



SMART PRODUCT ECOSYSTEM CONNECTIONS

Smart Product Ecosystem Connections

The definitive information portal for smart products and services development, innovation and collaboration

Highlighting Ecosystems for Smart:

- Telecom & Mobile
- Automotive & Telematics
- Health, Fitness and Medical Devices
- Home Automation & Connected Home Entertainment
- Personal Energy Management



MEDIA KIT



2010

Brought to you by TMC, Crossfire Media
and Mary Cronin, PhD

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Today's Developments for a Smarter Future

The proliferation of smart products is changing the competitive landscape for technology solutions. The new Smart Products Ecosystem (SPEC) site is this landscape's definitive information portal. SPEC highlights and analyzes the ecosystem's innovations, collaborations and competition.

This resource carries the latest news and insights about smart products and services including smart mobile, smart auto, connected smart health devices and services, smart homes and personal energy management. Daily news and expert analysis provide an in-depth view of new:

- smart products and services
- business models
- emerging platforms
- technology partners
- innovation and IP analysis
- product design reviews
- competitive analysis
- investments and M&A trends and more.

In-depth Coverage: Industries at the Forefront of Smart Products

SPEC's coverage areas will extend into a variety of industries at the convergence of smart products. These include Health, Fitness & Medical Devices; Automotive & Telematics; Home Automation and Connected Home Entertainment Devices; Smart Energy Monitoring and Personal Energy Management Solutions.

SPEC digs deeply into the ecosystem landscape, offering unmatched news and analysis by veteran technology observers and writers. Your presence in this trustworthy editorial environment promotes visibility to decision makers and enhances your reputation.



Here are the opportunities available on specosys.com

Global Online Communities (GOCs)

Your custom-designed community on SPEC labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with layers of information in multiple media formats. It is populated with exclusive content, attracting influential readers. GOCs are vibrant communities that, in a short time, achieve very high – even top – rankings on leading search engines. Based on the tight focus of content and value of their resources, GOCs are routinely bookmarked by decision makers looking for news, product information, and partnership opportunities. (See page 6)

Channels

Become a search engine powerhouse! You virtually “own” optimized keywords to bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific news while it brings information about your company’s products and solutions. Your Channel is capped with your leaderboard ad and only your marketing messages appear. (See page 7)

Space advertising on specosys.com

Grab the attention of thousands of visitors with Leaderboard, Skyscraper, Banner, Button, Page Curl, Ad Box and Splash Page ads. (See pages 8 & 9)

Webinars

Host a Live Web Event. Receive actionable, highly qualified leads from pre-registration, live event attendees, and post-event visitors who download the presentation from archives. TMC provides experienced support every step of the way with this turn-key marketing tool to ensure your success. (See page 10)

White Paper Program

Post your white papers on specosys.com and receive a steady flow of top quality leads. Not only will this enhance your company’s reputation as a solution provider, it will also build brand awareness and generate leads at the time when a purchase is being considered.

Podcasts

Tell your marketing story to your best prospects and customers when it’s convenient for them to listen. Podcasts provide your relevant information to a captive audience seeking smart product technology ideas and solutions.

eNewsletters

Deliver your marketing message in a respected editorial vehicle with an extensive reach. (See page 10)

Whatever your marketing objectives and budget, you can harness the credibility, reach and editorial prowess of SPEC to connect with decision makers.

POWERFUL

Company Size for TMCnet Visitors:

\$1 Billion+ 24.4%

\$500M - \$999M 9.6% **\$10M - \$99M 16.4%**

\$100M - \$499M 9.2% **Up to \$10M 40%**



The Marketplace for SPEC

The potential market for SPEC is enormous and has barely been tapped. Professionals involved from the concept stage throughout the smart product/service/application lifecycle to energy suppliers and utilities stand to benefit from the SPEC site's resources.

Visitors will be the first to learn of smart product marketplace hits and misses. Visitors to SPEC will see the results of innovation and collaboration among an array of partners. In addition, they will learn where competition in the smart marketplace is heating up. As the smart product landscape evolves, visitors will gain an in-depth understanding of who are the dominant players and partners, which businesses are up-and-comers, and who's lagging.

As enterprise, SMBs, organizations and consumers learn of smart time- and energy-saving devices, applications and services, they will seek additional, detailed information to make purchase decisions. Since these purchase decisions can require multiple parties' involvement over a span of time, decision makers will turn to SPEC frequently – even daily – as a trusted news provider.

