

# Power.org

## Q1 2009 Newsletter

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### Useful Links

ISA 2.06 Specifications: <http://www.power.org/resources/downloads/>

Webcast and Members presentations on Power Architecture for Multicore at DesignCon09: <http://www.power.org/events/designcon09/>

Power.org/Member's Media Coverage:

<http://www.power.org/news/pressreleases/>

<http://www.power.org/news/mc/>

White Paper on ITRS Process Roadmap and Nextgen Embedded Multicore SoC Design: <http://www.embedded.com/design/multicore/216200003;jsessionid=4FYJLKN0GGIQCQSNLPC KHSCJUNN2JVN?pgno=1>

### Comments From The Reader

Please take a minute and provide your comments and suggestions on the content of this newsletter and any future topics that you would like to see.: <http://www.power.org/about/contact/>

### Future Events - Asia PAC

Stay tuned for the upcoming Power Architecture Conference to be held this fall in Asia. Details will be posted soon.

Sponsorship and Participation opportunities are available. Please contact Marketing Chair for more info.

## BoD Update

Part of the 2008 September members' annual meeting was to strive to increase value to members. As a result, it was decided to have some members participate as an extension of the BoD giving them opportunity to voice their views and help shape the future direction of Power.org. Now, meetings of the BoD and Extended members are held monthly compared to being held quarterly in 2008. There was great enthusiasm exhibited by members during these meetings and tangible progress was made.

- Power.org's 2009 activity plan was developed and approved based on input from a members' survey collected in two rounds (December 2008 and February 2009).

- The BoD approved the release of ISA 2.06. The specification was released to the public in January 2009 and press coverage was issued in March.
- Power.org collaborated with IEC (International Engineering Consortium) for Design 2009 as an Associate Sponsor and many members took the opportunity and participated in DesignCon09 held February 2-5 at Santa Clara Convention Center.
- The BoD approved the process and timeframe for the Power.org Committee chair elections. Interested candidates can submit their application to the Power.org program manager.

## Power.org Update

- Power.org extends a special welcome to Juniper Networks as our newest member that is having a positive impact on the Power Architecture community.
  - Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at [www.juniper.net](http://www.juniper.net)
- Election period for the positions of committee chairs is in full swing now. The nomination process ended on April 30<sup>th</sup> and balloting will begin on May 1<sup>st</sup>.

A special welcome to Fawzi Behmann who is transitioning from Freescale to become a full time Strategic Marketing Advisor for Power.org. Fawzi was the chair of the marketing committee in the past 20 months and effectively helped in managing the budget, developing innovative programs, orchestrating Power Architecture events in the US, Europe and Asia, and has been instrumental in bringing positive changes to making Power.org stronger. Fawzi has helped with promoting the Power Architecture brand to media and analysts. He has also been leading efforts in the Networking Drivers working group of ITRS in the area of embedded multicore SoC platform. In total, Fawzi brings with him over 34 years of experience in corporate strategy in the key areas of networking and communications technology, strategic marketing, system development, product management and media/public relations to help all our members. We look forward to Fawzi's contributions to Power.org in this new capacity.

# Editorial

## Freescle

According to research recently issued by analyst group IDC, Freescle Semiconductor holds a strong lead in communications processor market. Freescle's strength in the space is based on the ongoing popularity of its ubiquitous PowerQUICC® product line based on Power Architecture. For more than a decade, PowerQUICC technology has defined and embodied the communications processor. In 2008, Freescle reinforced its leadership position by unveiling QorIQ™, a new brand of multicore communications platforms designed to enable the next era of networking.

On February, 2009 Freescle introduced the MPC8569E PowerQUICC III communications processor - a high-performance, low-power device based on 45-nm silicon-on-insulator (SOI) technology. The processor is ideal for advanced wireless and wireline communications equipment applications. It supports a wide range of wireless protocols while delivering up to 1.3 Gigahertz performance within a sub-10 watt power envelope.

### **Multicore Expo - Santa Clara, March 16-18**

Freescle provided 2 keynote speeches along with several session presentations and demos related to the QorIQ™ multicore offerings.

