



## Embedded Market Forecasters

Market Intelligence, Research and Consulting  
for Embedded Products, Markets and Channels

## 2010 Market Intelligence Program

The embedded industry is experiencing a re-birth and rebound from the distressing days of past years. **The U.S. military and NASA are moving towards a “software-centric” development model (away from a hardware-centric) and prime contractors are following suit.** This will create new and expansive markets for those vendors that can position their offerings in accordance with required standards.

**EMF was the recipient of a Letter of Appreciation from the U.S. Navy for providing the sole database used for developmental benchmarking their Precision Strike Weapons program.**

In addition to the **extensive embedded developer surveys** and **reporting of revenues by product category**, that are characteristic of EMF quality, such breaking and important topics as **embedded security** (and what vendors need to know to gain compete in the expanding connectivity marketplace), **embedded storage**, and a complete discussion of **technologies that will enable and revitalize the embedded marketplace** are also included.

EMF's market intelligence program provides a comprehensive insight to the market forces that are redefining the embedded marketplace as it recovers and expands from the downturn of the past several years. Examine the embedded market from its recent past, its current state and the inevitable directions that economic growth must take. **Learn what your customers are doing, what they intend to do in the next 12 month period, and how their needs and activities can enhance your business.**

The new **EMF Executive Dashboard** allows **24/7 web access** (from anywhere there is an Internet connection) to the extensive EMF database, **and permits the user to perform unlimited cross tabs using Boolean filtering techniques.**

**In order to provide embedded tools and software vendors with the market intelligence and strategic insights necessary for growth and success, EMF offers 2 comprehensive studies plus the expanded Executive Dashboard (and access to the author) for a single, cost effective price of:**

**\$12,500.00**

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## EMF's 2010 Market Intelligence Program includes:

### EMF Embedded Executive Dashboard

Embedded Market Forecasters is proud to introduce the **Embedded Executive Dashboard** – a web based source of detailed information that permits you, an executive, to gain information and insights to your industry, your competition and your current and prospective customers. Think of it as a **Heads – Up information source** for your product and strategic planning efforts.

At your finger tips – no matter where you are as long as you have Internet access – you can find specific information regarding the detailed responses of over a thousand embedded developers to the recent EMF Embedded Developer's Survey. You can find out:

- ❖ Which microprocessors, which host platforms, which target OSes, which programming languages, which wireless protocols, which security protocols, which drivers, etc. are used by your current and prospective customers?
- ❖ In addition you can discover the number of new to world and newly reconfigured embedded design starts per developer as well as which RTOS, FPGA, and simulation-modeling vendors embedded developers are familiar with and which they use.

Most important, you can **filter** on any response to any question to create a **unique report** to answer specific inquiries of interest to your needs. For example, you can create a report specific to any one of ten vertical market segments (e.g., telecom, datacom, automotive, etc.) if you desire, or create a report to examine the vertical markets that are strongly supported or weakly supported by embedded developers for any of the major RTOS, FPGA, or embedded tools vendors.

The expanded 2009 Executive Dashboard permits multiple Boolean filtering and **includes an essay section in which developers spell out in text their needs, preferences, problems, etc.** These essay responses can also be filtered according to vertical application, chips used, methodologies, vendors used (or not used), etc.

You can generate a unique report that describes the activities and preferences of embedded developer that use any of the major 8-bit, 16-bit, 32-bit, 64-bit, or DSP chips. The possibilities are endless – and the data can be constantly examined and re-examined.

The 2010 EMF Embedded Executive Dashboard is available to you at a small fraction of the cost of employing internal market analysts.

**March 2010 – Stand-alone price - \$9750**



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**“2010 EMBEDDED HARDWARE/SOFTWARE DESIGN PREFERENCES: Design starts, completions, cancellations, processor/software utilization, and how developers report on design problems and required solutions” June 2010 – Stand-alone price - \$3750**

A continuation of last year’s ground-breaking study that illustrated how design inefficiencies contributed to the high cost of embedded developments and the opportunities that afforded embedded vendors opportunities to move to new and lucrative markets to address these shortcomings. Discover the opportunities that await the vendor that can address these painful and expensive design shortcomings.

**“2010 EMBEDDED DEVELOPMENT TOOLS AND RTOSes: World markets, user perspectives and strategic issues” July 2010 – Stand-alone price - \$5750**

This study continues to track (with including trending data form the previous 5 year period) shipment revenues for each embedded RTOS and tools segment, and details the migration of embedded markets to new opportunities driven by disruptive technologies, the increased complexity of embedded designs, and the increased need for hardware-software integration. The resilience of legacy markets is also tracked.

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## ORDERING INFORMATION

**2010 EMF Market Intelligence Program** **\$12,500.00** \_\_\_\_\_

Or purchase individual studies (\$19,200 if purchased separately)

**2010 EXECUTIVE DASHBOARD** **March 2010** **\$9750.00** \_\_\_\_\_

**“EMBEDDED HARDWARE DESIGN PREFERENCES: Design starts, completions, cancellations, processor/software utilization, and how developers report on design problems and required solutions” June 2010 –**

**\$3750.00** \_\_\_\_\_

**“EMBEDDED DEVELOPMENT TOOLS AND RTOSes: World markets, user perspectives and strategic issues” July 2010 –**

**\$5700.00** \_\_\_\_\_

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