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EDN Newsletter
March 14, 2016

Level VI External Power Supplies
One of the widest portfolios of low cost 'green' external AC-DC power supplies from 5 to 720 Watts.

TEARDOWN
Teardown: Amazon Dash Button: Does it connect?

NEWS
First sampler fills out 8TxA 8Rx MCU spoolchain for small, smart devices
Open-source RTOS for smaller IoT footprints: Zephyr, a Linux Foundation project
LED beam-control modules for medium and high power lighting applications
4K video over a USB Type-C reference design

TECHNOLOGIES TO WATCH
Integrated reprogrammable module for 1000 database applications

PRODUCTS
CoeMOS CE to IoT-223 is cost-effective, easy for OEMs, says Johnson
Microsemi FPGA 6A91n achieves 100% processor efficiency, efficiency boost

EET Search
The Smarter Search Engine
TECHNICAL PAPERS
Seeing the Invisible with QuantumFit
Six hidden costs in a Wi-Fi wireless SoC

EVENTS
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NEWS
Renesas Intelligent Power Devices (IPDs) with Extreme-Low On-Resistance for Automotive Applications
IntelX redefines high-density power supply
Renesas Energy™: THE WORLD'S FIRST REAL-TIME EMPOWERED MCU SYSTEM PLATFORM

TECHNOLOGIES TO WATCH
Integrated laser phosphor module for 1000 database applications
March single-stage PwL module targets Google's 4KV database rack power scheme

PRODUCTS
CoeMOS CE to IoT-223 is cost-effective, easy for OEMs, says Johnson
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INTERVIEW
Creating the future with start-ups
Markus Mieske: Despite the fact that you work within the structure of a company, you're almost being recruited as an entrepreneur... what qualities do you think the startup founder needs? The way you look at this is always very clear: whether you are in a big company or a startup, always find that which you want to be able to take steps to the next level very quickly. I always feel that I...

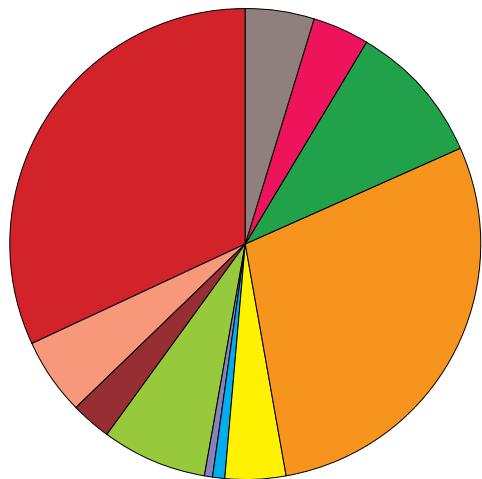
PRODUCTS
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MOST RECENT ARTICLES
1. Bluetooth LE based alarm range
2. ARMv8 embedded OS targets both hardware and software
3. Clearing the fog with starting
4. IoT controllers for 500-based industrial LED lighting
5. Co-relocation software supports IoT packaging
6. Integrated ultra-wide-band industrial LED lighting
7. Custom power and/or target system-level modules
8. IoT supports 1000x transmission over 100 optical links
9. We release our 4.0 IoT Type-C reference design
10. Teardown: Amazon Dash Button: Does it connect?

MOST READ
1. Six hidden costs in a Wi-Fi wireless SoC
2. Startup funded to pioneer organic thermoelectric generators
3. 'Turbo loading' makes automotive LEDs
4. Wi-Fi 802.11ac developer challenge
5. Open platform for connected cars gives OEMs more influence
6. Seeing the Invisible with QuantumFit
7. Open source RTOS for smaller IoT footprints: Zephyr, a Linux Foundation project
8. IntelX redefines high-density power supply
9. Reconfigurable PIC 2000 for performance, with connectivity
10. Linear resonant MEMS-based vibration control, minimizes on-chip investment