### **Embedded Systems Conference - San Jose, March 30 - April 2**

Freescle announced it is accelerating availability of key communications products based on 45-nm process technology in response to strong demand from wireless infrastructure equipment manufacturers targeting advanced 3G and 4G systems. These key products include the PowerQUICC® MPC8569E processor and the dual-core QorIQ™ P2020 device, both of which are sampling today. "In the current economic environment, it is encouraging to see tremendous worldwide demand for enabling technology that facilitates deployment of broadband infrastructure equipment for advanced 3G and 4G networks," said Lisa Su, senior vice president and general manager of Freescle's Networking and Multimedia Group. "By accelerating delivery of our high-performance 45-nm products to customers, Freescle is playing a key role in delivering the performance and cost reductions required to bring next-generation networks to life."

## Editorial cont'd

### IBM

#### **IBM Ships 50 Millionth Processor for the Nintendo Wii Game System**

IBM has reached a significant milestone as the microprocessor supplier for Nintendo Co., Ltd., by completing the shipment of 50 million processors for the Wii(TM) game system, which has tremendous worldwide sales momentum. The chip is based on IBM's Power Architecture® and features IBM's silicon-on-insulator (SOI) technology.

#### **GDA to become the new IBM Power Architecture Design Center**

In March, 2009, GDA entered into an agreement with IBM to become an IBM Power Architecture Power Design Center. The agreement provides GDA the right to directly sublicense PowerPC processor cores as part of its IP and Services offerings. GDA customers can take advantage of GDA's expertise in developing SoC's utilizing Power Architecture-based processor cores.

The agreement will enable GDA to plan & offer complete hardware and software components based on

PowerPC Architecture that will deliver superior Quality of Service (QoS) for WiMAX/LTE systems required by applications like IPTV and VOIP. GDA will significantly increase throughput by enabling PowerPC-based LTE stacks and LTE base stations (eNode B).

Currently the agreement covers the PowerPC 460S, a high-performance CPU core, and the 405S, a medium-performance CPU core. Both cores are cache configurable to meet the specific requirements of the SoC application, and include a set of latency-sensitive native CoreConnect peripherals with a PowerPC license. An optional floating point unit is available for the 460S.

"Customers around the world are putting Power Architecture to work in their products, in their offerings, and for their customers," said Bernard Meyerson, IBM Vice President of Strategic Alliances. "The time-tested, market-proven, highly scalable nature of the Power Architecture fits extremely well with their objectives of performance, time to market, scalability and software protection. GDA is a Power Design Center that can add unique value on top of Power Architecture, and will offer their customers some of the most complete solutions in the market."

## Market Growth Update

Despite the economic downturn, the Asia communications market represents positive signs of growth.

Sources: EE Times Asia (April, 2009) and cn-c114.net (Q1, 2009)

*The information in this section is intended to generate awareness and help members/non-members view potential areas of market growth. A more detailed analysis will be available on Power.org member areas enabling member companies to leverage these opportunities for Power Architecture SOC and ecosystem solutions. If you are not a member and are interested in joining please visit [www.power.org/join](http://www.power.org/join)*

Despite the economic downturn, certain markets such as broadband wireless communications continue to show signs of growth especially in emerging markets. Specifically, such growth was witnessed in 2008 in the areas of wireless communications in countries such as Asia and India, and continue, but to a lower rate of growth in 2009. The following text focuses on China market growth opportunities in wireless communications.

In 2008, the size of China's communications equipment market reached 295.29 billion Yuan, up 12.1 percent year-on-year. This growth can be attributed to three factors: 1) the nationwide GSM and CDMA networks' upgrade and expansion; 2) TD-SCDMA technical application trial network spanning 10 cities, and 3) new class of applications as a result of advancement in product integration and service convergence

### **Network Infrastructure:**

With restructuring of Telecom operators (China Mobile, China Telecom and China Unicom) in China in 2008, the government issued 3G licenses to the three providers in January 2009. Each operator is unveiling plans that calls for an increase of base station installations and in coverage.

In all network constructions, China's local vendors use 3G opportunities to rapidly improve competitiveness, which accounts for a large market share of the total 3G network construction.

### **Value-added services:**

Continued advancement in wireless technology (GSM/GPRS/EDGE, CDMA, W-CDMA, LTE/WiMAX), employed in wireless infrastructure base station will continue to enable and support a wide range of services and an emerging class of applications on the mobile units.

