



# Power Architecture™ Developer Conference Positioning Brief

The Power.org community, formed in 2005, is the collaborative, open organization driving the adoption of Power Architecture™ technology through alignment of the instruction set architecture, development of standards and specifications, and nurturing of the Power Architecture brand. On September 24, 2007, Power.org will in embark on a new chapter in its history by hosting the first ever Power Architecture™ Developer Conference.

As an inaugural event, it's important to 'get the word out' and help our customers and the developer community at large understand the value of this focused technical conference – and why it's an event they don't want to miss!

This document is designed to ensure consistent messaging and thematic communications in all avenues of promotion and on-site at the conference. It is intended to be used by those on the Power.org developer conference committee and its vendors in preparation and marketing of the event, as well as by Power.org member companies and event sponsors in their promotion of the event.

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## ABOUT THE POWER ARCHITECTURE DEVELOPER CONFERENCE

The Power Architecture™ Developer Conference is the only vendor-neutral event that showcases the depth and breadth of Power Architecture capabilities across all the markets that it serves. This Power.org-hosted event puts all vendors on equal footing and sets the stage for a balanced, independent view of Power Architecture technology and its applications. The conference convenes key players in the Power Architecture community – the chip makers, software firms, tool vendors and developers – in a forum designed to inspire ideas and spur innovation.

Our technical tracks will capture a wide range of interests and applications. There will be sessions on everything from embedded microcontroller architectures to novel solutions in supercomputing. The diversity of topics, attendees and expertise will create extraordinary opportunities for the cross-pollination of ideas and for the exchange of technical know-how. The connections and knowledge attendees gain here will trigger new, innovative solutions for the Power Architecture platform.

The conference also builds and strengthens the Power Architecture brand by providing a premium experience for all attendees, increasing brand loyalty and ensuring the technology’s continued proliferation and acceptance within existing and emerging markets.

### Date/Location

- > September 24 & 25, 2007
  - o Set-up and Welcome Reception on September 23
- > Austin Convention Center, Austin, Texas
  - o Austin is the Southwest’s hub for technology innovation, and a high concentration of Power Architecture expertise resides here. The city is famous for its vibrant downtown area with the Warehouse District of restaurants and bars, the Second Street corridor of chic shops, the Sixth Street party zone, the Town Lake greenbelt, and – oh yes – the Austin Convention Center.

## **Conference Highlights**

- > More than 500 attendees networking, collaborating and learning.
- > More than 40 hours of technical training over two days.
- > Hands-on training labs leveraging some of the most readily available and innovative Power Architecture platforms in the industry.
- > More than 50 real-world applications demonstrated in the interactive Power Architecture Landscape.
- > Industry keynotes from executive speakers and thought leaders.

## **Conference Objectives**

- > Educate and motivate the Power Architecture developer community through technical sessions and other training and discussion opportunities.
- > Demonstrate the value of collaboration and open discussion around Power Architecture technology – as represented in particular by the Power.org collaborative model.
- > Provide a premium forum for the ecosystem to showcase their Power Architecture solutions and increase their business opportunities.
- > Continue building awareness of and preference for the Power Architecture brand with developers and industry influencers.

## **Target Attendees**

### Hardware/Software Developers (400)

- > Networking & Communications (80 = 20%)
- > Server & Enterprise (80 = 20%)
- > Consumer (80 = 20%)
- > Stationary Consumer (60 = 15%)
- > Gaming (20 = 5%)
- > Academia & Research (40 = 10%)
- > Aerospace & Defense (40 = 10%)
- > Automotive (40 = 10%)
- > Industrial & Medical (40 = 10%)

### Influencers (75)

- > Press / Analysts (25)
- > Venture Capitalists (15)
- > Technology Decision Makers in the “Innovators Market” (CTO, Engineering Manager, developer influencers) (35)

### Solutions Vendors/Partners (125)

## Differentiating Advantages of the Conference

If you think the Power Architecture™ Developer Conference is just another conference, then think again. Here are some ways that the Power Architecture Developer Conference stands out from the crowd:

- > **Only vendor-neutral event focused on Power Architecture technology** – This is the only program serving the needs of the Power Architecture community as a whole. This Power.org-hosted event puts all vendors on equal footing and sets the stage for a balanced, independent view of Power Architecture technology and its applications.
- > **Breadth of technical program promotes innovation** – Our technical content is not limited to just embedded or just servers, but to the full range of Power Architecture applications and technologies. The diversity of topics, demonstrations and know-how at the conference exposes attendees to ideas and methods outside their usual range of expertise. This facilitates a cross-pollination of ideas and the development of more novel solutions.
- > **Dedicated, ingenious developer community in attendance** – Power Architecture technology has a loyal developer community building innovative solutions with Power Architecture technology. These developers work at leading OEMs and startups. They develop hardware and software, many in the open source community. They are students at universities and technical leaders in their companies. And more than 400 of them will be bringing their knowledge and skills to the Power Architecture Developer Conference.

## WHAT'S IN IT FOR ME?

### Desired Response/Behavior

Developers and decision makers should walk away with inspiration for their next design and confidence in choosing Power Architecture technology.

Developers should consider the Power Architecture™ Developer Conference a key educational resource that enables them to stay at the forefront of technical innovation.

Ecosystem participants will understand the value of a collaborative forum that enables meaningful technical exchange and new business opportunities.

### Developer Benefits

- > Receive best-in-class technology education from many diverse Power Architecture technology experts.
- > Collaborate with other developers/experts.
- > See the breadth of solution providers in the Power Architecture ecosystem – all in one place at one time.
- > Get the inside scoop on the latest advancements of Power Architecture technology and roadmaps to the future.
- > Become a driving force for Power Architecture innovation in your organization.

### Technology Decision Maker Benefits

- > Collaborate with experts, developers, and vendors all sharing their Power Architecture experience.
- > Learn first hand about the latest advancements of Power Architecture technology and roadmaps to the future.

- > Network with industry and business leaders to share your requirements and aspirations for your next- and next-next- generation solutions.

### **Editor/Analyst Benefits**

- > Access multiple chip, software and tools vendors for Power Architecture technology – all in one place at one time.
- > Be the first to learn of the latest advancements with Power Architecture technology and roadmaps to the future.
- > Meet with industry and business leaders one-on-one.
- > Experience the power of collaboration with Power Architecture technology first-hand – brought to you by Power.org.

### **Sponsor Benefits**

- > Meet new customers – 400 hardware and software developers will be on hand to learn about your company and its solutions. For example, three of the largest chip vendors in the Power Architecture ecosystem will bring their customers to this conference.
- > Meet one-on-one with leading editors and analysts from top-tier publishers and analyst firms. Power.org's new PR firm, Corridor Communications, will be coordinating press/analyst attendance and meeting schedules at the conference.
- > Be one of 21 highly valued and promoted sponsors of this inaugural conference – with opportunity to present and demonstrate about your solutions.
- > Network with Power.org members and other sponsors to discover business synergies.
- > Increase your opportunities in new and emerging markets by networking with vendors and developers in these areas.
- > Make the Power Architecture brand even stronger by your participation.

