

UBM Electronics | Virtual Event Solutions

Connect, collaborate and drive deeper engagements with design decision makers

EE Times Virtual Conference: Integrating Touch Interfaces

Live Date: Thursday, December 9, 2010, 11amET – 6pm ET
On-Demand: December 13, 2010 – June 9, 2011
URL: www.eetimes.com/touch (live 11/4/10)
Conference
Co-Chairs: Robert Cravotta, Principal Analyst, Embedded Insights
 Brian Fuller, Products Strategist, UBM Electronics

About the event

The touch screen market has exploded. A recent report from DisplaySearch puts the touch-screen module market alone at \$14 billion, growing at a compound annual rate of an astonishing 18 percent. Easy pickings, right? Wrong. The number of touch technology options and vendor solutions is daunting and the design-in highly nuanced. System design decisions involve evaluating and choosing between several sensor technologies, touch surface materials, front and back-end analog and digital controllers, as well as device drivers, middleware, and application-level touch routines.

The Virtual Conference series by EETimes, **Integrating Touch Interfaces**, will be a leading resource for topics concerning evaluating, selecting, implementing, and integrating touch interfaces into leading edge embedded designs. In a virtual setting, users will be provided the opportunity to access industry experts and technology providers through keynote speeches, webinars, moderated discussion panels, and live interactive chats. Join us **December 9th** and get connected.

Who Should Participate

- **Sensor and Controller Choices**
Technology solutions include (but are not limited to): Processors with integrated touch controller support ; analog components crucial to system operation; Touch device/peripheral manufacturers
- **Concepts for Touch Software**
- **Handling Gestures**
Technology solutions include (but are not limited to): Software API's; Touch device/peripheral manufacturers; Embedded GUI tool developers; Haptics providers

Why Virtual Events?

Attendees of EE Times Virtual Conferences learn from and interact directly with industry experts and technology providers via keynote speeches, webinars, moderated discussion panels, and live interactive chats, and gain access to a comprehensive collection of educational material and resources on the topic.

Sponsor Benefits

Reach your target audience through a highly interactive platform and receive:

- Targeted, global access to focused design decision makers
- Alignment with award winning editorial content
- Attendee tracking and reporting
- Advanced platform to promote your rich media assets
- Immediate interaction with customers and prospects
- Targeted leads with detailed demographic data

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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Targeted Attendees

- Application Software Developers
- Firmware Developers
- Hardware Developers
- System Developers

Session Descriptions

Sensor and Controller Choices

There are many choices for both touch sensors as well as touch controllers. Sometimes sensor and controller manufacturers work together to deliver an integrated evaluation/development platform which enables embedded developers to quickly get up to speed with these subsystems. A diverse panel of industry experts discusses the integrated and component-level options.

Concepts for Touch Software

The software support for touch sensing greatly impacts a developer's ability to incorporate intuitive interfaces that go beyond mere button pushes. Software development kits for touch interfaces take different approaches on how to abstract touch inputs and deliver those to application-level software. As controllers are able to deliver more processing performance, they are able to improve their detection and recognition of touch gestures. Panelists experienced with the controller and software abstractions join a moderated discussion of the opportunities and challenges of integrating touch into software designs.

Handling Gestures

Touch input is morphing into gesture recognition, but handling gestures in a reliable fashion requires more processing performance from the controllers. The line between having to build your own gesture recognition algorithms and using a library call to do the same thing is constantly moving as controllers and software tools continue to evolve. The panelists will share how advances in touch hardware and software are enabling developers to recognize more user gestures and make their designs even more intuitive to learn and use.

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EE Times Virtual Events

	Exclusive Platinum Sponsorship	Gold (limit 4)	Silver (unlimited)
Branding Elements			
Recognition as exclusive platinum sponsor of event	Yes	N/A	N/A
Logo: Registration page and confirmation emails	Yes	Yes	N/A
Logo: Event advertising	~1 million impressions	~1 million impressions	~1 million impressions
Logo: Post event materials	Yes	Yes	Yes
Banner: Lobby	Yes	Yes	N/A
Booth	<ul style="list-style-type: none"> Preferred central location 8 tabs, 40 pieces of content In booth marquee message 3 clickable custom graphics 2 clickable marquee message 	<ul style="list-style-type: none"> 6 tabs, 30 pieces of content In booth marquee message 2 clickable custom graphics 1 clickable marquee message 	<ul style="list-style-type: none"> 4 tabs, 20 pieces of content In booth marquee message
Audience briefcase	2 pieces of content	1 piece of content	N/A
Thought Leadership			
Keynote	30 second promotional video	N/A	N/A
Editorial panel participation	Option to participate in 2 of 3 panels	Option to participate in 1 panel	N/A
Content Pavilion participation	10 pieces of content and co-host invitation	5 pieces of content and co-host invitation	N/A
Attendee interaction: Chat and email	Yes	Yes	Yes
Lead Generation			
Leads: live and archive	Leads from all event registrants, associated booth, webinars and pavilion areas	Leads from associated booth, webinars, pavilion, scheduled chat	Booth only
Webinar	<ul style="list-style-type: none"> 60 minutes Live Audio Post-session, direct-to-booth 	N/A	N/A
Scheduled Chat	N/A	Yes	N/A
Prize giveaways	Yes	Yes	Yes
Surveys	Yes	Yes	Yes
Price	\$29,500	\$15,000	\$7,500
À La Carte Webinar	n/a	60 minutes Live Audio	60 minutes Live Audio
Price	ASAP	\$8,000	\$10,000
Deadline:	ASAP	6 weeks out from event	3 weeks out from event

For more information contact your UBM Electronics Sales rep or
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Marketing Solutions that Power the Global Electronics Market

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