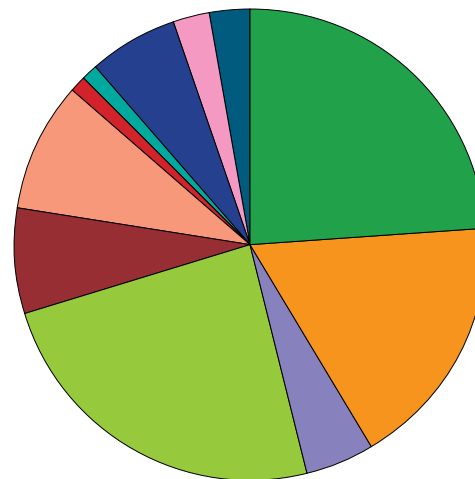
Digital Edition XL, Online, Newsletters

Publishing Date	Material & Edition Deadline	Feature Vertical Focus Design	Exhibitions & Conferences Conference dates
January 18	January 6	Test & Measurement Wearables/Wellness/Consumer Products	MEMS 2017 , Las Vegas, January 22-26 LED Forum , Lausanne, January 25 CES , Las Vegas, January 5-8
February 15	February 3	Embedded Systems & Development Platforms 5G/Cellular IoT Networks	Integrated Systems Europe , Amsterdam, February 7-10 DesignCon , Santa Clara, January 31- February 2 Mobile World Congress , Barcelona, February 27-March
March 15	March 3	Software tools IoT Security and Authentication DA Special	Embedded World , Nuremberg, March 14-16 DATE 2017 , Lausanne, March 27-31 EMV , Stuttgart, March 28-30
April 12	March 31	Analogue Ics Industrial systems	SMT , Nuremberg, May 16-18 Hannover Messe , April 24-28 Microwave & RF- Paris Expo , Paris March 22-23
May 10	April 28	Power/energy & Energy Storage Sensors & Signal Conditioning/MEMS	Sensor and Test , Nuremberg, May 30-June 1 PCIM , Nuremberg, May 16-18 SMT hybrid packaging , Nuremberg, May 16-18
June 7	May 26	EDA design tools Optoelectronics/Photonics	DAC Conference , Austin TX June IEEE World Haptics 2017 , Munich, June 5-9
July 5	June 23	Test & Measurement PCB Tools and Flex/Rigid Designs	
September 13	September 1	Automotive Narrow-band RF Communications	ECML-PKDD 2017 , September
October 11	September 28	Programmable device & Affordable ASICs Analogue Devices	European Microwave Week , Nuremberg, October 8-13 Semicon Europa , Grenoble, October 25-27
November 8	October 27	productronica 2017 Power devices/GaN/SiC	Productronica 2017 , Munich November 14-17 SPS/IPC/Drives , Nuremberg, November 24-26
December 6	November 24	Microcontrollers/processors: Multicore Systems Power Supplies	Cartes Secure Connections , Paris, December



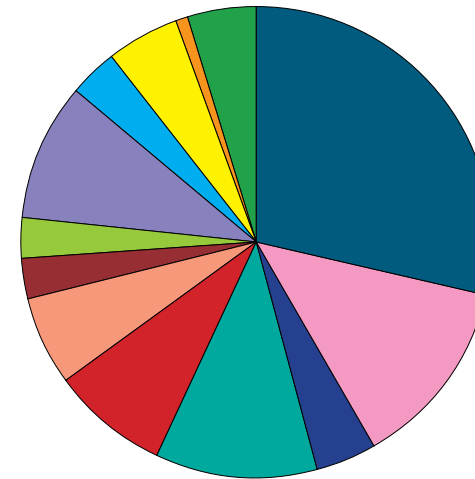
CIRCULATION BY COUNTRY

Benelux	2535	4,85%	■
Eastern Europe	2061	3,94%	■
France	5126	9,81%	■
Germany	15016	28,73%	■
Italy	2267	4,34%	■
Middle East	385	0,74%	■
Other Europe	289	0,55%	■
Scandinavia	3801	7,27%	■
Spain & Portugal	1379	2,64%	■
Switzerland & Austria	2824	5,40%	■
UK & Ireland	16592	31,74%	■
Total	52275	100,00%	