We continue witnessing a greater level of product integration and service convergence on mobile units. These product features represent the convergence of mobile TV, mobile media and mobile advertisements.

Commercial 3G networks will bring new opportunities to China's mobile communications value-added services market and improve user experiences especially to high-bandwidth services.

### **Collaborative Innovation among operators at the global level:**

Advancement in wireless technology GSM to 3G and 4G presents great challenges to value chain suppliers from semiconductor to equipment vendors to operators where cost, scalability, power, feature rich and interoperability are key factors for successful deployment and operations.

Advancement in mobile devices is also guided by both product integration and service convergence.

Joint Innovation Lab (JIL) was created with four global Operators to help accelerate the update of innovative mobile technologies on a mass market scale.

## Published Specifications - ISA 2.06

The Power Architecture Advisory Council announced in late January 2009 the availability of the Power Instruction Set Architecture (ISA) version 2.06. ISA 2.06 is a major specification designed to enable silicon SoC vendors to develop hardware partitioning that enable virtualization and hypervisor for the embedded Power Architecture market.

The specification is aimed at delivering major direct benefits: a) saving on development efforts and costs of software-based partitioning, b) improve on performance by eliminating emulation of privileged instruction execution on the host mode, and c) avoid complexity in modifying the Kernel. Thus, companies developing software partitioning for Power Architecture will result in higher costs, impact on performance and higher risk due to complexity added to the Kernel.

Implementing solution based on ISA 2.06 for hardware partitioning will naturally support virtualization and enable the development implementation of an efficient hypervisor.

As the specifications are being rolled-out, Freescale took a proactive strategy of implementing ISA 2.06 in the QorIQ Multicore program and also developed a thin layer of Hypervisor. Hypervisor is a software layer below the OS and enables creating partitions for multiple OSes and multiple CPUs in a secure environment where partitions are in total isolation of each other.

Among the enhancements documented in the 2.06 specification include major extensions, a new Vector-Scalar Floating-Point facility that supports vector and scalar floating-point operations, numerous new fixed-point, floating-point, and memory-management instructions, a new storage attribute, support for stronger storage access ordering, new storage control features, and many other enhancements. Extensions to the Embedded environment include an enhanced memory management architecture, logical partitioning and hypervisor support, embedded page table support, and multi-threading.

The 1336 Page document is compromised of five books and a set of appendices.

ISA 2.06 documentation is [now available](#)

## Special Event - DesignCon09

Power.org collaborated with the International Engineering Consortium (IEC) as an Associated Sponsor for DesignCon 2009. The event took place at the Santa Clara Convention Center from February 2-5, 2009. Approximately 5,000 engineers were in attendance.



**DESIGNCON 2009**  
(<http://www.designcon.com/>)

The Power.org theme at the event was to share with engineers the Power Architecture technology and standards and solutions around Multicore. Specific functional engagements included:

- Shared during a three hour tutorial design considerations and specifications to derive multicore SoC architecture and virtualization to address requirements for next generation networks
- Demonstrated Power Architecture Showcase for multicore by member companies at the Power.org booth
- Presented full day of Power Architecture ecosystem solution offerings by member companies
- Engaged with media promoting both Power Architecture brand and Power Architecture market and technology leadership

Below is additional information from Power.org participation at DesignCon09 event:

### **1. Power Architecture Tutorial, TF-MP5 held on February 2, 1:30-4:30pm Multicore & Virtualization Key Enablers For Next Generation Network Architecture**

This tutorial discussed the need of multicore in response to future requirements of high performance and in support of enabling next generation class of applications and services with high rich multimedia content. A special panel of experts explored the needs of multicore SoC and enablement at different stages from ISA - Instruction Set Architecture Hypervisor, OS, debugging, simulation and IPs. The session linked the discussion to Power.org standards activities including Multicore/virtualization based on Power Architecture.

Key topics presented by Power.org members included:

- Brief market trends driving multicore architecture
- Multicore SOC consideration
- Power Architecture Technical Initiatives/Specifications
- OS multicore enablement
- Simulation/virtualization support of multicore

The tutorial is now available as a webinar promoted by DesignCon09. To view the full tutorial visit the Power.org web site at <http://www.power.org/events/designcon09>

### **2. Power Architecture Showcase, Power Architecture Booth, Feb 3-4, 12:30-6:30pm**

Member companies that demonstrated their showcases at the booth:

- "Simics for Multi-core Debug," Virtutech
- "High-Performance Green Embedded Computing," Freescale
- "Embedded Virtualization on Power Architecture," Wind River

Three scanners were used to capture leads and each company received a list of leads.

