Industry-leading Editorial Coverage

Why have we coupled “DSP” with “FPGA”? Because all manner of systems, from cellular base stations, to telecom line cards, to radar and sonar processors, to wireless networking rely on signal processing and/or programmable logic such as FPGAs. And increasingly, DSPs and FPGAs are being used together to solve consumer “triple play” multimedia applications. We not only cover technology from the systems angle, but also from the IC design and development tools side as well. HDL, ESL, RTL, and other IC design technologies, tools and techniques are part of our regular editorial coverage.

We are also pleased to include contributing columns from some of the industry’s most prominent and recognized experts and analysts such as Will Strauss of Forward Concepts. In 2007, we also expect to include several other nationally-recognized DSP and FPGA industry analysts and pundits.

Editorial Staff

Chris Ciufo is group editorial director for DSP-FPGA.com. He brings more than seven years experience with COTS Journal, where he was editor-in-chief for nearly five years and where he became widely recognized as one of the early proponents and commentators on the military’s use of Commercial Off-the-Shelf (COTS) technology. Prior to COTS Journal, Chris held key management positions at industry-leading embedded systems companies including military suppliers Dy4 Systems and VISTA Controls Corporation. His technical career spans 22 years, having also held management positions in the semiconductor industry with Advanced Micro Devices and Sharp Microelectronics Technology. He holds a BS in Electrical Engineering and a BS in Materials Science.

E-mail Chris at cciufo@opensystems-publishing.com.

Chad Lumsden, DSP-FPGA.com technical editor, oversees the product guide and new products. A member of Open-Systems Publishing for more than two years, he earned his BS in Computer Engineering from DeVry University.

E-mail Chad at clumsden@opensystems-publishing.com.

Will Strauss is Special Contributing Editor of DSP-FPGA.com. Strauss is President of Forward Concepts, an electronics market research firm based in Tempe, Arizona. He is also considered an authority on semiconductor trends in wireless, audio, and VoIP markets. He has degrees in Electrical Engineering (Georgia Tech) and Business (Southern Methodist University) and has worked in electronic design, marketing, sales, and market research positions. He was formerly Executive Vice President of In-Stat, Inc. and earlier, Vice President of Market Research for Integrated Circuit Engineering (ICE) Corp. Strauss held earlier positions with General Instrument Microelectronics, Digital Equipment Corporation, and Collins Radio Company.

Sales success: ROI Tracking Metrics

The four DSP-FPGA.com “vehicles” listed above are among OpenSystems Publishing’s most popular – rivaling some of our traditional print magazines. In 2006, the monthly E-letter alone ranked second in the number of readers who “clicked” on an included article. Of the typical 16,000 DSP-FPGA.com E-letters sent each month, there are over 50,000 page views and over 400,000 hits. More importantly, these statistics are tracked and logged down to unique domains and real people so advertisers (and article contributors) can quantify their Return on Investment (ROI). Every month, we can identify over 150 unique “real person” leads per E-letter.
Programmable Logic

Programmable Logic is a web only and E-letter “special issue”. There is also a printed version that accompanies:

Topics and keywords
- Algorithms
- Architecture
- ASICs and ASSPs
- Autocoding
- Automotive
- Avionics
- Backplane design
- Benchmarking
- Cellular
- C synthesis
- CompactPCI
- Competition
- Compilers
- COTS
- Data acquisition
- Data communication
- Debugging tools & techniques
- Development environments
- DMA
- DSP
- Error detection
- Electronic System-Level (ESL)
- FPGAs
- GPS
- Graphics
- Internet
- IP cores
- Media processors
- Medical
- Microcontrollers
- Military applications
- Multi-core
- Packet processing
- Power
- PowerPC
- Real time
- Reconfigurable DSPs
- Reconfigurable computing
- RTL
- Sampling
- Set-top box (STB)
- Signal processing
- Software
- Software Development Kit (SDK)
- Storage
- Telecom systems
- Telephony
- Verilog
- VHDL
- Video
- VoIP
- Wireless

Website statistics
- More than 55,000 visitors a month.
- Products viewed every day by potential users worldwide.

E-letter statistics
- E-mail recipients: 16,500
- Unique users: 14,000
- Page views: 55,000

More information:
- Corporate media kit
- Online media kit
- Rate cards:
  - Print
  - Online

To advertise in DSP-FPGA.com:
  - sales@opensystems-publishing.com
    586-415-6500

To discuss editorial ideas for DSP-FPGA.com:
  - Chris Ciufo
    Group Editorial Director
    ccuifo@opensystems-publishing.com
    360-834-7009