Your Company's Visibility on SPEC Gives You A Marketplace Advantage

By having your marketing messages and logos in the SPEC site's rich editorial environment, your company is viewed as a thought leader. Being associated with a leading-edge portal conveys that your company is enabling the provision of a valuable news service. You will extend your reach to thousands of decision makers across a span of industries, bringing you many opportunities to establish contacts.

Repeat visibility on SPEC enhances your credibility simply through familiarity. There are a number of means for enhancing your brand strength, telling your company's story, and otherwise illustrating your company's competitive advantages.

Robust Traffic and Impressive Growth

October 2009

Page Views 136,708
 Unique Visitors 43,106

September 2009

Page Views 24,628
 Unique Visitors 7,770

Source: Webtrends



Collaboration by Technology Authorities

SPEC is a joint effort of TMC and Crossfire Media, both of whom offer decades of experience in providing educational media, events and resources in technology. An additional partner in the site is Mary Cronin, PhD, a professor in the Information Systems Department of Boston College's Carroll School of Management and author of the forthcoming book *Smart Products, Smarter Services* (Cambridge University Press, 2010). This trio brings continual news coverage across the spectrum of developing smart technologies in addition to insights by seasoned analysts.

The Audience for SPEC

In addition to analysts, venture capitalists and investors, the Smart Products Ecosystem site serves:

- C-level execs in management and technology
- product managers
- business development executives
- channel marketing and sales managers
- technology strategy directors
- product design engineers
- software engineers
- application developers
- integrators



For advertising information please contact Karl Sundstrom at ksundstrom@tmcnet.com or 203-852-6800 ext. 119

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Global Online Community

This news-driven site acts as a powerful, seamless extension of your Website. Tabbed at the top of every page on SPEC and TMCnet, each Global Online Community carries your marketing messages around a continually updated stream of relevant industry news. About 16 weekly Featured Articles highlight your company's news.

Global Online Communities™ (GOCs) are robust news platforms, built with layer upon layer of content in multiple media formats. Your GOC focuses on your specified market area, and is populated and designed in conjunction with TMC's expert team of Web designers and editors.

Within a brief time, your vibrant community can achieve top rankings on leading search engines' results pages (SERPs). This is vital since 39% of searchers believe that companies with top organic rankings are leaders in their fields.

Based on the tight focus of its content and resources, your GOC is bookmarked and tabbed with your exclusive keyword term, by decision makers who join these communities seeking solutions, including specific product and service information and partnership opportunities. Some GOCs garner as many as 250,000 unique monthly visitors.

All GOCs are highlighted on every page on TMCnet, appearing in the top tabs – including the TMCnet home page. This creates millions of impressions every month.

GOC features

- Introductory paragraph describing your company and explaining the purpose of the community
- Dedicated News Feed - Improves SEO and prompts bookmarking
- Video Player - Post interviews, product demos, relevant news feeds
- Your own company blog to communicate important news, announcements, product releases and partnerships
- Product Showcase area
- 60+ Featured Articles per month drive SEO, even in long-tail searches
- Partner Spotlight area
- Calls to Action (for lead generation)
- Dedicated Bi-weekly eNewsletter
- Links to important sections of your own corporate website
- Site is constantly surrounded by your corporate banner ads and messaging



Channel

A Channel is a single page on SPEC carrying a company overview, featured articles, industry news, and your ads. It serves as a powerful extension of your Web site, mirroring its look and feel.

Channel sponsors become virtual “owners” of the keywords that label them. Channels obtain high organic search engine ranking due to the reach of SPEC as well as the content of information flowing through them. Up to two exclusive articles posted each week to every Channel support the strength of their keywords.

Channels Program

Build a Community Around Your Keyword

The SPEC Channels Program creates a customized portal for your company. You virtually “own” the keyword to it. Your Channel is positioned on the SPEC home page and directly accessible from all pages on our site and the millions of pages of TMCnet. The leaderboard and skyscraper ads on your Channel page are exclusively yours.

When you sign up as a Channel partner, your Channel achieves prominent – sometimes often top – placement on leading search engines. Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. SPEC’s veteran editors post up to two exclusive feature stories weekly to deliver fresh, exclusive content.

This powerful vehicle, a customized microsite for your company, can include:

- Daily Industry News and Weekly Featured Articles
- Your Company Overview and Mission Statement
- White Papers and Podcasts
- Customer Case Studies
- Product Demos
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Links to your Company Web site

TMC’s expert marketing, design and editorial teams have created over one hundred online Channels, delivering relevant editorial and marketing messages for clients in an array of markets. We have proven success in cost-effectively achieving organic SEO. Consider how we can put our reach and expertise to work for you.



