

MICRONEWS MEDIA

2011 - Webcast Overview

Exclusive Custom *Webcast Program*

Benefits:

- Access to a highly targeted and valuable audience of buyers who rely on the associated website and magazine for news, education, and vendor information
- All program elements handled “under one roof:”—Program Development, Production, Platform, and Promotional Management
- Micronews Media supplies analysts’ expertise and personality to take part in the webcast program acting as a program moderator
- Brand recognition throughout promotional, registration and viewing experience
- Lead generation

Webcast Program includes exclusive sponsorship of a dynamic live, 40-60 minute custom Webcast Program. Featuring an industry discussion led by one of Micronews Media’s expert analysts and followed by a Q&A session.


After the live launch, the webcast will be available for 3 months through i-micronews.com.

Exclusive Custom Webcast Program

→ We develop marketing tools to promote your company and its webcast program:

NEW LIVE WEBCAST


Next Generation Flowcells: Advanced Fabrication and Packaging Solutions



NEW LIVE WEBCAST

**Wednesday, October 13
8:00 AM PDT**

Click here to register



Banners on I-Micronews.com

<p>NEW LIVE WEBCAST</p> <p>Next Generation Flowcells: Advanced Fabrication and Packaging Solutions</p> <p>Join our panel of experts, led by Frédéric Breussin of Yole Développement to discuss these critical issues.</p> <ul style="list-style-type: none"> • Genomics companies are pursuing a cost per sequencing curve that can only be achieved with higher data density from flowcells. • Higher data density requires finer geometries in surface patterning as well as improved surface chemistry. • Semiconductor tools, process integration know-how and understanding the properties of the materials used in fabricating and assembling flowcells are required to maintain the density curve. <p>For free registration, please go to www.i-micronews.com/webcast or click here.</p>	<p>Register Today to explore "Innovations in High Density Flowcell Etching"</p> <p>When: Wednesday, October 13 8:00 AM PDT</p> <p>Moderator & Speakers:</p> <ul style="list-style-type: none"> • Frédéric Breussin, Yole Développement • Wilbur Catabay, SVTC Technologies • Chip Spangler, Aspen Technologies • Michael Grimes, Applied Microstructures
<p>Hosted by </p>	<p>Sponsored by </p>
<p>Partners  </p>	

Advertisements inserted in our magazines

<p>Register Today to explore "Innovations in High Density Flowcell Etching"</p> <p>When: Wednesday, October 13 8:00 AM PDT</p> <p>Moderator & Speakers:</p> <ul style="list-style-type: none"> • Frédéric Breussin, Yole Développement • Wilbur Catabay, SVTC Technologies • Chip Spangler, Aspen Technologies • Michael Grimes, Applied Microstructures 	<p>NEW LIVE WEBCAST</p> <p>Next Generation Flowcells: Advanced Fabrication and Packaging Solutions</p> <p>Yole Développement and SVTC Technologies announce the webcast:</p> <p>Next Generation Flowcells: Advanced Fabrication and Packaging Solutions.</p> <p>This webcast will be held on October 13, at 8:00 AM PDT (duration: 60 minutes incl. Q/A). Register today to explore 'Innovations in High Density Flowcell Etching'.</p> <p>Join us today... This is a live event! We look forward to your questions!</p> <p>For FREE REGISTRATION, please click here.</p>
<p>Busy this day? Register to receive link to watch presentation at your convenience</p>	<p>Sponsored by </p> <p>Hosted by </p> <p>Partners  </p>

Email blast through our database

Exclusive Custom Webcast Program

Registration page

Sponsored by Hosted by /Micronews

Enabling Next Generation Motion Solutions for Consumer Electronics

If you have previously registered for this event, please login below:

Email LOGIN

Registration is required to attend this event. Please register now.

First Name*

Last Name*

Title*

Company**

Street Address Line 1*

Street Address Line 2

City*

State*

Zip*

Country* United States

Email*

Work Phone*

Is your company involved in the consumer electronics business?
Please select one -

Why or why not?

In which part of the motion for CE value-chain does your company participate? (Check all that apply)

Motion component provider (sensors, microcontrollers, ...)

Motion related IP providers Firmware & Software

System integrators willing to add motion sensing capabilities in your consumer product design

Other

If other, please explain.

You must have javascript and cookies enabled to complete registration. Click [here](#) for Help.

*Denotes required.

Enabling Next Generation Motion Solutions for Consumer Electronics

Bridging the gap between MEMS motion components and consumer market needs

Join our panel of experts on Wednesday, December 15, 2010 at 8:00 AM PST

Join our webcast to examine the challenges faced by system integrators to develop products with advanced motion features. We will discuss the next generation tools available to help developers meet market demands without having to deal with the complexities of sensor combination and motion processing.

