

■ THE EDITOR'S VIEW

Changes for the New Year

New Look, New Editorial Board Members, New Conference Ahead in 1996

You have probably noticed that *Microprocessor Report* has undergone its most significant redesign since its inception more than eight years ago. The biggest change is the introduction of color throughout the publication. Although this change adds a bit to our production cost, we feel improving the readability of the newsletter, particularly of our figures and charts, is worth the cost.

We have also taken the opportunity to update the look of the department headlines, sidebars, and other design elements throughout the newsletter. The text size remains the same, but we have changed fonts (Minion and Syntax, for those interested in such matters) for a cleaner, more modern look. The new layout actually increases the number of words per page slightly, another bonus for our readers. One change to note: the table of contents on the front cover has been replaced by the "Inside" line, listing the key articles and news "bits" in each issue. A full table of contents, with newly expanded article summaries, still appears on page 2.

For the most part, the content stays the same—your favorite articles and departments will continue to appear. We have added one new department to the mix: Chart Watch. This department, appearing on the inside back cover of every issue, will present price, performance, and other pertinent data on RISC, x86, and embedded microprocessors in alternating issues. Chart Watch will provide quarterly updates on this critical information, giving you a handy reference. Several readers have suggested such a column, and I am glad to oblige.

With this issue, two new members join our Editorial Board. Dave Epstein is an independent consultant who recently wrote two articles for us, covering multimedia chips from Chromatic and IBM. Previously, he was VP of engineering at NexGen, overseeing the design of the Nx586 and Nx686. He is also a veteran of massively parallel system maker Kendall Square Research and of Data General. Dave has a wide-ranging technical background but is most interested in microprocessors and multimedia devices.

Our second new member is John Novitsky of MicroModule Systems, a manufacturer of multichip modules. While keeping us abreast of the latest in packaging technology, John will also give us the benefit of his extensive experience in microprocessor design. Before joining MicroModule, he spent several years architecting x86 processors for Intel. Welcome aboard, Dave and John!

Several members have left the Editorial Board, namely Jeff Deutsch, Mike Feibus, Bruce Koball, Dean McCarron,

Martin Reynolds, John Snell, and John Wharton. All these reviewers have provided me, and our other writers, with valuable help, making sure we have both our facts and our grammar straight. In particular, Bruce, John, and John were part of the Editorial Board for many years, and our founder, Michael Slater, joins me in thanking them for their outstanding service.

This year also marks the debut of our newest event, the PC Tech Forum. Several presentations at the last Microprocessor Forum covered multimedia processors instead of general-purpose CPUs, and there were many other innovations in system design that we couldn't squeeze into that program. To address this need, we have created a new event to focus exclusively on the evolution of PC system designs, particularly in the areas of audio, video, 3D graphics, and communications. These are areas that we also cover in the newsletter; now we have an annual event to address them.

This year, the PC Tech Forum will consist of three days of seminars (May 20, 21, and 23) and a one-day conference on May 22. (We'll expand to a two-day conference next year.) The conference will include demonstrations of emerging technologies; presentations from Intel, Microsoft, and our analyst team on important technology trends; and panel discussions with industry leaders exploring key design issues. The conference will close with a look at the future of computers—from Internet terminals to ubiquitous computing. (Our program is largely set, but if your company has exciting new PC-related technology to disclose in this timeframe, please contact Michael Slater at m Slater@mdr.zd.com.) Look for more information on PC Tech Forum in upcoming issues of *Microprocessor Report*.

Like the industry we cover, MicroDesign Resources continues to grow and change over time. I'm excited about our plans for the coming year, and I think you will appreciate them. We will strive to continue delivering the most accurate, unbiased analysis of the microprocessor industry while expanding our products and events to better serve you. Please send me an e-mail or give me a call to let me know how we're doing, or drop by one of our bimonthly dinner meetings and say hello. ♦

