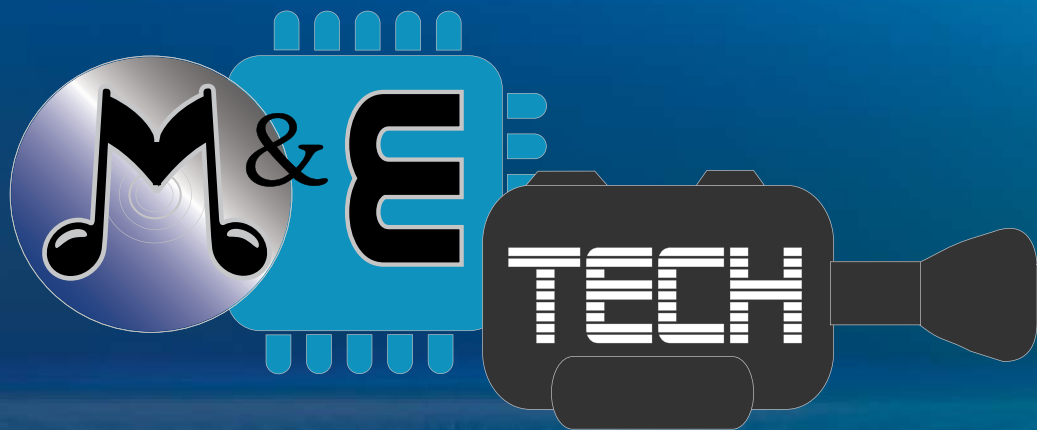


# **MEDIA AND ENTERTAINMENT TECHNOLOGIES**



*"TECHNOLOGY IN CONTEXT"*

***MEDIA KIT 2010***  
***www.MandEtech.com***

# Covering Technology from Components....

## Media & Entertainment Technologies

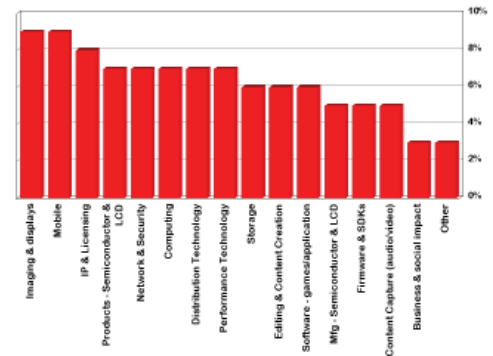
Editorial expertise combined with technological excellence

M&E Tech is a publication created to discuss technology, not as a standalone point of product existence, but in the context of the products ecosystem. This ecosystem includes how the product is made & designed, and most importantly how it is to be used or what problem it solves. The changing nature of the globalization of technology has evolved to a new use model, and the publication was created to cover the new broadened scope. The publication was formed by senior technologists and technology editors who have a minimum of 20 years experience working the technology sector and publishing.

From the start, the publication is focused on not republishing a press release or a product announcement, but creating new content and information. The key is editorialized content that is based on either interviews with the technology creators and some of their customers applying the technology or the results of direct experience using the technology by either the staff or contributing editors. These methods provide the highest "regard of trust" for the content being presented.

The on-line publication will be supplemented with print issues several times per year. In addition, we will be hosting e-newsletters and an expanded array of video and social networking capabilities. This exposure of exclusive content, speaker and product visibility, continued coverage through the ecosystem, and web/print based contact with the readership will deliver high valued solutions to sponsors and other content providers.

Technology Space

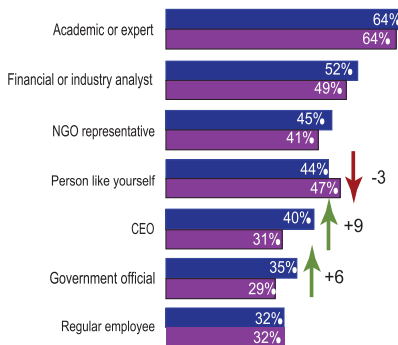


Readership Function



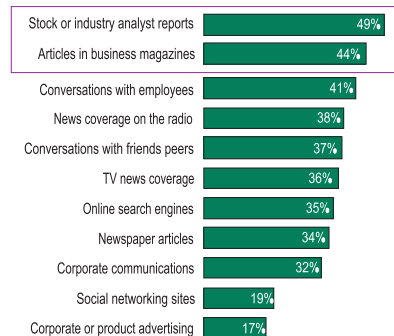
Expert voices most trusted

If you heard information about a company from one of these people, how credible would the information be?

