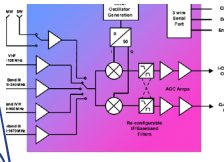
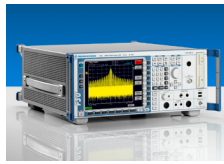
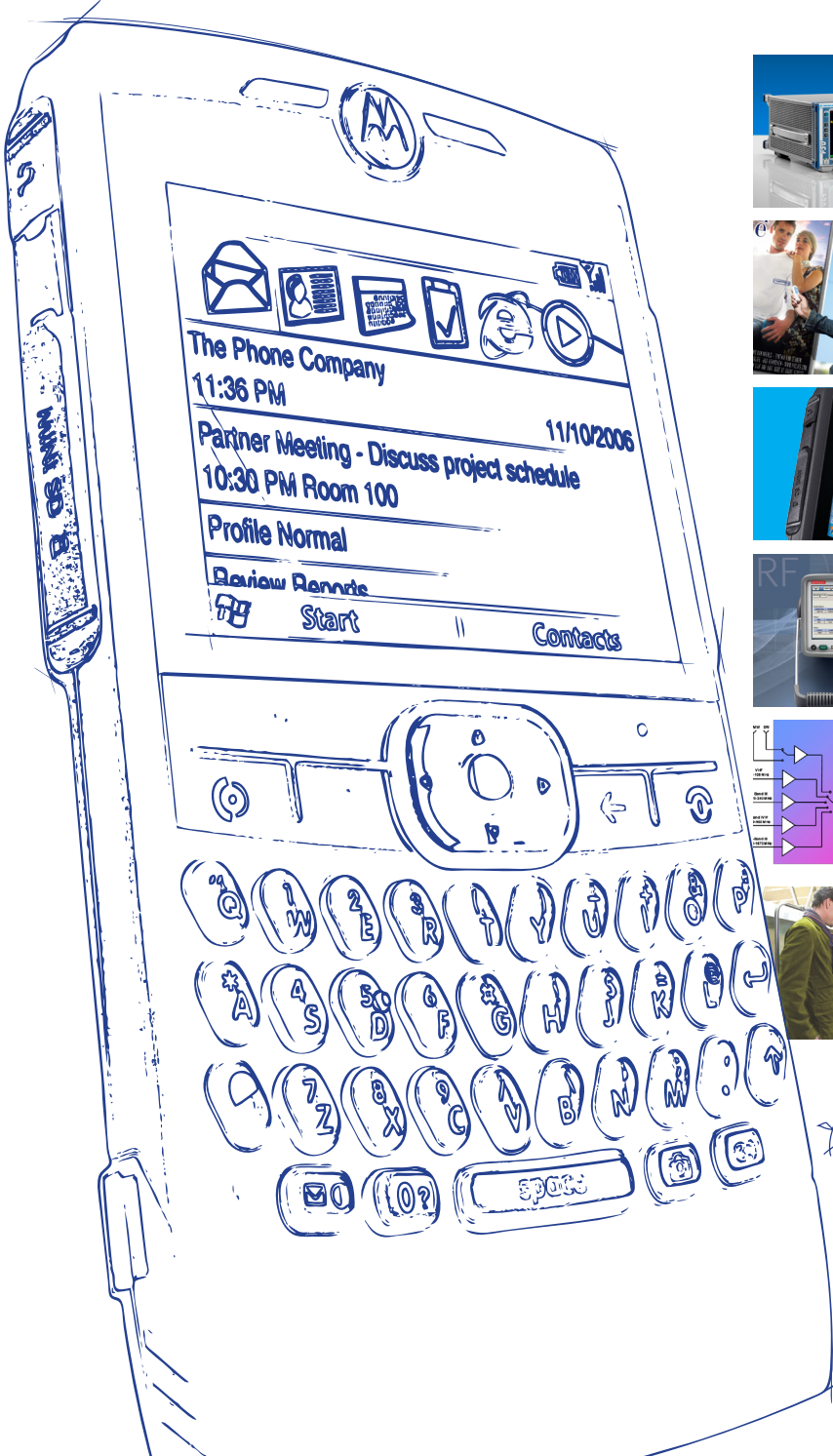


MOBILE DEV & DESIGN

ESSENTIAL IDEAS FOR DESIGNERS AND DEVELOPERS OF MOBILE TECHNOLOGY

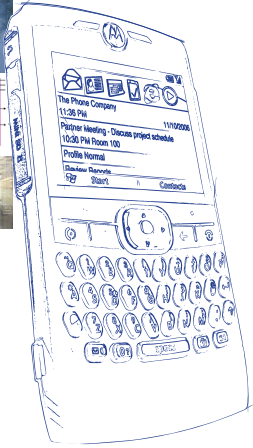


Mobile Dev & Design (MD&D) is a new Web site and companion electronic magazine for mobile phone and Internet device designers. *MD&D* offers unique content focused on new applications and design across the the mobile development ecosystem. It also provides content that drills deep into technology while illuminating how new applications and functionalities affect interdependent functions along the mobile continuum.

Not another “wireless” publication, *MD&D*'s editorial focuses on functions and technologies that include but go beyond wireless communications: e.g., audio and video decoding and fidelity, voice recognition, audio and display technologies, imaging and video integration, memory and data storage, and much more.

