

## SELEZIONE DI ELETTRONICA - MAGAZINE

Founded in 1957, **Selezione di Elettronica** is the Italian magazine that can boast the longest tradition and represents, since over fifty years, a privileged observatory for the electronic industry in Italy and worldwide. The topics dealt with allow to have each month an up-to-date overview of technologies, products and their applications. **SdE** represents an ideal tool for the updates not only on the results and on the expertises achieved in the fields of electronic design and Research & Development, but also on the ongoing market trends and on corporate strategies.

The magazine opens with a series of short columns commenting on current news and events, on market data and analysis, on automotive electronics, on corporate news and on product information, and with the **"Interviews"** to the major players and opinion leaders. It does not lack for the constant update on the main events happening during the year regarding the electronic industry.

The product **"Showcases"** offers a 360 degrees outlook on the most timely offerings of integrated circuits, active and passive components, connectors and electromechanical devices, displays and sensors, instruments and equipments.

Each monthly issue of SdE features two main theme sections: the **"Focus"** features and the Special **"Report"**. Starting from general concepts and subject areas, the Focus features explore the capabilities and the available opportunities in terms of markets and technologies, of the various industry segments in which electronics finds its natural application. The Report deals with a series of themes starting from technologies and products, providing the reader an in-depth and a complete review of the trends and of the solutions available on the market.

A central section is dedicated to explore key technologies in the **"Embedded"** sector and to analyze test and measurement **"Instrumentation"**, covering both software and hardware related aspects, while a closing section is devoted to an in-depth examination of topics concerning **"Technologies"**, products and applications, through technical articles written by industry experts and technical managers from the major companies in the world.

## POWER ELECTRONICS - DOSSIER

Since 1999 **Power Electronics** has been the reference publication for the professionals operating in the power electronics industry. It is a unique editorial initiative in Italy which offers a complete overview of the market trends and the ongoing activities in the sector, informs the readers, through articles, special reports, technical in-depth analysis and application notes, about every design, implementation and application aspects in the **Power Electronics Industry**, spanning from integrated and discrete technologies to power supplies, dissipation, safety and test-related features. It is published five times a year as a supplement of SdE.

## Selezione di Elettronica – 2010 EDITORIAL FEATURES

### COLUMNS

<b>FIRST PAGE</b>	Editor's comment on current events
<b>MARKETS</b>	Analyses on trends, forecasts, market research on semiconductor and electronics industry
<b>COMPANIES</b>	Information, news and business strategies, distribution and supply chain
<b>SOLUTIONS</b>	Products and technological solutions for electronics design engineers
<b>AUTOMOTIVE</b>	Technologies, research and trends in automotive electronics
<b>AGENDA</b>	Exhibitions, events and conferences

### SECTIONS

<b>SPEAKING WITH...</b>	Top managers' and opinion leaders' point of view
<b>NEWS</b>	Interviews to industry leaders, companies' profiles, events and exhibitions report, market trends and analyses
<b>FOCUS</b>	Overview of emerging applications for microelectronic devices with the most interesting application case history (see editorial plan)
<b>ON SHOW</b>	Short technical overviews of the latest new products from around the world
<b>REPORT</b>	(see editorial plan) Special features dedicated to innovative products and technologies with overviews of technological solutions proposed by manufacturers
<b>EMBEDDED</b>	(see editorial plan) In-depth technical articles about embedded technologies applications
<b>T&amp;M</b>	(see editorial plan) Product overview and in-depth technical articles about test and measurement equipments
<b>TECHNOLOGIES</b>	In-house written technical articles and features contributed from the global engineering community

## Selezione di Elettronica – 2010 HOT TOPICS

Issue	Report (Technology)	Focus (Application)	Embedded	T&M
January	SENSORS & MEMS	LIGHTING	Memory Technologies	Oscilloscopes
February	DIGITAL SIGNAL PROCESSORS	AEROSPACE		
March	PASSIVE DEVICES	DOMOTIC	Web Services Integration	Modular Instruments
April	PLDs & FPGAs	MULTIMEDIA		
May	INTERCONNECTION SYSTEMS	DISTRIBUTION	Biometrics Technologies	Rf & Microwave Test
June	LEDs & DISPLAYS	CAR INFOTAINMENT		
July	RF & MICROWAVE COMPONENTS	ENVIRONMENTAL ISSUE	Human Machine Interfaces	Data Acquisition
September	IDE & EDA TOOLS	INDUSTRIAL		
October	MEMORIES	MEDICAL EQUIPMENTS	Speech Technologies	Logic/Spectrum Analyzers & Generators
November	MCUs & MPUs	AUTOMOTIVE		
December	ANALOG ICs	WIRELESS & RADIOFREQUENCY	Mems e deeply-embedded	Automated Test Equipments

## Power Electronics – 2010 HOT TOPICS

Issue	Report	Focus
February	IGBT, MOSFET & POWER MODULES	RENEWABLE ENERGIES: PHOTOVOLTAICS
April	POWER MEASUREMENTS	MOTION CONTROL
June	POWER SYSTEMS	ENERGY EFFICIENCY
September	POWER MANAGEMENT	THERMAL MANAGEMENT
November	POWER COMPONENTS	RENEWABLE ENERGIES: WIND POWER

## READERSHIP

SdE addresses designers, engineers and technicians operating in the fields of research and development, design and production of electronic systems and equipments, with the target to be constantly updated on the technologies and the products that drive industrial innovation. Moreover its is a useful tool for management, sales and procurement managers and for all professionals involved in electronic applications.

<b>Sectors</b>	Industrial	39%
	Distribution/Contract manufacturing	14%
	Automotive/Military/Avionic	13%
	Medical/Instrumentation	12%
	Consumer	7%
	Computer/Communication	6%
	Other	9%
<b>Functions</b>	Design/R&D	38%
	Purchasing	16%
	Management	14%
	Sales/Marketing	14%
	Production	11%
	Other /consultant/professional	7%

## [WWW.ELETTRONICANEWS.IT](http://WWW.ELETTRONICANEWS.IT)

**ElectronicaNews** is the B2B on-line portal to complement Selezione di Elettronica magazine. Created by Il Sole 24 Ore Business Media, it is the point of reference for professional electronics. Thanks to the contribution of several professional magazines, ElectronicaNews is the ideal way to access information for those interested in designing and manufacturing, components and power electronics, printed circuit boards and materials, connectors and T&M equipments, to be constantly updated on what happens in the hi-tech world, to have access to white papers, technical documents and other useful on-line services.

## EXHIBITIONS

Selezione di Elettronica staff will attend to the major industry events in Italy and abroad in 2010, distributing the magazine hard copies. Among the events we mention:

- 15-18 February, **Mobile Congress**, Barcellona
- 2-4 March **Embedded World**, Norimberga
- 8-12 March **DATE**, Dresda
- 19-23 April **Hannover Messe**, Hannover
- 4-6 May **PCIM**, Norimberga
- 4-7 May **BIAS**, Milano
- 18-20 May **Sensor+Test**, Norimberga
- 8-10 June **SMT/HYBRID/PACKAGING**, Norimberga
- 13-18 June **DAC**, California
- 27-30 September **EMW**, Parigi
- 26-30 October **Matelec**, Madrid
- 9-12 November **Electronica**, Monaco