



MAY RTC Magazine | Flagship Embedded OS Guide

FEATURING: 2016's MOST IMPORTANT RTOS's AND EMBEDDED OPERATING SYSTEMS

MARKETING BRIEF

RTC Magazine has identified Embedded Software as one of its five key innovation sectors in 2016. Most technical teams are looking to first identify their software solution before addressing the other facets of system development. Embedded software will increasingly be the key differentiator in future design.

In May RTC will devote an entire issue to software solutions by reviewing the industry's Flagship Embedded Operating Systems.

HOW TO PARTICIPATE

Each software vendor in the embedded / IoT market will be asked to complete a short survey highlighting the features and functionality of a single FLAGSHIP Operating System

COMPANIES MAY COMPLETE OUR SURVEY AT:

www.intelligentsystemssource.com/2016-software-survey/

Password: rtc2016

The results of this survey will be compiled through a template into a **FREE SINGLE PAGE FEATURE** on each company's product and published in RTC Magazine, distributed to **70,000** engineers and technical decision-makers through print, online, digital and social media.

Software vendors participating in our 2016 Flagship Embedded OS Guide may also purchase a full-page advertisement to appear alongside their OS submission.

SPECIAL PRICE \$1,295

Material Deadline: May 5, 2016**

Dimensions & Specs: Full Page Ad: 8.375 x 10.875
(Please include an 1/8th of an inch bleed)

EMBEDDED OS GUIDE
Embedded Market OS Industry Leaders Q&A



Superior Software

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Flagship Software Product:

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Is the source code available?

Threats, Attacks & Hackers... We Got You Covered.



OS SUBMISSION FEATURE
(FREE WITH SURVEY SUBMISSION)

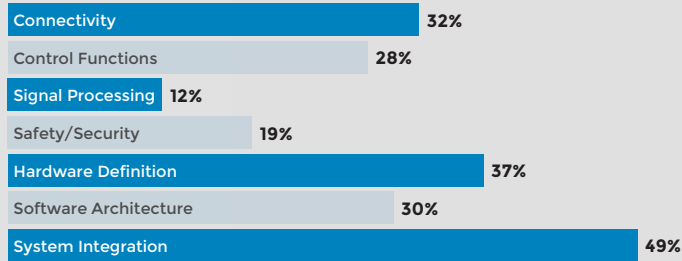
RIDE ALONG AD
(OPTIONAL \$1,295 ADD-ON)

ENGAGED AUDIENCES FUEL INNOVATION

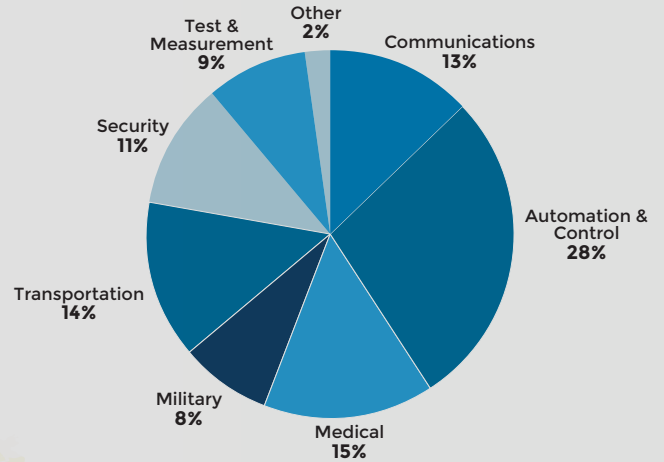
At RTC Magazine we have spent 20 years creating a trusted relationship with our 70,000 readers. They look to RTC for information and technical insights to fuel their technology decisions. Below is our 2016

audience survey results highlighting the diverse areas of influence within the RTC audience. Engage this engaged audience.

Areas of Engineering Development



Readers End Use Function



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