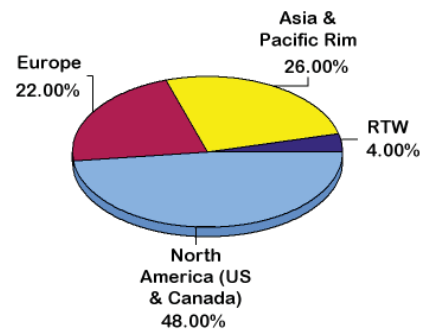


Specialist sources most credible

How credible do you believe each of the following is as a source of information about a company?



Geographic Breakdown



Informed publics ages 25 to 64 in 20 countries  
"Extremely credible" and "very credible" responses only; selected sources

■ 2010 ■ 2009

Informed publics ages 25 to 64 in 20 countries  
"Extremely credible" and "very credible" responses only; selected sources

Source: Edelman 2010 Trust Survey

...through Content Creation

## Services and Coverage Calendar

The M&E Tech services are based on exposing new technologies to multiple target audiences. The goal is to bring awareness of a product to stages both before and after it in the design chain. The discussion and exposure is based upon a product (level 0) and the context of that product's development (level -1) and increasingly, it's important to describe the problem that the product solves (level +1) and the likely impact of having the solution at the next stage (level +2) in the ecosystem. Traditional media outlets focus only on level 0, which in today's connected ecosystems is incomplete.

To address the understanding of technology and its applications, the staff is assigned to cover a large number of tradeshow and technical events, spanning the full ecosystem of media and entertainment technology. This ecosystem starts at design and computer simulation of semiconductors and display technologies such as LCD and OLED, through component and system architecture, new system features (such as connected TVs and home networking), to software/hardware for gaming/professional video capture/CGI creation and the distribution of this media as end products.

To provide additional value to the sponsoring companies, M&E Tech has partnered with several conferencing firms and is on the organizing committee for multiple events. These alliances and partnerships enable us to facilitate key exposure for you speakers and also generate exclusive pre-conference coverage for the events and speakers. The M&E Tech staff also works with industry consortia to extend the group's reach and allow the consortium to represent all its members.

M&E Tech staff and associates are available to sponsor companies and affiliates to provide custom content creation for articles and whitepapers. Additionally, they can assist in the positioning and creation of abstracts and papers for speaking engagement and publication in trade and technical press. These papers will focus on the interdisciplinary aspects of the product, extending the information from just technical peers, to the full ecosystem, from suppliers to users.

The main vehicle for M&E Tech is the website which is updated several times a week by the editors and the contributing "techtators" - our technical commentators. The content is very timely, based upon the timing of a trade show, or interview(s) with the technology creators, their users, or our testing. A bi-monthly newsletter is targeted for late 2010, to update the subscribers of recent key content and features updated on the website.

The website supports video- and audio-casts and links to social networking through Facebook and Twitter. Sponsors are featured in both sidebar and banner ads as well as getting prominent placement on headers and/or footers in the newsletter and social networking interfaces.

The following table lists upcoming conference for which we have staffing coverage planned. Conferences where M&E Tech has an organizational and content selection roles are highlighted.