There is a strong trend in consumer electronics which shows a growing interest for "motion enabled" products. This trend for "more motion" is characterized by increasing quantity and complexity that not only relies on scaling sensors but also on satisfying the increasing demand for more complex features. Furthermore, there is a higher than ever market demand for lower prices and ever-shorter design cycles for these motion enabled products.

MEMS and silicon manufacturers play a significant role by providing multiple axis sensors, powerful microcontrollers, and now sensor clusters that offer the possibility of creating systems of unprecedented complexity and power. But these technological solutions introduce new challenges in sensor selection, management and signal processing. Product Developers and System Integrators have to manage the impact of the market requirements but struggle with the complexities of this new and fast evolving MEMS machinery.

Movea's **MotionIQ™** offerings provide innovative data fusion techniques in the form of software, firmware, integrated chips and chipsets to put this MEMS machinery at the service of market needs. This know-how gives MEMS manufacturers access to a wide range of software solutions that can add significant value to their hardware components. Additionally, Movea's embedded and application specific software derives advanced motion information to enable "motion responsiveness" in any consumer device. System Integrators and OEMs will have "plug & play" solutions that will allow them to focus on user experience and reduce their Time-to-Market.

Speakers:

BRUNO FLAMENT
Chief Technology Officer
Movea
Bruno has 17 years experience in management at CEA-LEO dedicated to multi-sensor and IP in signal processing and is the author of numerous technical documents and patents.

TIM KELLNER
Customer Solution Architect
Movea
With over 17 years experience in the silicon valley, Tim leads Movea Inc's Technical Business Development group focusing on strategic partnerships that take advantage of Movea's unique intellectual property. Prior to Movea, as an entrepreneur in residence at Skymon Ventures, Tim was the founder Pedestal Networks and was awarded numerous patents. Tim held senior engineering management positions at Dash Navigation, Pedestal Networks, Promitory Communications and Data Inc. (acquired by RIM, UTSARCOM, Nortel Networks and Sun Microsystems respectively). Tim holds a BSCE from the University of Colorado, Boulder.

JEAN-CHRISTOPHE ELOY
Chief Executive Officer
Yole Development
Jean-Christophe is CEO and founder of Yole Development. Since 1993, he has been involved in the analysis of the evolution of MEMS manufacturing equipment and also materials suppliers' level. Jean-Christophe Eloy is also board member in several organizations in Europe and in North America.

Announcement on I-Micronews.com

I-Micronews THE DISRUPTIVE SEMICONDUCTOR TECHNOLOGIES MAGAZINE

FROM CONCEPT TO DEVICES TECHNOLOGIES, FINANCE, BUSINESS, MARKETS...

SEARCH Go
Search Micronews, MEMSentry, Proceedings, Reports

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Subscribe to Micronews and Newsletters

REGISTER FOR LIVE WEBCAST TODAY
Enabling Next Generation Motion Solutions for Consumer Electronics

Hosted by Movea /Micronews

November 24th - 11:23 am RSS FEEDS CONTACTS WEBCASTS REPORTS PARTNERS PUBLICATION

CONTENTS

- MEMS
 - > Techno
 - > Business/Market
 - > Corporate/Finance
 - > Equipment
- COMPOUND SEMI
 - > Materials & Equipment
 - > Optoelectronics
 - > RF electronics
- PHOTONICS
- MICROFLUIDICS
- PHOTOVOLTAIC
- ADVANCED PACKAGING: 3D IC, WLP & TSV
- NANOMATERIALS
- POWER ELECTRONICS

WEBCASTS

UPCOMING WEBCASTS

Enabling Next Generation Motion Solutions for Consumer Electronics
Sponsored by Movea
Hosted by I-Micronews.com
Dec. 15, 2010 - 8:00 AM PDT

Bridging the gap between MEMS motion components and consumer market needs

Join our panel of experts on Wednesday, December 15, 2010 at 8:00 AM PST

Join our webcast to examine the challenges faced by system integrators to develop products with advanced motion features. We will discuss the next generation tools available to help developers meet market demands without having to deal with the complexities of sensor combination and motion processing.