### 3. Power.org – Power Architecture Ecosystem Solution offerings, Feb 5, 9-3 pm

Products and solutions from member companies participated in this function included:

- “System-Level Power Estimation and Exploration,” Cadence
- “Using the GNU Toolchain to Build and Debug Applications for Power Architecture Processors,” CodeSourcery
- “Migrating to Multicore: How and Why,” Freescale
- “Green Hills secure virtualization based on power Architecture,” GreenHills
- “Freescale Power e200 IP Licensing,” IPextreme
- “Multi-core PowerPC Software Development using Virtualization,” Synopsys
- “Using System Simulation for Multi-core Debug,” Virtutech
- “Wind River Multicore and Hypervisor,” Wind River

You can view the detailed presentations on the above topics by visiting the Power.org web site at <http://www.power.org/events/designcon09>

### 4. Media Interviews

Several interviews were held promoting Power.org participation at the conference and overall Power Architecture technology and solutions and included IDC, Eg3, Gartner, Electronic Design, Chip Design, EDACafe, and Extension Media. Interviews were arranged by Corridor Communications and conducted by Fawzi Behmann.

Short video on Power.org at DesignCon09 is available at [http://www10.EDACafe.com/video/display\\_media.php?category\\_id=10119](http://www10.EDACafe.com/video/display_media.php?category_id=10119)

Below is the Power.org press announcement headline that was issued by Corridor Communications on Jan 28: Power Architecture® Presentations and Multicore and Virtualization Demonstrations Focus of DesignCon Conference

Associate Sponsor Power.org, Cadence, CodeSourcery, Freescale Semiconductor, Green Hills, IBM, IPextreme, Synopsys, Virtutech and Wind River to promote Power Architecture solutions.

SANTA CLARA, CALIF., January 28, 2009 –Power Architecture® on multicore and virtualization presentations and demonstrations from Power.org and its member companies will take center stage at the DesignCon Conference February 2 - 5, 2009. The event, where Power.org is an Associate Sponsor, will be held at the Santa Clara Convention Center in Santa Clara, Calif.

The full release can be viewed at [http://www.power.org/news/pr/view?item\\_key=91a1809fa9b4ed974801d8ffa6b27ef16ba27125](http://www.power.org/news/pr/view?item_key=91a1809fa9b4ed974801d8ffa6b27ef16ba27125)

### Sample list of other sources promoting Power.org at Designcon09:

[http://ksc.exportcenter.go.kr/club/board/board\\_view.do?clubid=raonnetworks&categorySeq=9999989998562&seqId=9999989985519](http://ksc.exportcenter.go.kr/club/board/board_view.do?clubid=raonnetworks&categorySeq=9999989998562&seqId=9999989985519)  
[http://www10.edacafe.com/nbc/articles/view\\_article.php?section=CorpNews&articleid=646385](http://www10.edacafe.com/nbc/articles/view_article.php?section=CorpNews&articleid=646385)  
<http://www.multicoreinfo.com/2009/01/multicore-designcon-09/>  
<http://www.reuters.com/article/pressRelease/idUS178723+28-Jan-2009+MW20090128>  
<http://green.tmcnet.com/news/2009/01/28/3946281.htm>  
<http://www.upi.com/finance/?ChannellID=3198&GUID=7816782&Page=MediaViewer>  
<http://www.empirerelations.com/artman2/publish/nonpub/it/1233160562.shtml>  
<http://www.earthtimes.org/articles/show/power-architecturer-presentations-and-multicore.695014.shtml>  
<http://internetvideo.sys-con.com/node/822807>  
<http://digitalproducer.digitalmedianet.com/articles/viewarticle.jsp?id=642832>  
<http://www.tgdaily.com/content/view/41728/98/>  
<http://www.reuters.com/article/pressRelease/idUS163028+09-Jan-2009+BW20090109>  
<http://www.edn.com/hot-topic/48833/multicore.html?content=external>  
<http://www.design-reuse.com/blogs/oncores/60>  
[http://digitalproducer.digitalmedianet.com/articles/listarticle.jsp?type=news\\_cpu-107-72-36](http://digitalproducer.digitalmedianet.com/articles/listarticle.jsp?type=news_cpu-107-72-36)

