

# HOW TO SELL YOUR PRODUCTS NOW THROUGH ADVERTISING

## Electronic Engineering TIMES

Monday  
December 10, 1990  
Issue 620  
A CMP Publication

This week:  
**Design Update**  
Today's ASIC verifiers span wide range in price and performance. Page 64.

THE INDUSTRY NEWSPAPER FOR ENGINEERS AND TECHNICAL MANAGEMENT

### LOW-COST SCHEME FOR DISTRIBUTED INTELLIGENCE & CONTROL Echelon launches LONs

BY RICHARD DOHERTY AND RICHARD WALLACE  
New York — With support from Toshiba and Motorola, Echelon Corp. last week rolled out a comprehensive approach for embedding IC-based intelligence, processing, communications and automation capabilities into a range of energy, homes, autos, offices and

The new technology—designed and priced to address a market that still has not been penetrated by conventional integrated circuits—could launch a generation of “smart” products that incorporates cheap, invisible, easily embedded sensing and control functions in everything from light switches to lawn sprinklers. Echelon's LON architecture is

the product of a three-year, \$50-million development effort spearheaded by Mike Markkula, vice chairman of Echelon, and a co-founder of Apple Computer, and founder and CEO Ken Oshman. The plan centers on generating revenue through licenses and royalties for LON technology, as well as selling OEM design and

Continued on page 8

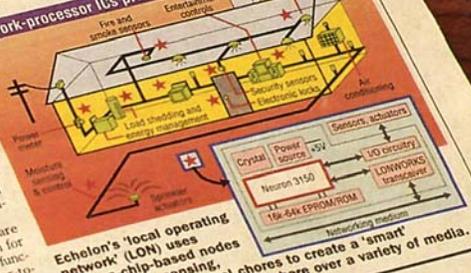
### Here we go again: high-tech merger mania



AT&T reached out and touched... promptly hung up on... The stock-for-stock offer was... per-share bid for the...

### Single... POSTMASTER...

### Network-processor ICs promise distributed intelligence



Echelon's local operating network (LON) uses neuron-chip-based nodes that perform sensing, monitoring and control chores to create a 'smart' environment just about anywhere over a variety of media.

### Major changes to IEEE 1196 include NuBus '90 poised for power

By DAVID LIEBERMAN  
The computer world is accelerating its move to multiprocessing, most often using shared-memory, tightly coupled architectures. Yet, Futurebus is the only standard bus that codifies a cache-coherency methodology for coordinating activity between private caches and public memory. But next year, the Nu Bus will have its own cache-coherency option, enabling far greater compute power to be configured on the bus.



Schuster: 'Threshold in future...

### INSIDE

Matsushita signs with Sun for Sparc development in Japan. Page 4.

Andy Rappaport on the Business of Technology. New column. Business, page 27.

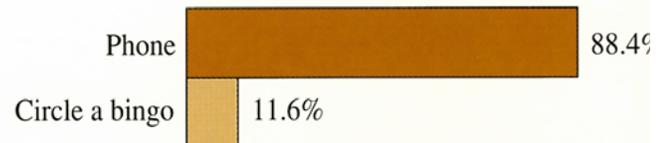
### S3 shelves bus chip



## WHAT YOUR CUSTOMERS SAY...

Telephone response sells products now. A recent survey of our readers showed that when they have an immediate need for a product, they pick up the phone and call for information.

**Q** "When you see a product advertised for which you have an immediate application and want more information, what are you most likely to do?"

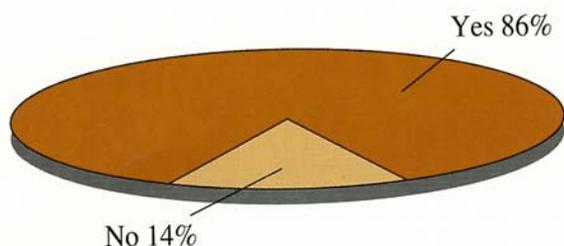


Source: EE Times 1990 Reader Response Study. 1543 questionnaires, 47.5% response

## WHAT YOUR SALES PEOPLE SAY...

And, in another recent survey conducted by EE Times, manufacturers' sales reps -- your sales people -- told us that phone calls are the most valuable type of sales lead they receive and, in fact, convert more often to sales than any other type of lead - by a factor of 5 to 1.

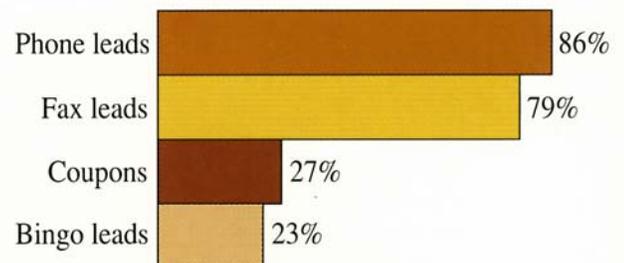
**Q** "Does the type of sales lead from trade publications affect the way you follow up?"



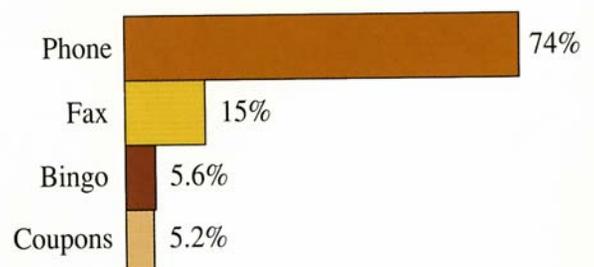
Source: EE Times 1990 Study of Manufacturers' Sales Reps. 547 questionnaires, 44.1% response.

**Q** "How would you rate the value of each of the following leads from trade publications?"

Very Valuable (Always follow up)



**Q** "In your experience, which of these advertising leads (from trade publications) convert most often to sales?"



# ADD A PHONE NUMBER TO YOUR AD AND PUT YOUR AD IN EE TIMES.

Here's the bottom line. Phone calls produce more sales because hot prospects phone when they're ready to buy. And EE Times can make your phone ring better than any other trade publication in the electronics industry. That's because, first, EE Times is the best-read publication in the industry. And second, because EE Times is a newspaper. News has power. News generates a sense of urgency, a sense of immediacy, a call-to-action environment that carries over to your advertising message and makes your prospects react.

But don't just take our word for it. Listen to what some of our advertisers have to say:

“ It has been our experience that telephone calls generate the hottest and most qualified leads. These are the leads that convert most consistently into sales. And when it comes to leads, EE Times generates more qualified leads than any other publication we use, actually drawing 2 to 1 over the others.”

... *Integrated Device Technology*

“ Our conversion to sales ratio jumped five hundred percent after we advertised in EE Times. Not only did we get more leads from Times, but when our sales managers followed up on these leads they found that more than



25 percent of them converted into real sales. That's astonishing. When we ran in the other publication, our conversion to sales ratio was less than 5 percent.”

... *Mosaic Semiconductor*

“ Not only do we get more calls from our ads in EE Times, but more calls turn into sales ... and that's what counts.”

... *CAD Software*

“ EE Times had our phones ringing the minute the ad hit.”

... *SGS-Thomson*

“ The day after the ad broke, the phone started ringing. We saw for ourselves the effectiveness of our ad in EE Times. We heard it again and again — We saw your ad in EE Times.”

... *Linear Technology Inc.*

“ The first week we ran our ad in EE Times, we received over 100 phone calls a day.”

... *Data Translation*

“ We've not only gotten more response than we projected, we've gotten a higher percentage of qualified leads.”

... *Carol Cable Co.*

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