STATSchipPAC

First to Launch
300mm
eWLB
Manufacturing

movea
motion is life

Banners on I-Micronews.com

REGISTER TODAY
Enabling The Next Generation Motion Solutions for the Consumer Electronics

REGISTER TODAY
Wednesday, December 15 - 8:00 AM PDT

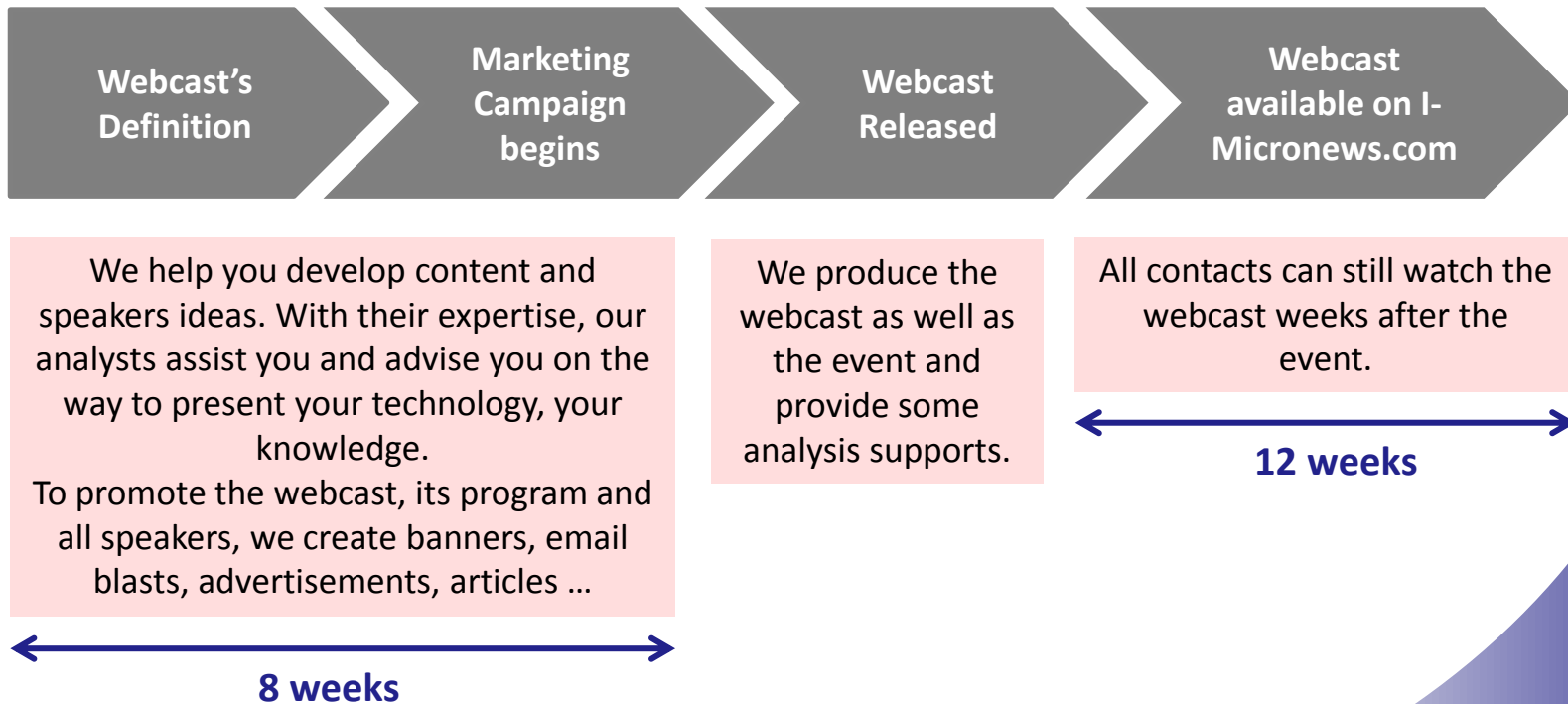
Click here to register

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Exclusive Custom Webcast Program