### **Power.org Member Benefits (non-sponsors)**

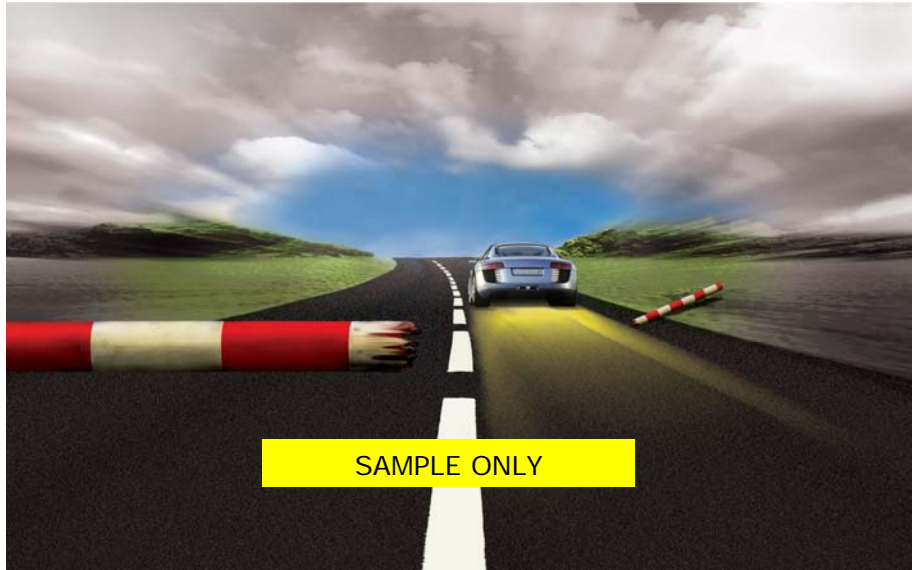
- > Get visibility for your company at the Power.org area in the Power Architecture™ Landscape – including the ability to showcase your company's literature.
- > Receive the benefits of association with Power.org and the Power Architecture Developer Conference – we look good so you can look good!

## **KEY MESSAGES AND TAKE AWAYS**

### **2007 Conference Theme**

- > **Breaking down the barriers to innovation.**

This visual reflects our conference theme and will be a driving image (excuse the pun) for the conference. Do not use this image directly; appropriate templates will be provided for you to use in your communications efforts.



### **Core Messages Supporting the Theme**

We break down the barriers to innovation with Power Architecture™ technology through...

- > An adaptable architecture
- > Collaborative power
- > Developing for the future

These three core supporting messages should resonate throughout the conference communications and be experienced by the attendees in some form at the conference.

#### *Adaptable Architecture*

Power Architecture technology's performance characteristics and custom capabilities adapt easily to almost any application. Power Architecture technology runs the most diverse range of digital products in the world.

*Visual Connection:* The adaptable nature is demonstrated in the movement from grayscale to color – moving to a new environment. Power Architecture technology has a long history of innovation and can easily adapt to next-generation technologies and requirements.

#### *Proof Points:*

- > Enterprise servers based on Power hold six of the top ten spots on the TPC-C ranking. (*source: TPC.org, January 2007*)
- > PowerPC processors account for 64% of the A&D COTS Single Board Computers (VME and CompactPCI) and Embedded Integrated Computer Systems shipped in North America and Europe combined for 2006. (*source: Venture Development Corp*)
- > Power Architecture is in the top three game console platforms.
- > By 2007, approximately 50 percent of car models in the world will contain Power Architecture-based chips.
- > Add your own examples for how your company is enabling innovative applications in one or more markets served by Power Architecture technology. Demonstrate these solutions at the Power Architecture Developer Conference.

### Collaborative Power

The Power Architecture community arrives at smarter solutions faster by sharing our talents and pooling resources. We're one of the largest, most experienced system design communities in the world.

*Visual Connection:* The car breaking through the barrier exemplifies the power of many working together to make a substantive impact.

#### *Proof Points:*

- > Power.org delivered its first specification to market in 2006: Power Architecture Platform Requirements (PAPR).
- > Add your own examples for how your company collaborates with partners to provide leading solutions that help streamline the development process. Demonstrate them at the Power Architecture Developer Conference.

### Developing for the Future

We're looking ahead to the future, enhancing the technology and enabling your next great idea. The Power Architecture™ community has a long, unwavering track record of supporting the technology's continued advancement and stability.

*Visual Connection:* The car, which has a futuristic feel, is the Power Architecture community heading with a common vision to the bright future of Power Architecture technology.

#### *Proof Points:*

- > Power.org delivered the next significant step in the instruction set architecture: Power ISA 2.03. This version merges previous ISA branches into a cohesive whole that will be the platform for the next-generation ISA.
- > Power.org organized and delivered the first consolidated, multi-vendor Power Architecture roadmap to market, which included processors, cores and IP.
- > Add your own examples for how your company looks to the future with Power Architecture technology. Participate in panels and technical presentations at Power Architecture Developer Conference to share your Power Architecture expertise and vision.