CIRCULATION BY FUNCTION

Engineering/Design Management	12541	23,99%	■
D&D Engineering	9096	17,40%	■
Purchasing	2506	4,79%	■
Corporate Management	12600	24,10%	■
Production	3860	7,38%	■
R&D Engineering	4639	8,87%	■
Applications, Integration	509	0,97%	■
Quality Control	647	1,24%	■
Sales & Marketing	3202	6,13%	■
Consultancy	1334	2,55%	■
Other	1341	2,57%	■
Total	52275	100,00%	



CIRCULATION BY INDUSTRY

Industrial Controls	15064	28,82%	■
Communication Systems	6743	12,90%	■
IT Industries	2231	4,27%	■
Automotive & Transportation	5828	11,15%	■
Consumer Electronics	4139	7,92%	■
Test and Measurement	3297	6,31%	■
Medical Electronics	1327	2,54%	■
Avionics & Defense	1465	2,80%	■
Components	4977	9,52%	■
Distribution	1828	3,50%	■
Universities Research	2485	4,75%	■
Alternative Energy	437	0,84%	■
Other	2454	4,69%	■
Total	52275	100,00%	

Total circulation : 52,275

* Publisher's statement September 2016

EDN Europe has now completed its transformation into the digital age: the publication has been re-designed with the digital reader in mind and has done away with the limitations of print.

The magazine has adopted a landscape format to better fit the displays of modern large monitors laptops and tablets. New Advertising formats include the standard online IMUs and Leader Boards in addition to the full page and half page formats. This digital age magazine will also allow for lead generation opportunities: feature articles will now be available for download, to registered users only, from the EDN Europe library.

Sponsorship of feature articles: \$2000
(only available to the company submitting the article)

IMU or Leaderboard in the PDF of the articles: \$2500 per issue

EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

Rates EDN Europe US \$ Frequency discount

	1x	3x	6x	12x
Full Page	2500	2375	2260	2140
1/2 page	1900	1800	1700	1620
1/4 page	1200	1150	1100	1050
IMU	800	770	740	710
Double IMU	1000	960	920	880
Leader Board	800	770	740	710

Full Page

297mm x 210 mm



1/2 page

148,5 mm x 210 mm



1/4 page

74 mm x 210 mm



IMU

300 pixels x 250 pixels



Double IMU

300 pixels x 500 pixels



Leader Board

728 pixels x 90 pixels



Home Page

Leaderboard 728 X 90

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Content Pages

Leaderboard 728 X 90

Skyscraper 160 X 600

IMU 300 X 250

DOUBLE IMU 300 X 600

IMU 300 X 250

IMU 300 X 250

Leaderboard 728 X 90

IMU 300 X 250

Creative Deadlines

- GIF, JPEG – Five business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

- Send all creative to : adops@eetimes.be
- Linking URL must be submitted with creative

Banner Advertising Rates

www.edn-europe.com is a key news source for engineers and technical managers in Europe. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

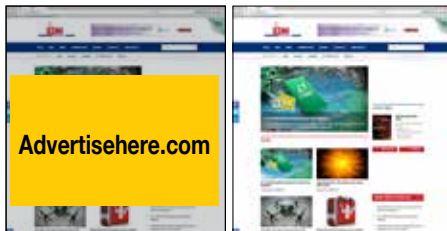
edn-europe.com has ± 45,000 PIs/month by ±14,000 unique readers

Rates:

• Leaderboard	728 x 90	CPM: \$ 150
• Skyscraper	160 x 600	CPM: \$ 120
• IMU	300 x 250	CPM: \$ 120
• Double IMU	300 x 600	CPM: \$ 180

All banners are available on a Cost Per Thousand (CPM) basis:

Welcome Ad



10 Seconds

The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. After 10 seconds, the Welcome Ad redirects to the original page the visitor was heading towards.

Reach : all visitors to the site
Material:
640 x 480 pixels
URL Link

Rate per week: \$ 3500
Technical fee per one additional creative: \$ 300

Dog Ear Page Peel Ad



The ad starts with a dog ear animation in the top right corner of a web page. When a visitor moves the cursor over the dog ear graphic, the page peels back to display your content.

