

# Wireless Design & Development

The Designer's Source  
for RF, Microwave  
and Next Generation  
Technologies

## January 2009 Issue Highlights

### Editorial Line-up

#### ■ Features:

- **GPS Environmental Challenges Drive Common Test Practice**
- **Rugged Automotive Memory Technology**
- **Traditional Distributors Re-evaluate Their Role in Today's Economic Times**

#### ■ Brainstorm:

- **Battery Technologies:**
  - With so many options to choose from, what are some of the guidelines to follow when selecting the battery pack for your portable device application?

#### ■ Design Talk:

- **Mobile Software Management:**
  - With wireless operators and handset makers facing time-to-market pressures, the capabilities that Integrated Mobile Device Management offers yield substantial business advantages in terms of customer care and rollout of additional revenue generating services.

#### ■ Eye on Signal Generators:

- What to know before buying or specifying a signal generator for testing your design.

#### ■ Product Focus: **Power Management Devices**

#### ■ Show Distribution: **IEEE Radio and Wireless**



## January 2009 Issue Ad Closing: December 12, 2008

**W**IRELESS DESIGN & DEVELOPMENT's January issue will present your marketing message to 36,065\* BPA-qualified industry professionals involved in the high-growth wireless, micro-wave, and RF market segments. Our subscribers – each one a potential buyer of your technology – work in design engineering, research & development, applications engineering, production engineering, and corporate management functions where purchasing decisions are made.

\*June 2008 BPA Statement.

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