## **COMMUNICATIONS TONE**

Communications regarding the Power Architecture™ Developer Conference should be relaxed, conversational and hip – but always professional. Our tone should ensure developers that this is not a stodgy, old conference. The Power Architecture Developer Conference is a place that innovators want to be. We're building a really relevant technical curriculum and showcasing exciting technology. We're providing an atmosphere that encourages networking – good conversation, good debate, and good fun.

So where does the 'professional' aspect of our tone come in? We should be sure and smart in our communications, remembering that our audience is incredibly sharp themselves. We must inspire confidence that this is indeed a quality training ground for developers. So, part of the tone comes from how we emphasize the content; the technical curriculum should always take the lead. We also want to be respectful to our audience – never sarcastic or mean-spirited.

A few writing principles for keeping tone informal:

- > It's okay to use contractions, but don't overdo it.
- > State things positively – minimal 'nos', 'nots', and 'nevers'.

- > Keep sentences conversational with appropriate punctuation for pauses. Rule of thumb: if it's tough to say out loud then don't write it.
- > We like EN or EM dashes to break up the flow – but too much of a good thing...
- > Beginning a sentence with a conjunction would not make us cringe, but do so sparingly.
- > Prepositions ending a sentence may be appropriate if another structure sounds stilted.

## **COPY BLOCKS [FOR EXTERNAL USE]**

Below are various copy blocks that you can use in your marketing efforts for the Power Architecture™ Developer Conference. We invite you to customize these for your business and customers – make them your own. Reference the *Key Messages and Take Aways* and the *Communications Tone* sections in this document for more guidance on customizing copy or creating your own.

### **Using the Power Architecture™ Developer Conference Name**

Please use the full conference name in your external communications or simply refer to it as the 'conference' as a shorthand after the first reference.

Never use the acronym 'PADC' or call it the 'Power Developer Conference' in external communications. Note that the term 'Developer' is singular and should not be used in a possessive or plural manner in the conference name.

### **Power.org Boilerplate**

If you want to describe Power.org in your communications, below is the recommended boilerplate copy to use:

The Power.org™ open community collaborates on hardware and software specifications, standards and solutions based on the Power Architecture™ platform. Power Architecture technology is behind millions of innovative products, including the world's fastest supercomputers, leading video game consoles, and electronic systems in most of today's car models. Every phone call, email and Web page touches hundreds of Power Architecture systems. Learn about Power.org and Power Architecture innovation at [www.power.org](http://www.power.org).

### **Personal Invitation**

To be used by individuals to communicate the conference value one-on-one with prospective attendees. This copy will typically be included within the body of an individual's email message.

### ***Sales Force-to-Customer OR Executive-to-Decision Makers***

This September, the Power Architecture™ community will gather in Austin for the first-ever Power Architecture Developer Conference. Hosted by Power.org, this will be the only vendor-neutral event to showcase the full depth and breadth of the amazingly versatile Power Architecture technology. Electronics designers, developers, academics and investors will join dozens of solutions vendors for two days of technical sessions, hands-on labs, engaging keynotes and technology demonstrations.

The event will be held September 24-25, 2007 in Austin, Texas. Because Power Architecture technology is an important aspect of your product lines, I urge you to participate. Don't miss this opportunity to network with industry leaders, share your knowledge and learn first hand about the latest advancements of Power Architecture technology.

For more information about the conference, check out the website ([www.power.org/devcon/07](http://www.power.org/devcon/07)) or contact me at XXXXX or the conference planner at 512.215.4831.

### **Save the Date Notice**

Mark Your Calendar: Power Architecture Developer Conference

**When:** September 24 & 25

**Where:** Austin, Texas

Join us at the first ever Power Architecture™ Developer Conference. Hosted by Power.org, this will be the only industry event to showcase the full depth and breadth of the amazingly versatile Power Architecture technology. Immerse yourself in two days of technical sessions, hands-on labs, engaging keynotes and vendor demos. Meet with other innovators at the leading edge of digital product design. Swap ideas and share technical know-how. Be a driving force for Power Architecture innovation.

