

What started out as the print magazine *DSP Engineering* is now an Internet-only electronic magazine dedicated exclusively to signal processing and programmable logic – and the associated tools and systems. DSPs (digital signal processing chips) and FPGAs (field programmable gate arrays) are two of the hottest and fastest moving areas of technology – so fast, that only an all-electronic publication allows our editors to keep up with the latest announcements and trends. *DSP-FPGA.com* consists of:



- **An Annual *DSP-FPGA.com* Resource Guide:** which lists full- and half-page product profiles of products and resources available to designers and specifiers of DSP- and FPGA-based systems. The **Resource Guide** is the sole print (paper) product for this magazine, and is published in the Fall.
- **A bi-monthly (every other month) website update:** composed of regular columns, contributed articles, New Products, and industry announcements.

Some recent articles include: *The question of reconfigurability*; *Picture this: FPGAs in medical imaging*; *IP cores – The path to faster design*; and *White Paper: Efficient development of wireless IP with high level modeling and synthesis*.

- **A monthly newsletter (E-letter):** composed of regular columns, contributed articles, and a live RSS feed. The articles in the E-letter are separate from those on the website (though all material eventually winds up in the searchable website archives).
- **Routine webcasts (E-casts):** topics include FPGAs, discrete DSPs, ESL, DSO, IP creation, algorithms, coding with the Cell BE, and countless other topics. These Internet-provided interactive discussions include the industry's leading vendors, analysts, and our own editors.

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.

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 Ciuffo 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.

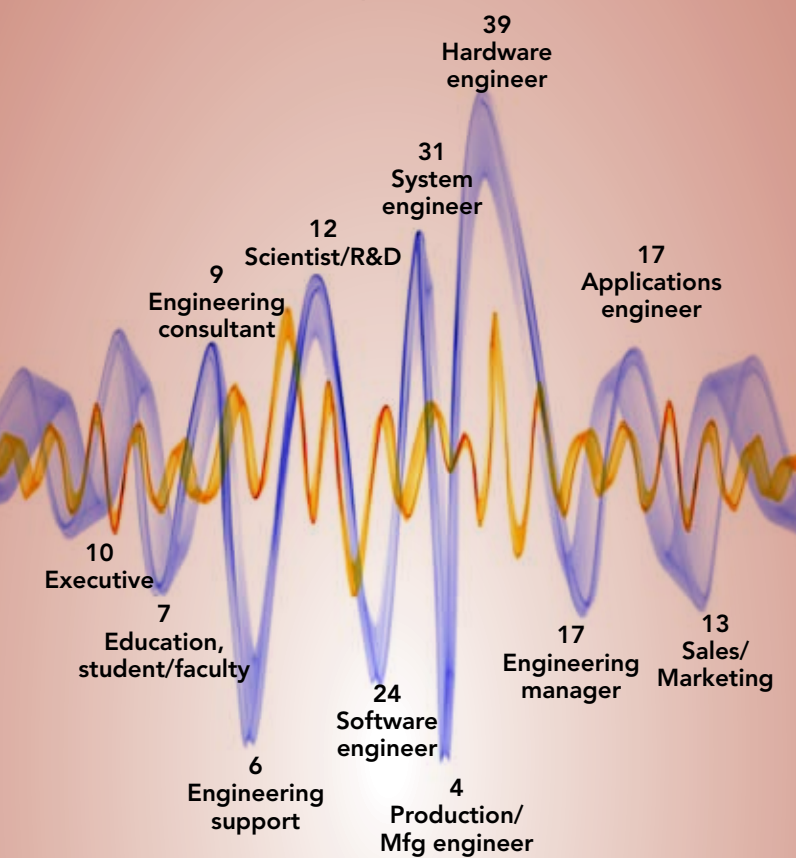
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Will Strauss is Special Contributing Editor of *DSP-FPGA.com*. Strauss is President of **Forward Concepts**, an electronics market research firm based in Tempe, Arizona. He is also considered an authority on semiconductor trends in wireless, audio, 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.

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Programmable Logic

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