



## Power.org News: 4<sup>th</sup> Quarter Newsletter

A newsletter for Power.org's member community

December 31, 2008

This fourth quarterly newsletter issue covers three topics as first applications of the new direction set for Power.org as reviewed in details in the annual member's meeting held Sept. 24<sup>th</sup> and subsequent meetings held afterwards with the Board of Directors and extended board members held December 4<sup>th</sup> and December 18<sup>th</sup> 2008.

This issue will cover the following:

- Two special features are now available for a limited time only:
  - o Brand Promotion and eStore with discounted items
  - o Special Webcast on "Wisdom of the Crowd"
- Asia Power Architecture Conference
- 2009 Power.org Activities

### Special Features for a limited time only

#### eStore promotional items are available at an attractive discount

Does your company have a plan for 2009 events?

Are you looking for ways to promote individuals who have contributed in 2008 to Power.org Technical/Marketing initiatives?

As a part of the Brand System Creation, a Power.org eStore was created with several promotional items. As a part of promoting the brand, Power.org is making a special one time offer to member companies of a 20% discount of list price on the following items:

Power.org Polo for men and women in black (all sizes)

List price at \$27.99/each, total quantity available is 56

Power T-Shirt for men and women in black (all sizes)

List price at \$5.20/each, total quantity available is 228

Weekender Cap in Black

List price at \$6.99/each, total quantity available is 135

Power Insulated Travel Mug

List price at \$4.99/each, total quantity available is 92

Power Clip Pen in Black/H. Green

List price at \$2.99/each, total quantity available is 500

Power Sports Bottle in White w/Black Lid

List price at \$0.99/each, total quantity available is 295

To benefit from this special one time offer, orders need to be placed online (first come, first serve) during the month of January, 2009 and expires at the end of the month.

To view & place an order, please visit Power.org web site home page [www.power.org](http://www.power.org)

### **Special Webcast on "Wisdom of the Crowd"**

James Surowiecki is the foremost authority on how to harness the collective wisdom of your organization for competitive advantage. He has written a well-received book on the theory and practice of *The Wisdom of Crowds—Why The Many Are Smarter Than The Few And How Collective Wisdom Shapes Business, Economies, Societies And Nations*.

In *The Wisdom of Crowds*, Jim describes systematic ways to organize and aggregate the intelligence available in your organization in order to arrive at superior decisions—often better than those that individuals would make, even if they are 'experts'. James Surowiecki has written for a broad range of other publications on a wide variety of topics. His work has appeared in *The New York Times*, *Wired*, *The Wall Street Journal*, and other major publications. He wrote "The Bottom Line" column for *New York* magazine, and was a contributing editor at *Fortune*.

James Surowiecki was a guest speaker at a recent 2008 Power Architecture event and covered a special discussion on the theory and practice of *The Wisdom of Crowds*. The topic, as was commented by many attendees, was well chosen and appropriate to the diversity of the Power.org membership and the new direction set for the coming years.

The webcast is available to all members and can be played from the Power.org web site – see Event menu

## **Asia Power Architecture Conference**

Continued with the budget set for 2008 and the objective to reaching out globally, the fall season was set by organizing 3 Power Architecture Conferences (PAC) in Asia. This followed a successful PAC held in Europe in the month of May in two cities--Munich and Paris.

The approach taken was modified to reflect the new direction set by Power.org which was announced at the annual membership meeting in late September 2008.