Take advantage of [Early Bird registration](#) and access the [Call for Papers](#) today!

### **Technical Sessions**

Technical training is at the heart of the Power Architecture™ Developer Conference. Our technical tracks will capture a wide range of interests and applications, from automotive SoC architectures to supercomputing applications. The diversity of topics, attendees, and expertise creates extraordinary opportunities for the cross-pollination of ideas and the exchange of technical know-how. The technical program, culminating in more than 40 hours of training, includes these disciplines:

- > Virtualization – hardware and software perspectives
- > Power Architecture technology in compute-intensive solutions
- > Digital media built on Power Architecture technology
- > Multi-core solutions with Power Architecture technology
- > An Embedded perspective
- > Open source for an open architecture: software development for the Power Architecture platform
- > Globally green Power Architecture technology

### *Call for Papers*

Here's your chance to showcase your work, share your expertise, and open a dialogue with the Power Architecture™ community. Contribute to our technical curriculum by submitting ideas for how-tos, standards, implementations – anything novel or helpful in developing Power Architecture solutions. Please consider how your idea integrates with our theme "breaking down the barriers to innovation." We're looking for technical presentations within these innovative disciplines:

- > Virtualization – hardware and software perspectives
- > Power Architecture technology in compute-intensive solutions
- > Digital media built on Power Architecture technology
- > Multi-core solutions with Power Architecture technology
- > An Embedded perspective

- > Open source for an open architecture: software development for the Power Architecture platform
- > Globally green Power Architecture technology

#### Virtualization – hardware and software perspectives

Virtualization helps customers to optimize hardware resource utilization and has been a great success story for server consolidation. The use of virtualization is broadening beyond servers into embedded and desktop systems. This topic covers how virtualization is used in Power Architecture™ solutions across application segments from both hardware and software perspectives.

#### Power Architecture technology in compute-intensive solutions

Power Architecture™ technology is well known for its exceptional numeric processing capabilities in high-performance systems. For example, Power Architecture technology runs the world's fastest supercomputers, holding four of the top five spots on the TOP500 list as of Nov. 2006. This discipline covers strategies for building compute-intensive systems.

#### Digital media built on Power Architecture technology

Digital media is becoming prevalent in all aspects of our lives, especially in the home. Power Architecture™ technology – from the instruction set architecture (ISA) to the implementations – is well suited for innovative digital media solutions. This discipline covers how Power Architecture technology is applied in the digital home and beyond.

#### Multi-core solutions with Power Architecture technology

There is a clear shift toward developing systems with multi-core processors. Power Architecture™ technology, which typically has been associated with having the best performance-per-watt ratio on the market, is being used in many types of multi-core solutions – enabling even more efficient designs. This discipline covers design challenges and resources associated with multi-core application development.

#### An Embedded perspective

Embedded computing is not new – but the lines of what makes a device 'embedded' are blurring. Embedded applications typically have very limited memory and power constraints, and today's embedded devices, more than ever before, must have significant processing power. For these reasons, Power Architecture™ technology has been a leader in embedded systems for more than a decade. This discipline covers what it takes to develop innovative embedded solutions for networking, industrial, and automotive.

#### Open source for an open architecture: software development for the Power Architecture platform

Open source software development accelerates innovation and lowers design costs. It also gives customers greater freedom in choosing vendors. This discipline addresses how open source solutions, particularly Linux, are being leveraged with Power Architecture™ technology to build best-in-class systems.

#### Globally green Power Architecture technology

As global energy prices and attention to environmental preservation increases, power consumption, hazardous chemicals, and waste are all important considerations in product development. Power Architecture™ technology has always been a power efficient solution. This discipline covers what is happening within the Power Architecture community to address environmental issues in a tangible way.

