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The screenshot shows the IQ Magazine website interface. At the top, it features the IQ logo and the URL www.rtos.com. Below the navigation bar, there are several content sections: 'IQ Articles and Whitepapers' with a featured article 'Connected Home, Connected Life'; 'Product of the Month' featuring the NXP LPCXpresso; 'ARM in the News' with a list of recent news items; 'ARM Partner Profile' for SEGGER; and 'Business & Industry News'. The bottom of the page includes logos for Texas Instruments and Dig-Key.

2010 Media Kit



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IQ Articles and Whitepapers



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Product/Month
\$1450.
(1 Month Only)

Product of the Month

NXP LPCXpresso
New, low-cost development platform available from NXP. The platform supports ARM-based LPC microcontrollers and includes a simplified... [MORE](#)

ARM in the News

- 15 Feb [GLOBALFOUNDRIES & ARM Define F...](#)
- 22 Feb [ARM Debuts Cortex-M4 Processor F...](#)
- 1 Mar [DS-5 Development Tools For ARM L...](#)
- 8 Mar [Phase One Of Amba 4 Spec Availab...](#)
- 16 Mar [ARM To Reshape The Smartcard Mar...](#)
- 22 Mar [ARM Helps Bridge The Gap Between...](#)
- 12 April [Global Unichip Licenses ARM IP Port...](#)
- 16 April [Diary Date: 7th Annual ARM Techno...](#)

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Instant Gratification in a World of Infinite Content: The Future In-home TV Experience?
By Chris Porthouse, Director of Business Development, ARM and Matthew Newman Senior Product Manager, Cisco Service Provider Video Technology Group

Overcoming Ecosystem Challenges for Digital Home Content
By Tim Cross, CTO, Ideaworks Labs

ARM and Qt Development Frameworks "Staying Tuned"
By Dilip Kenchamma, Product Line Manager, Nokia Qt Development Frameworks

Yahoo! TV Widgets--Experience Gained
By Jim Wallace, Ashley Stevens, Frank Kruszanski, ARM

A Set-top Box Enabled by Google's Android OS
By Minmoy Purkayastha, Tata Elxsi

Developing Power-Efficient Software Systems on ARM Platforms
By Chris Shore, ARM Training Manager

Linux, Nucleus... or Both
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ARM Partner Profile



SEGGER Microcontroller and distributes hardware and development tools as well as components for embedded "embedded system" is one microprocessor and associated are incorporated into a device accomplish difficult and cool products such as cell phones, medical instruments, instrument clusters, measurement instruments, satellite radios, digital cameras etc.

Partner Profile
\$1100.
(2 Weeks)

SEGGER software products include: embOS (RTOS), emWin (GUI), emFile (File System), emUSB (USB host and device stack) and embOS/IP (TCP/IP stack). With the experience in programming efficiently on embedded systems, SEGGER created highly integrated, cost-effective programming and development tools, such as the Flasher (stand-alone flash programmer) and the industry leading J-Link/J-Trace emulator.

Headquartered in Hilden, Germany, with distributors in all continents and a local office in Massachusetts, SEGGER offers product range worldwide. [www.segger.com](#)

468 X 60 Large Waistband
\$1000

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SUPERIOR SERVICE



Catch ARM at these Events

- Event ESC Silicon Valley
Date 27-29 April 2010
Location San Jose, CA
- Event ARM and the Future of Microcontrollers Conference
Date 19 May 2010
Location Birmingham, UK

Consumer Lifestyles

Internet Enabled Devices for Your Home
Product Conceptualization and Design The Internet is now available to everyone, enabling a variety of use cases from news gathering and content sharing to instant messaging. Such activities are primarily enabled by PCs and smartphones while at home t...

Get Plugged In!
The second generation ARM Powered® Pogoplug multimedia sharing device from the Cloud Engines Inc., stable is just as cool as it looks - providing a neat gateway from your home through to the Internet that allows you to stream your personal digital...

A Little Lite Reading
Foxit Software has entered the e-reading device market with its first generation ARM-powered eSlick reader, which focuses on support for ebooks that use PDF as a first choice file format. Designed to be easy on the eyes, it uses an electronic-paper d...

Netbook/Touchscreen Combo
Looking for a laptop computer, handheld game device, e-book reader and video player? The innovative ARM powered Touch Book is the perfect all-in-one second notebook, according to its developer. Because it is magnetic you can even remove the keyboard

Design Center

DesignStart offers a full compliment of Free Physical IP libraries and extensive front end views or models of Free based IP supporting industry leading EDA tools, providing a unique try before you buy design environment.

Virtual Classroom

Select from over 100 ARM processor-based classes. For the full curriculum [click here](#).

Session 8
Power-aware H/S Co-Verification in an ARM-based SoC Design Flow
Presented by Mentor Graphics

PowerWise AVS and SPMI -The Evolution of PowerWise Adaptive Voltage Scaling Technology
Presented by National Instruments

System-level Benchmarking Analysis of the Cortex-A9 MPCore
Presented by ARM

Tuning the C Code for Optimal Performance on Cortex-A8 with Neon
Presented by Ittiam Systems Private Limited

Unlocking the Potential of ARM Mali to Deliver Great Consumer Devices
Presented by Mentor Graphics

Breaking Flash-Barriers:Speeding up Debugging in flash Memory
Presented by SEGGER Microcontroller GmbH &Co KG

Choosing Android for the Non-handset Market
Presented by Texas Instruments

Delivering Best-in-Class Leading Implementations of ARM Technology Through the Combination of ARM Logical and Physical IP
Presented by ARM

Design Flow for Embedded System Verification on Android
Presented by Cadence Design Systems

Microcontroller Networking Made Easy
Presented by ARM

Optimization of AXI Interconnect
Presented by Cadence Design systems

Chips/Tools Search

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Small Skyscraper
\$650

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Skyscraper
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16-Second
Pop-Up.
\$4000