Key changes included:

- Simplified planning and solicited help from members on key areas
  - o Freescale and IBM were in the center of it all. Freescale led in all logistics and IBM led in panel session coordination
- Improved event management by utilizing local firms
  - o Events management: Hsinchu – Freescale, Tokyo – IMF, Beijing – PORO
- Improved program content by demonstrating technical and market leadership
  - o Three new sessions were introduced: Promotional Strategy, Interactive Panel Session, Solution Success Story Presentation & Demo
- Improved content delivery and media interactions in the local language
  - o On-site program
  - o Presentations were available in the local languages through local presenters and through simultaneous translations
  - o Survey in the local language
  - o Press announcement in English, Chinese and Japanese
  - o Translations were provided during media interviews
- Improved brand promotion
  - o Special slide presentation about Power Architecture market leadership and the Brand accompanied by local music played prior to the start of the conference, prior to the afternoon session and during breaks
  - o Special stage set up with backdrop with Power.org logo and at reception/registration areas

- o Special "Built On Power" placed at strategic locations during the main session, breaks, reception, at media interviews and VIP dinner
  - o Special customized demo sign for each demo with company logo and three key highlights
- Improved audience acquisition approach and facilitated registration
  - o Special Power.org register tool was developed and placed in advance prior to registration
  - o Sales efforts by member companies led by Freescale, IBM, other sponsors
  - o Invitations were sent to all Power.org members
  - o eDIRECT and announcements made by member companies
  - o Press announcement and direct audience to Power.org web
  - o Special effort by CSIP, member of Power.org and affiliated with MII
  - o Special focused distribution list generated in collaboration by IEEE/ISTO
- Delivered frequent updates to sponsors to improve value to sponsors
  - o Several updates prior to and after the events with quantifiable results
- Introduced a new metrics calling for "lead" generation and shared with sponsors
  - o Attendance profiles were generated with classifications of attendees in Power.org members, academia/media, customers and potential customers, ecosystem potential partners, Power.org potential members
- Introduced a comprehensive feedback survey, and presented the findings
  - o One simple survey covers the logistics/services, program and content, presenters and feedback for subsequent events
- Making presentations available on the web immediately after the conference or shortly after
  - o All presentations were uploaded on Power.org web the weekend when the conference was concluded
- Improved on logistics, and costs to be within budget and on-time
  - o Financial results reflected more savings were realized compared to North America Power Architecture Developer Conference held in 2007
- More clippings and coverage by media
  - o Positive and healthy coverage by the media at Hsinchu, Tokyo and Beijing. Details are available at the Power.org web site – see Media Coverage
- More lucky drawings and giveaways
  - o General giveaway included Power.org hardcover notebook and pen, bag, and mouse upon return of a completed survey form
  - o A total of 7 game consoles and 3 USB kits were given as lucky drawings

## **ASIA-PAC EVENT HIGHLIGHTS**

### **ASIA-PAC Sites and Dates:**

Hsinchu, Hotel Royal – Oct. 22<sup>nd</sup>  
 Tokyo, Meguro Gajoen – Oct 24<sup>th</sup>  
 Beijing, Kerry Centre Hotel – Oct. 27<sup>th</sup>

### **Target Audience/Primary Markets:**

**Target Audience:** Engineers, Software developers, Executives, Researchers and Media

**Primary Markets:** Networking (Enterprise, SMB, SOHO, Hone), Industrial, Wired/Wireless Communications, Storage, Consumer, Auto

### **Objectives to Audience (and Media Interviews)**

- Power Architecture is here to stay: Technical and Market leadership, diverse market segments and scalability
- Rich roadmap, technical specifications that matters for tomorrow's connected world, success stories of solutions/products
- Networking opportunity - State of the art demos, meet potential leads, and explore potential members for Power.org

**Attendance:** 415 in attendance surpassing set goal of 350

**Leads:** 244 potential leads

**Program:** 1 Day format, 15 Speakers and 10 demos covered:

- Roadmap and layered solution (SoC, License core, Simulation, verification) from Freescale, IBM, Virtutech, Synopsys and Cadence
- Experts discussing design challenges on multicore development
- Multicore/virtualization – technical initiatives
- Success stories from end users
- Power.org overview, Brand and Promotional Strategy
- Solution/Product demos

**Media Briefings** with 14 editors and technical writers of major publications. Discussions focused on Market/Technical/ecosystem solution leadership.