## Powerful Panel Discussions

We have numerous technology panels planned where industry experts field your questions and provide insight into current trends and standards, as well as the future of Power Architecture™ technology and its markets. Come talk about what's important to you.

## Demonstration Environments

Aside from the technical sessions, we have three areas available at the conference that provide more in-depth training and demonstration of Power Architecture™ technology.

### Power Architecture Lab

Get the most from your conference experience by exploring our hands-on Power Architecture™ Lab, where you'll get up close and personal with some of the most readily available and innovative platforms in the industry. Our trainers will walk you through real-world development projects and impart some helpful tips along the way. Result: Immediately apply what you've learned when you get back to work.

### Power Architecture Landscape

The Power Architecture™ Landscape provides an open environment for interacting with a variety of product and technology demonstrations from more than 20 vendors. In this exhibit area, you can engage with industry leaders and experts to discuss shared design challenges and explore the vast landscape of possibility with Power Architecture technology.

### Power Architecture Lounge

Experience the playful side of Power in our Power Architecture™ Lounge. Try your hand at the Sony PlayStation®, Microsoft Xbox 360™, and Nintendo Wii™ (all built on Power Architecture technology). And if you stay until the end of the conference, one of these systems may become yours when we raffle them off! The Lounge will also have Internet access and snacks for catching up and chilling out.

## BANNERS

Below are three banner and button options that vendors can leverage on their websites to help promote the conference. GIF files are available to download from the member area of the Power.org website and can be sent to you on request from [PADCinfo@power.org](mailto:PADCinfo@power.org).

Size	Banner	Link
234x60		<a href="http://www.power.org/devcon">www.power.org/devcon</a>
125x125		<a href="http://www.power.org/devcon">www.power.org/devcon</a>
468x60		<a href="http://www.power.org/devcon">www.power.org/devcon</a>

## PROMOTIONAL SCHEDULE

Below is a schedule of promotional activity (and associated topics each month). We will be releasing promotional materials on the dates specified, and would request sponsors and Power.org member companies to support these promotions in the same timeframe as much as possible within your own companies – reaching your own audiences.

Month/Date	Deliverable
February 20	Email & Press Release: <b>General Conference Announcement:</b> Registration Open, Call for Papers
March 20	Email: <b>Call for Papers Focus</b> – Highlight Disciplines  Press Release: Highlight Final Call for Papers; Registration Update (new details/reminder)
March 28	Printed Postcards Available: General Conference Announcement (used at ESC and other events by sponsors and Power.org and its members)  Conference Banner/Button Available: for 3rd party websites and HTML newsletters
April 24	Email & Press Release: <b>Highlight Keynote Speakers</b>
May 22	Email: <b>Highlight Sponsors</b> – Join Us! Press Release highlighting keynote, sponsors
June 13	Printed Brochure Available: “Breaking Down the Barriers to Innovation” at the Power Architecture Developer Conference – highlight Technical Curriculum and Collaboration (to be used by sponsors and Power.org members)
June 19	Email and Press Release: <b>Technical Content Focus</b> – Technical Agenda / Abstracts Available / Early Bird Registration Ends July 15
July 24	Email: <b>Technical Content Focus</b> – Panels & Hands-on Labs
August 21	Email & Press Release: <b>Five Reasons Not to Miss</b> the Power Architecture Developer Conference; announce give-aways
September 18	Email: <b>Don’t miss it!</b> [Note: same week as IDF]
October 16	Email: <b>Thanks for Attending</b> – access conference presentations, etc.

The current plan is for Power.org emails to be sent to the Power.org database as well as to a number of IEEE society mailing lists. We will issue HTML templates ahead of time with copy and images for you to leverage as needed in your communications.

Note: Gray rows indicated completed.

## CONFERENCE CONTACTS

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Please leverage the Power Architecture™ Developer Conference website as the primary source for the most up-to-date information regarding the conference. Direct promotional traffic here for information and registration.

[www.power.org/devcon](http://www.power.org/devcon)

General Questions can also be directed to the Power.org developer conference email:

[PADCinfo@power.org](mailto:PADCinfo@power.org)