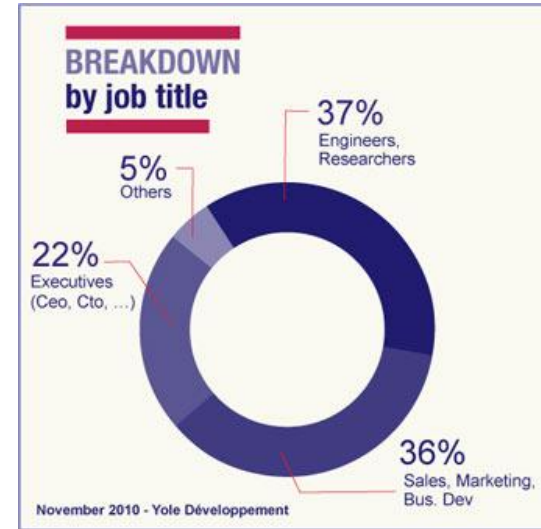
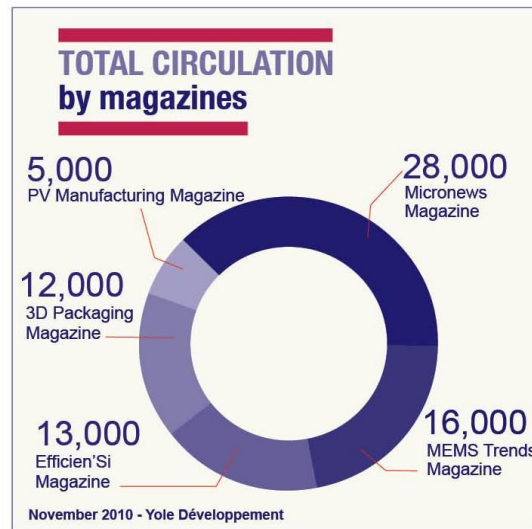
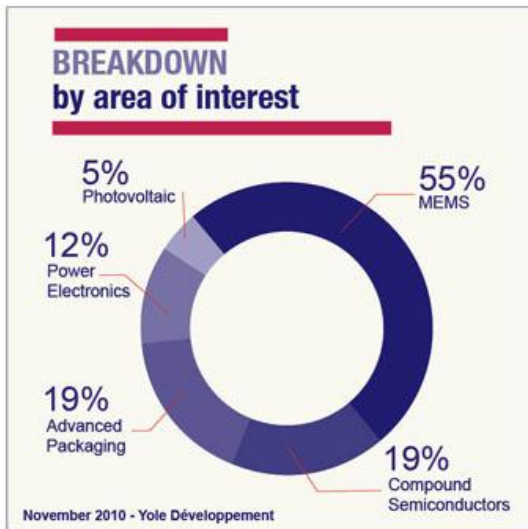
→ We develop a marketing campaign to announce the webcast program and present all speakers. The timeline is dedicated to your webcast.



Audience

Webcast Program

→ Deliver your brand and product features and benefits to our GLOBAL network of readers and Subscribers.



2011 Webcast

Content

EXCLUSIVE CUSTOM WEBCAST PROGRAM

This custom Webinar will deliver your product or technology message to its target audience in a high-impact and thought-provoking manner while generating both important feedback and actionable registration/lead data. You develop the presentation and we will do the rest.

Micronews Media will:

- *Collaborate to help with developing content and speaker ideas*
- *Produce the Webinar for live and on-demand release*
- *Moderate the event and provide some analysis support*
- *Integrate any related resources into our Webinar platform*
- *Archive the webcast for 3 months*
- *Aggressive promotional marketing campaign (described below).*

Media plan include:

- Creating and deploying ad banners to run on i-micronews.com, ads to run in Micronews and Tech. Magazines, direct invitation emails to Micronews email databases
- Additional features:
 - 2 pre-qualifying questions on registration page
 - 3 polling questions to audience
 - 3 exit survey questions ...

2011 Webcast Rates

→ WEBCASTS

- One webcast collaboration:
Euros 10,500 – 3 months marketing
- Two webcast collaborations:
Euros 9,500 – 2 x 4 months collaboration

→ COMBINED COLLABORATIONS

Sponsorship & Webcast – Get 10% discount on the webcast program

- *Webcast Program & Gold Sponsorship: Euros 18,400-Euros 17,350*
- *Webcast Program & Platinum Sponsorship: Euros 27,400-Euros 26,350*

The screenshot shows the I-Micronews website interface. At the top, there's a navigation bar with 'I-Micronews' logo, a search bar, and a 'REGISTER FOR LIVE WEBCAST TODAY' banner. The main content area features a 'CONTENTS' sidebar with categories like MEMS, PHOTONICS, MICROFLUIDICS, etc. The central article is titled 'ENABLING NEXT GENERATION MOTION SOLUTIONS FOR CONSUMER ELECTRONICS' dated Dec. 15, 2010. It includes a 'movea motion is life' logo and a sub-headline 'Bridging the gap between MEMS motion components and consumer market needs'. Below the article, there are speaker profiles for BRUNO FLAMANT, TIM KELLNER, and JEAN-CHRISTOPHE ELOY. A sidebar on the right contains a 'WEBCAST AVAILABLE TODAY' button and a 'CLICK HERE TO WATCH TODAY' link. The bottom of the page has a footer with copyright information for Yole Développement.

For more information

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