★ Hardware design and how it affects... software and application development and how it impacts... content services as integrated into the phone function at the OEM or carrier level

MOBILE DEV&DESIGN



BILLIONS AND BILLIONS SERVED

In 2007, the global handset shipment market finished the year with 13.5% year-over-year growth, which translates to 1.13 billion mobile devices shipped. *(ABI Research)*

Reach decision makers in this exploding market via **MD&D**:

- Unique focused design publication reaching those who design and make handsets, mobile Internet devices, basestations, software, and test products
- Crossover reach to the base of applications programmers and developers who focus on applications and software design
- Through-channel reach to educate hardware designers about new content services and vice versa; letting content creators know about new phone features and how to integrate with them

* Includes coverage of the related wireless areas like Wi-Fi, WiMAX, and others as they impact the mobile device design marketplace.

PUSH AND PULL

This focused site offers leading-edge fresh content plus focused existing design resources from Penton Media's Electronic Design Group, leading publishers in the electronics OEM space for 55 years. The group's current design Web sites draw more than 500,000 unique visitors per month.

- Optimized content from the expert editorial team behind *Electronic Design*, *RF Design*, *Wireless Systems Design*, *Emerging Wireless Technology*, and the Electronic Design Group
- "Push" html eZine mails monthly to focused circulation of 25,000 mobile designers
- Push headline alert—weekly eNewsletter optimized for mobile/smartphone platforms

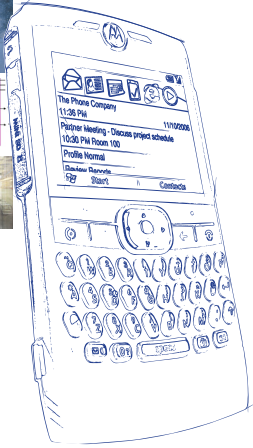
WHAT MOBILE DESIGNERS AND DEVELOPERS NEED TO KNOW

Design and development perspective on new technology and applications as well as the latest on tools, development packages, operating systems, and more:

In-depth articles for engineers designing cellular handsets and basestations

- Associated software
- Test and measurement solutions
- Wireless technologies incorporated into cell phones including Bluetooth (headsets), Wi-Fi (dual-mode phones), WiMAX, UWB
- Contributed Design Ideas
- Top mobile design news
- New products, components, and handset concepts
- Unique design commentary/editorial
- Handset and wireless service test/evaluation
- Regulatory watch
- Ten-Minute Tutorial (video)
- Point of View/Editorial

MOBILE DEV&DESIGN



Unique focus goes beyond hardware to look at new application and new content development—and the impact of these developments on the hardware side:

- The mobile phone for e-commerce and payments
- Designing user interfaces and integration with the operating system
- OEM-provided codecs and code versus writing your own
- Mobile TV
- Barcodes in mobile phones for airline check-in and ticketing
- Phones for home control and monitoring and security applications
- Navigation and “location aware” applications
- SMS and MMS developments and applications
- Mapping
- Interface to the automobile: phone/car integration
- Convergence: integration with home PC and to the Internet
- Integration to business applications: i.e., time and attendance, asset and location tracking, etc.
- M2M, as involves the mobile phone
- Mobile video conferencing
- Open development structure on the mobile phone: OS wars heat up
- Government-mandated applications: Amber alerts on the mobile phone
- Emergency plans at universities, cities, government agencies
- On-campus applications: bus schedules, laundry availability, etc.
- Picocells and femtocells and their impact
- New content integration
- Music services
- Video services
- Social networking on the cell phone: Facebook, MySpace
- Integration with new Google apps

* Much more...

MUST-REACH READERS

MD&D target audience:

- Handset designers and systems hardware developers
- Handset “customizers” at U.S. and global carriers
- Programmers working on mobile phone apps at third-party companies or within the above
- Systems integrators involved in deploying customized applications using mobile phones and cell technology
- Content providers whose services/products involve a customized interface to the mobile phone market via work with carriers and/or handset designers
- Decision makers for including new content and features on cell phones: at carriers and at the systems integration level

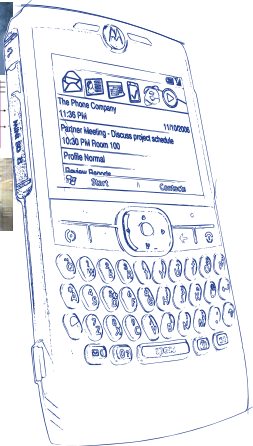
Worldwide reach:

The “Hot Spot” model proven on *ElectronicDesign.com* kickstarts the Web site with existing, relevant content and traffic. Articles hand-selected by Electronic Design Group editors ensure focused content that pulls relevant readers.

Initial circulation for push eZine will be 25,000 combining direct request and invited targeted readers from:

Wireless System Design Update
RF Design
Emerging Wireless Technology
Electronic Design
Electronic Design Europe
Electronic Design China
Microwaves & RF

MOBILE DEV&DESIGN



ADVERTISING/SPONSORSHIP OPPORTUNITIES

Custom sponsorships:

- \$5000 month/\$60k for a one-year commitment
- Limited to five top-level sponsors
- Include a slot of sponsored content (contributed or custom written) linked from the homepage and in the monthly html magazine
- IAB ad units on every webpage served
- A display ad in monthly html magazine
- A text ad/link in the weekly e-mail "bulletin" of headlines from the Web site

Monthly advertising:

- \$1000 month for a 12x buy, \$1200 for a single month
- Includes a display ad in the monthly html magazine once a month
- Online ads in on the companion Web site

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Or contact your Electronic Design Group
advertising representative

Call about sponsorship and ad opportunities
TODAY!

LAUNCHES SEPTEMBER 2008

ACROSS THE MOBILE UNIVERSE