## White Paper on ITRS and Multicore SoC Design

In the past couple of years Fawzi Behmann has been leading efforts defining networking drivers in the System Drivers Working Group at ITRS (International Technology Roadmap for Semiconductors). The work covers the definition of nextgen multicore networking platform that will address a new class of advanced applications and services in the coming 10-15 years. The result of the work was part of 2007 ITRS publication. Recently, a white paper was published on the subject with Embedded.com. To view the white paper visit <http://www.embedded.com/design/multicore/216200003;jsessionid=4FYJLKN0GGIQCQSNLPCCKHSCJUNN2JVN?pgno=1>

## Members' News

**Virtutech Defines Full Systems Virtualized Development With Simics 4.2** SAN JOSE, Calif.—Mar 30, 2009 -- Virtutech®, Inc., the leader in virtualized systems development (VSD), today announced Simics® 4.2, the only simulation platform powerful and flexible enough to support full system simulation at the OEM product level. Simics 4.2 includes an upgraded Simics Accelerator 2.0 for improved scalability, an Eclipse user interface and an API to Simics, modeling connectivity with TLM 2.0 and IP-XACT, Hybrid Simulation and new support for Enea's real-time operating system Enea OSETM. *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=f47a93ec248ed184bc3e391f8c9e1aa5f49209c7](http://www.power.org/news/pr/view?item_key=f47a93ec248ed184bc3e391f8c9e1aa5f49209c7)

**AMCC Debuts Advanced Storage Solutions with Power Architecture Processors at ESC Silicon Valley- Comprehensive Network Attached Storage Hardware-Software Platform Provides Industry-Leading Performance and Advanced System Design to Embedded Developers**

SUNNYVALE, Calif., Mar 30, 2009 -- Applied Micro Circuits Corporation (NASDAQ:AMCC), a global leader in silicon solutions to process, transport and store information, today unveiled its strategy to drive advanced storage solutions into residential and enterprise applications with complete reference designs encompassing all the hardware, software and enclosure components needed to accelerate time to market. The launch culminates with the availability of AMCC's Power

Architecture(R)-based network attached storage (NAS) reference designs to be featured in live demonstrations at ESC Silicon Valley, March 31-April 2 in San Jose, Calif. *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=7daa3927257e99a11baef43d5caddb3282238956](http://www.power.org/news/pr/view?item_key=7daa3927257e99a11baef43d5caddb3282238956)

**GDA Positioning to Make a Major Impact in 3GPP and WiMAX/LTE Being a Power Architecture VAR**

**Powerful 405S and 460S PowerPC technology enables IPTV and 4G applications**

SAN JOSE, Calif., March 24, 2009 -- GDA Technologies, Inc., a leading supplier of configurable, reliable and production-proven Intellectual Property (IP) solutions and services for Communication, Storage and Consumer markets, today announced that it has entered into an agreement to become an IBM Power Architecture Power Design Center. The agreement provides GDA the right to directly sublicense PowerPC processor cores as part of its IP and Services offerings. GDA customers can take advantage of GDA's expertise in developing SoCs utilizing Power Architecture-based processor cores. *For the full story see...*

[GDA Positioning to Make a Major Impact in 3GPP and WiMAX/LTE Being a Power Architecture VAR](#)

## Power Instruction Set Architecture Version 2.06 Available

**Developed collaboratively by Power.org members, major enhancements are designed to increase Power Architecture® technology-driven application performance and efficiency, and to accelerate design cycle.**

PISCATAWAY, N.J., March 10, 2009 -- Power.org, the organization that promotes and develops standards for Power Architecture® technology, today announced the release of Power Instruction Set Architecture (ISA) Version 2.06, which incorporates significant advances for server and embedded applications that improve performance and efficiency, and speed design cycles. *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=5fbdc61e515ec30aed51b86d89ff79d7dc45ac66](http://www.power.org/news/pr/view?item_key=5fbdc61e515ec30aed51b86d89ff79d7dc45ac66)

## VIRTUTECH® SIMICS® SELECTED TO PROVIDE VIRTUAL PLATFORM FOR NASA ORION

**Virtual Platform Enables Full System Simulation of Orion Crew Exploration Vehicle; reduces number of hardware iterations by 50 percent and provides a software development platform 12 months prior to physical hardware availability**

VIRTUTECH® SIMICS® SELECTED TO PROVIDE VIRTUAL PLATFORM FOR NASA ORION.

