad "embedded" hi-tech arena. But where are the customers? What do they want? What do marketers think works and doesn't work? This Insiders' Guide: Embedded Opportunities identifies the preferred venues, and preferred messages, of both marketers and engineers. In addition, it analyzes data from over 640 survey respondents as to the "hot technologies" in our marketplace for the next six months. Based on three broad surveys, it gives analysis and recommendations for a fact-based marketing strategy for Fall, 2008. Finally, extensive appendices identify all potential venues from print to online to trade shows to market research that might be of interest for your advertising and/or PR planning.

- ⊕ INTRODUCTION: ABOUT THIS GUIDE
- ⊕ INFORMATION SURVEY: WHERE DO ENGINEERS / PROGRAMMERS GET INFORMATION AND WHAT DO THEY WANT?
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EXECUTIVE SUMMARY

This “Insiders’ Guide” compares and contrasts the preferred information venues for engineers and marketers in the embedded systems industry. We define the market broadly to include embedded processors, FPGAs, tools, hardware and software, and boards such as PC/104 or AdvancedTCA. This guide also surveys audience opinions as to the most exciting new embedded technologies that will actually deploy in the next six months to two years. Analysis is based on three surveys: 1) of engineers, programmers, and OEMs, 2) of marketers, and 3) of both as to “hot technologies” for the near future. Finally, independent research identifies the universe of media, agencies, market research and the like that may be used for marketing planning, 2008.

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