<u>THE EDITORS' VIEW</u>

Announcing the MicroSystems Group

Mike Feibus Heading New Operation, Organizing New MicroSystems Forum

In this issue, I'm going to take some time out from our usual pontificating to tell you about some new developments at MicroDesign Resources.

In the five-and-one-half years we have been publishing *Microprocessor Report* and organizing the Microprocessor Forum, we have often wanted to cover a broader range of subjects than we have time or space for. Providing the most comprehensive, in-depth, and critical analysis of new microprocessors has always remained our primary focus, with other subjects being covered only when we could do so without compromising our primary mission.

One area in which we have had frequent requests for more coverage is aspects of computer technology beyond the microprocessor itself. While microprocessor developments remain as important as ever, other areas—such as graphics, video, audio, local buses, mass storage, and operating systems—are becoming increasingly critical as personal computers become more sophisticated. While we have covered key issues, such as local buses and graphics chips, in *Microprocessor Report*, we have not been able to fit these topics into the Microprocessor Forum program.

In response to the need for information in these areas, we have established a MicroSystems Group, headed by Mike Feibus and based in Scottsdale, Arizona. Mike will be building his staff over the course of the year, and you'll see his influence in *Microprocessor Report* as well as in new conferences, newsletters, and special reports.

Mike Feibus comes to MicroDesign Resources from Texas Instruments' semiconductor group, where he was a program manager for the computer-segment marketing effort. Before joining TI, he was a senior industry analyst at In-Stat in Scottsdale. He also covered the semiconductor industry for the San Jose Mercury News. Mike earned an MBA from Stanford University and a BA in economics from Tufts University.

The first offering that will emerge from our MicroSystems Group is a new conference—the MicroSystems Forum, to be held June 14–17 at the Fairmont Hotel in San Jose, CA. The MicroSystems Forum will follow the general format and style of the Microprocessor Forum, but with an emphasis on system design issues instead of on microprocessor chips alone. It will be PC-focused but will also cover emerging platforms such as PDAs and the PowerPC. As at the Microprocessor Forum, the speakers and panelists will be carefully chosen from the industry's technical leaders. (See the flyer enclosed with this newsletter for more details and registration information.)

We're now in the final stages of assembling the program for the MicroSystems Forum; if your company would like to participate, please call Mike Feibus immediately, or send him a fax describing your proposed presentation (see fax and phone numbers in box below). We will also have a table-top exhibit area at the MicroSystems Forum; if you are interested in exhibiting, please call Melanie Sanborn at our main office, (707) 823-4004.

Later in the year, additional information products will begin emerging from our MicroSystems Group. We plan to launch a new newsletter in the fall, which will complement *Microprocessor Report* in the same way that the MicroSystems Forum complements our existing conference. Those of you making PC-related products (chips, boards, software, or systems) should add Mike Feibus to your press and analyst mailing lists now (see box below).

We're also adding a European version of the Microprocessor Forum this year. It will be a one-day event, to be held on May 19 in Munich, Germany. The format and content will be similar to the US conference, but with an emphasis on European issues and suppliers. For more information on this event, please contact Phil Sutcliffe at our UK office (phone 44 0491 875386; fax 44 0491 875524).

As always, I welcome your suggestions, feedback, and criticisms; we're here to meet your information needs. Letters to the editor (for publication or not), viewpoint columns, and other contributions are welcome. If you disagree with—or want to support—something we've written, please let us know. E-mail and fax are the easiest ways to reach me personally.

All of our new ventures are focused on one goal: to provide you with an unparalleled information resource. We'll work hard to maintain the same high quality that you've come to expect in all of our endeavors. ♦

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