SAN JOSE, Calif.— February 11, 2009 -- Virtutech, Inc., the leader in virtualized system development (VSD) solutions for electronic systems, today announced that its Simics® virtual platform has been selected by Honeywell as a simulation platform for NASA's Orion crew exploration vehicle, America's spacecraft for a new generation of explorers. *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=b4fb7fb357953622ce56992dd919f12928e77cc8](http://www.power.org/news/pr/view?item_key=b4fb7fb357953622ce56992dd919f12928e77cc8)

## Freescale introduces 45-nm PowerQUICC III processor with low power, high performance and optimal flexibility

**MPC8569E communications processor enables savings in cost, power and board space for next-generation networking equipment**

February 9, 2009 -- Freescale Semiconductor has introduced the MPC8569E PowerQUICC III communications processor - a high-performance, low-power device based on 45-nm silicon-on-insulator (SOI) technology. The processor is ideal for advanced wireless and wireline communications equipment applications. It supports a wide range of wireless protocols while delivering up to 1.3 Gigahertz performance within a sub-10 watt power envelope. *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=73c1e7aab3ef95705775b242f1b6c19db95f156b](http://www.power.org/news/pr/view?item_key=73c1e7aab3ef95705775b242f1b6c19db95f156b)

## Leading Industry Associations Gather at IEC's DesignCon 2009 in Santa Clara Beginning Today

**The International Engineering Consortium (IEC) will partner with top electronic design and semiconductor industry associations to present premier educational programming this week at DesignCon 2009**

CHICAGO - February 2, 2009 -- The International Engineering Consortium (IEC) begins DesignCon 2009 today at the Santa Clara Convention Center with key industry associations such as the Ethernet Alliance, the Global Semiconductor Alliance (GSA), the IBIS Open Forum, Microelectronics Packaging and Test Engineering Council (MEPTEC), Power.org, SEMI and the Silicon Integration Initiative, Inc. (Si2). *For the full story see...*

[http://www.power.org/news/pr/view?item\\_key=532382a87f5655db6f8adf342b485cf589579771](http://www.power.org/news/pr/view?item_key=532382a87f5655db6f8adf342b485cf589579771)

## Power Architecture® Presentations and Multicore and Virtualization Demonstrations Focus of DesignCon Conference

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[http://www.power.org/news/pr/view?item\\_key=532382a87f5655db6f8adf342b485cf589579771](http://www.power.org/news/pr/view?item_key=532382a87f5655db6f8adf342b485cf589579771)

## Power Architecture Technology Expands Presence Globally as the Enabling Technology for the Connected World

### Power.org refined mission and vision provides value for a globally balanced membership and drives initiatives designed to extend positive growth throughout 2009.

PISCATAWAY, N.J., January 27, 2009 -- Power.org, the organization that promotes and develops standards for Power Architecture® technology, today announced that 2008 marked a solid year of growth from new technical specifications, product introductions, awards, collaborative initiatives, and global programs, and unveiled a refined vision and mission designed to steer the organization successfully through technology, market, and economic changes in 2009 and beyond. *For the full story see....*

[http://www.power.org/news/pr/view?item\\_key=d59219fa330f5e124ba282e56e621077eb317d6a](http://www.power.org/news/pr/view?item_key=d59219fa330f5e124ba282e56e621077eb317d6a)

## Member's Survey

One of the outcomes of the September 2008 Members' annual meeting was to strive to increase members' values by developing tools to express their business objectives, areas of interests and where Power.org can help them in the context of the 2009 Activity Plan. An initial survey was circulated to Power.org paid members late last year and a refresher was sent in the early part of this year. This process helped ensure that members' voices were heard in proposing, prioritizing and launching 2009 activities. In addition, a member's business profile will help ensure their effective participation in 2009 program and activities. Among the top three activities voted by members were brand promotion, articles/white Papers and increasing web traffic