**Press Announcements:** two press announcements prior to the event

**Translations:** Tokyo (from English), Beijing (Both)

**Giveaways:** Power Architecture bag, notebook, on-site guide + mouse for completed survey form

**Lucky Draw:** A total of 7 game consoles based on Power Architecture at each site and 3 USB utility kits

**Slide show with local music** played prior to the start of the conference promoting Power Architecture & Brand

### **ASIA PAC EVENT FEEDBACK**

#### **Attendance:**

Total 415 vs 350 target

Hsinchu: 102 vs target of 75

Tokyo: 116 vs target of 75

Beijing: 197 vs target of 200

#### **Companies represented:**

##### **A total of 244**

##### **Hsinchu: 54--**

Power.org 13%

Customers 26%

Disty 6%

Service Providers 4%

Ecosystem 31%

Academia 4%

Media 9%

Others 7%

##### **Tokyo: 64--**

Power.org 17%

Customers 29%

Disty 8%

Service Providers 3%

Ecosystem 27%

Academia 2%

Media 8%

Others 6%

##### **Beijing: 106--**

Power.org 8%

Customers 17%

Disty 0%

Service Providers 1%

Ecosystem 15%

Academia 21%

Media 21%  
Others 17%

**General Comments:**

Majority of respondents would like to attend this event again.

Many appreciated the segment on "success stories:

**Others:**

"Well organized and learned much from it"

"Pretty good, well organized, it's successful; rich content"

"The developer will make further understanding of Power Architecture platform and applications of multi-core"

"Be more applications and new products"

"Good, more products demonstration is better."

**Potential future topics:**

"New trends and applications of new technology"

"Power management"

"Power Solutions"

"Multi-core structure design & successful Business Model"

"Design & debugging of multi-core software & hardware"

"Virtualization"

"Experience sharing of ISA migration from x86, Arm or MIPS"

" Power Architecture Ecosystem"

"Successful solution"

"Power Architecture success applications in the auto industry"

**Potential future sites for events:**

Beijing, Shanghai, Shenzhen, N.Y., Seoul, Chengdu, Taipei, Hsinchu, Tokyo

## Power.org 2009 Activities

With a new direction set in motion, Power.org 2009 activity was developed in a series of iterations that goes back to the annual membership meeting held September 24<sup>th</sup>.

The collaborative Technical & Marketing initiatives for 2009 calls for:

**Technical:** focus on multicore and virtualization: Power Management, Security/DRM, Extension of debugging to incorporate multicore and hypervisor, full virtualization (SoC and Core)

**Marketing:** focus on market intelligence and competitive positioning and effective marketing and brand promotion of Power Architecture ecosystem solutions in Networking, Consumer and Automotive/Industrial

These in turn are translated into specific deliverables that form the plan for 2009:

**1. Conducting competitive intelligence/market research**

**2. Development and promotion of 8 white papers/articles:**

Areas: Power Architecture, Networking, Consumer, Automotive,

Technical initiatives (ISA/hypervisor/multicore/virtualization)

**3. Six webinars: technical initiatives, ecosystem solutions, differentiation**

**4. Press announcements and media**

24 press releases on new product/solutions based on Power Architecture

**5. Web promotion/Solution Portal**

Web based solution portal of solution stack and member's contribution driven by key markets

**6. Ecosystem solution e-training/videos**

3 markets x Software layered solution stack

Areas: Hardware, embedded hypervisor, firmware, OS/components, Protocols, IDEs, Middleware, applications

**7. Participate at member's forums/major forums** (e.g. FTF, Wind River, Electronica ...)

Areas: Sponsorship, Booth, collaterals, sessions

**8. Brand promotion initiatives at several web sites**

**9. Two PAC events (coupled with workshop/training/webinars)**

**10. Newsletter, regional update**

*Best wishes for a prosperous 2009 to all members and Power Architecture  
Communities worldwide*