

## 2010 Editorial Calendar

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Issue	January/February	March/April	May/June	July/August	September/October	November/December
<b>Ad Closing</b>	January 8, 2010	March 8, 2010	May 5, 2010	July 9, 2010	September 9, 2010	November 5, 2010
<b>Tech Features</b>	Base Station Components	Power Management	WiMAX	Military Electronics	Automotive Electronics	Testing for Multiple Standards
<b>Eye On Components</b>	Battery Devices/Accessories	Oscillators	Smart Antennas	RF/Microwave Filters	MMICs	Switches
<b>Product Focus</b>	<ul style="list-style-type: none"> <li>• Filters</li> <li>• Network Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>• Oscillators</li> <li>• RF Amplifiers</li> </ul>	<ul style="list-style-type: none"> <li>• Antennas</li> <li>• Power Management</li> </ul>	<ul style="list-style-type: none"> <li>• Connectors/Interconnects</li> <li>• Mixers</li> </ul>	<ul style="list-style-type: none"> <li>• Capacitors</li> <li>• Data Converters</li> </ul>	<ul style="list-style-type: none"> <li>• Switches</li> <li>• RF ICs</li> </ul>
<b>Brainstorm</b>	<ul style="list-style-type: none"> <li>• Real World Testing</li> <li>• Base Station Technology Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Military/Aerospace</li> <li>• Battery Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Power Efficiency</li> <li>• WiMAX vs. LTE</li> </ul>	<ul style="list-style-type: none"> <li>• Crystal Oscillators vs. Silicon Timing Solutions</li> <li>• MIMO Applications</li> </ul>	<ul style="list-style-type: none"> <li>• Medical Electronics</li> <li>• RFID</li> </ul>	<ul style="list-style-type: none"> <li>• Packaging and Miniaturization</li> <li>• Automotive Electronics</li> </ul>
<b>Industry Perspective</b>	State Your Case	State Your Case	State Your Case	State Your Case	State Your Case	FCC Update
<b>Trade Show Coverage</b>	<ul style="list-style-type: none"> <li>• IEEE Radio Wireless Week 2010 January 10-14, New Orleans, LA</li> <li>• Mobile World Congress February 15-18, Barcelona</li> <li>• APEC February 21-25, Palm Springs, CA</li> </ul>	CTIA Wireless March 23-25, Las Vegas, NV	IEEE-MTT-S May 23-28, Anaheim, CA		<ul style="list-style-type: none"> <li>• European Microwave Week September 28-30, Paris</li> <li>• CTIA Wireless IT October 6-8, San Francisco, CA</li> </ul>	Electronica November 9-12, Munich
<ul style="list-style-type: none"> <li>• Value-Added</li> <li>• Show Dailies</li> <li>• Wall Charts</li> </ul>	Trillium Poster	<ul style="list-style-type: none"> <li>• Corporate Profiles</li> <li>• Frequency Allocation Chart</li> </ul>	<ul style="list-style-type: none"> <li>• Advantage AdIntell Study</li> <li>• MTT-S Show Guide</li> <li>• MTT-S Pre-show, May 18</li> <li>• MTT-S Day 1, May 25</li> <li>• MTT-S Day 2, May 26</li> <li>• MTT-S Day 3, May 27</li> </ul>			<ul style="list-style-type: none"> <li>• Corporate Profiles</li> <li>• Advantage AdIntell Study</li> </ul>

### WEBCAST TUTORIAL TOPICS

- Wireless Sensor Networks
- Critical Power Design Issues
- Battery Technologies for Next-Gen Products
- Achieving Measurement Accuracy
- Fitting More Into Less
- Trouble Shooting Embedded Designs
- Wireless Backhaul Solutions/Platforms

### Web Exclusive Tech Features

**January/February Submission Date: January 8**

- FPGAs in Embedded System Design
- LTE Test

**March/April Submission Date: March 8**

- Design Software
- Packaging Trends and Miniaturization

**May/June Submission Date: May 5**

- Consumer Electronics /RF4CEStandard
- Memory Devices

**July/August Submission Date: July 9**

- Security in Mobile Devices
- Battery Technologies in Portable Devices

**September/October Submission Date: September 9**

- Deploying Femtocells
- Wireless Sensor Networks

**November/December Submission Date: November 6**

- Energy Harvesting
- Medical Electronics

### WIRELESS DESIGN & DEVELOPMENT 2010 Newsletter Schedule

**WEEK IN REVIEW**  
(Deploys every Monday)

#### JANUARY

- 1/7 Testing for 4G
- 1/14 Product Showcase
- 1/21 Power Management

#### FEBRUARY

- 2/4 Antenna Design
- 2/11 Product Showcase
- 2/18 Packaging and Miniaturization

#### MARCH

- 3/4 Industrial Automation
- 3/11 Product Showcase
- 3/18 Military/Aero

#### APRIL

- 4/1 Security
- 4/8 Product Showcase
- 4/15 RFID

#### MAY

- 5/6 Automotive Electronics
- 5/13 Product Showcase
- 5/20 WiMAX

#### JUNE

- 6/3 Battery Technologies/Accessories
- 6/10 Product Showcase
- 6/17 Green Technology

#### JULY

- 7/1 Medical Electronics
- 7/8 Product Showcase
- 7/15 Consumer Electronics

#### AUGUST

- 8/5 Passive Components
- 8/12 Product Showcase
- 8/19 Memory Devices

#### SEPTEMBER

- 9/2 Military/Aero
- 9/9 Product Showcase
- 9/16 Mesh Networks

#### OCTOBER

- 10/7 Embedded Systems
- 10/14 Product Showcase
- 10/21 Real-World Testing

#### NOVEMBER

- 11/4 Wireless Sensor Systems
- 11/11 Product Showcase
- 11/18 LEDs/LCDs/Displays

#### DECEMBER

- 12/2 Base Station Design
- 12/9 Product Showcase
- 12/16 Radar/Satellite Communications