Conference	Dates	Location
Global Foundries Technology Conference	Sept 1	Santa Clara Conv
Set Top Box	Sept 1-2	Holiday Inn SJ
Photoshop World	Sept 1-3	Las Vegas
IBC	Sept 9-14	Amsterdam
Intel Developer Forum	Sept 13-15	Moscone SF
SPIE Photomask/BACUS	Sept 13-16	Monterey Convention Center
*EDA Tech Forum	Sept 16	Santa Clara Conv Center
3D Entertainment Summit	Sept 15-16	Universal City Hilton
GSA	Sept 16	Santa Clara Conv
CICC	Sept 19-22	Doubletree SJ
Nvidia GPU Conf	Sept 20-23	San Jose Conv Center
iPhone/iPAD Devcon	Sept 27-29	San Diego
PCB West	Sept 28-30	Santa Clara Conv Center
Digital Video Expo	Sept 28-30	Pasadena
Battery Technology	Oct 5	San Jose Conv Center
*Mobile Apps	Oct 5	Jullian's Restaurant SF
*Social TV	Oct 6	San Francisco
CTIA Wireless Enterprise & Applications	Oct 5-8	Moscone SF
CEA/CES Industry Forum	Oct 17-22	Fairmont SF
*MEMS Technology Summit	Oct 19-20	Stanford
*ISETC - PV & Policy	Oct 20	Holiday Inn San Jose
Adobe Max	Oct 23-27	Los Angeles
CDN Live	Oct 26	Fairmont San Jose
Blu-Con	Nov 2	Beverly Hills
MEMS Executive Congress	Nov 3-5	Scottsdale, AZ
ICCAD	Nov 7-11	Doubletree SJ
Advance TCA Summit	Nov 9-11	Santa Clara Conv Center
ARM Conference	Nov 9-11	Santa Clara Convention Center
Electronica	Nov 9-12	Munich
BIOMed Device Conference	Nov 10	San Jose Conv Center
*IEEE Nano Winter Conf	Nov 16	NSC Conf Center Santa Clara
Printed Electronics and PV USA	Dec 1-2	Santa Clara Conv Center
IEDM	Dec 6-8	Hilton SF
*Storage Vision	Jan 4-5	Las Vegas
CES	Jan 5-9	Las Vegas
AEE	Jan 6-9	Las Vegas
PPAI /ASI	Jan 11-13	Las Vegas
NAMM	Jan 13-16	Anaheim
SPIE Photonics West	Jan 22-27	Moscone SF
DesignCon	Jan 31-Feb 3	Santa Clara Convention Center
Mobile World Congress	Feb 14-17	Barcelona
RSA	Feb 14-18	Moscone SF
Strategies in Light	Feb 22-24	Santa Clara Conv Center
ISSCC	Feb 22-24	San Francisco
SPIE Advanced Lithography	Feb 27-March 4	San Jose
*e-Reader & Tablet Summit	Feb 2011	San Jose
Microsoft Global High Technology Summit	Feb 2011	San Jose
OTT Con	Feb 2011	San Jose
Stanford Global Tech Summit	Feb 2011	Palo Alto
Green Grid Technology	March 1	Santa Clara Conv Center
Game Developer Conference	March 9-13	Moscone SF
*ISETC Smart Grid	March 14	Hyatt Santa Clara
*ISQED	March 14-16	Hyatt Santa Clara
ShoWest	March 15	Las Vegas
OSBC	March 17-18	Palace Hotel SF
CTIA Wireless & Entertainment	March 21-24	Las Vegas
SNUG	March 28-30	San Jose
<b>* Organizer/Media Sponsor</b>		

# Media & Entertainment Technologies

Sponsor Rates from \$3,000 – \$12,000 / month,  
short term trial and standard term sponsorships

- Sponsorship includes (depending on level):
- Multi-disciplinary & multi-industry (ecosystem based) mailing list
- White paper distribution
- Roundtable participation & Expert Forums
- Links to product releases in roundup stories
- Post-announcement coverage and reviews
- Opportunities for sponsor designated speakers and content at selected conferences
- Discounted sponsorship rates for selected conferences
- Preferred Pre-conference coverage
- Assistance with white paper creation
- Opportunity to link to your own blog or have a blog on our site
- Full ecosystem tradeshow coverage

## Non-Sponsor rate services:

- White Papers and Articles with developmental and editorial support (up to 2000 words)
- White papers and Articles with developmental and editorial support (above 2000 words)

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