A click-through URL and two graphic elements are required: the dog ear which is the teaser (typically a 50 by 50 pixel ad) and the page peel which is revealed when rolling over the teaser (typically 640 pixels in width and 480 pixels in height).

Reach : shows on all pages of the site
Material:
Teaser: 50 x 50 pixels
Page Peel: 640 x 480 pixels
URL Link

Rate per week: \$ 2200
CPM rate: \$ 210
Technical fee per one additional creative: \$ 300

Twig – High Impact



Places a high-impact 'twig' unit at the bottom of the users screen, the ad remains at foot of screen as user scrolls down page. Click on unit can drive to advertiser site. A close button is available to the user to make the banner disappear.

Reach : sticks at the bottom of all pages unless closed manually
Material:
1024 x 90 pixels
URL Link

CPM Rate: \$ 180
Technical fee per one additional creative: \$ 300

Wall Paper



The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
Material:
Width: 1490 pixels
Height: 1200 pixels
Useful space:
- Top: 1490 x 180pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
URL Link

Rate per week: \$ 11000
Technical fee per one additional creative: \$ 300

LEADERBOARD 728 x 90



Dimensions: 728 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

IMU (BOOMBOX) 300 x 250



Dimensions: 300 x 250
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

DOUBLE IMU 300 x 600



Dimensions: 300 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

SKYSCRAPER 160 x 600



Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

TWIG 1024 x 90



Dimensions: 1024 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 characters

EDN Newsletter
March 14, 2016

Level VI External Power Supplies
One of the widest portfolios of low cost 'green' external AC-DC power supplies from 5 to 220 Watts.

Configure a connected device via ultrasound? Amazon does, in its Auto-ordering consumer gadget - see Teardown, right

TEARDOWN
Teardown: Amazon Dash Button keeps you connected

NEWS

Free compiler fills out ST's 80it MCU toolchain for small, smart devices

Open-source RTOS for smallest IoT footprint: Zephyr, a Linux Foundation project

LED beam control modules for medium and high power lighting applications

4K video over a USB Type-C reference designs

TECHNOLOGIES TO WATCH

Integrated laser/photonic module for 100G datacentre applications

PRODUCTS

CoolMOS CE in SOT-223 is cost-effective awap for DPAK, says Infineon

MICROWAVE

EET Search The Smarter Search Engine

TECHNICAL PAPERS

Seeing the invisible with QuantumFilm

Six hidden costs in a 99¢ wireless SoC

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- SmartZone
- Microwaves
- Analogue
- Power Management
- Automotive
- LED Lighting
- TAM
- Search Engine

EDN Europe daily newsletter reaches ±34,000 Design engineers

The EDN Europe daily newsletter reaches ±34,000 subscribers in Europe. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the electronics industry. The demographics are similar to those of the publication.

Each issue of the newsletter contains the following items:

- Lead story of the day
- Design News
- Business News
- Semiconductor Design
- Consumer
- Communications

Also included are top new products of the day and new White Papers available for download.

Three stylish advertising formats:

- Leaderboards
- IMU
- Text Banner

Leaderboard 728 x 90 pixels

The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:	1x : \$ 1,500
	3x : \$ 1,450
	5x : \$ 1,360
	10x : \$ 1,300
	1 week (5 consecutive days) : \$ 5,000

IMU 300 x 250 pixels

The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:	1x : \$ 1,500
	3x : \$ 1,450
	5x : \$ 1,360
	10x : \$ 1,300
	1 week (5 consecutive days) : \$ 5,000

Text Banner

up to 200 characters
+ optional picture 140 x 120

The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:	1x : \$ 975
	3x : \$ 910
	5x : \$ 850
	1 week (5 consecutive days) : \$ 2,000



Guidelines to book HTML/HTML5 banners

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost always be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML banner code example with adserver variables

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

Charset settings for HTML/HTML5 banners

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

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