Leaderboard

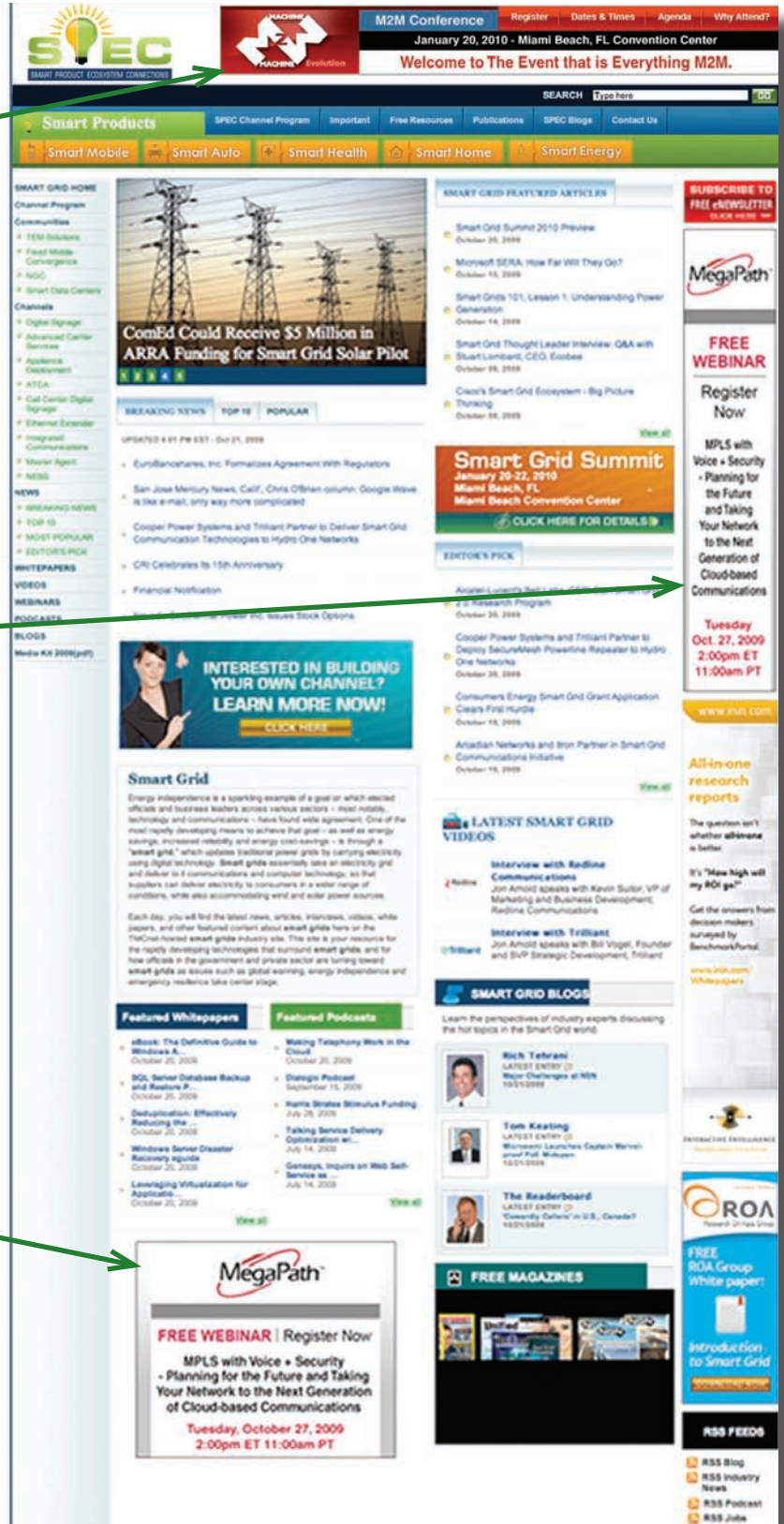
728x90 px
72 dpi, 50k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Skyscraper

125x600 px
72 dpi, 70k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame

Ad Box

336x280 px
72 dpi, 30k max
Acceptable Files:
.gif, .jpg, .swf,
.png, l-frame



Most advertising units can be customized to “expand and contract” giving your advertising message greater presence and the ability to highlight more pertinent information.

Page Curl

SPEC's Page Curl is an eye-catching advertisement. The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over. This will cause the page to unfold to reveal the full ad message.

Benefits:

- Eye-catching ad
- Seen on every page

Page Curl

640x480 pixels
Live area is smaller
72 dpi, 75k max
Acceptable files: .gif, .jpg,
png, Rich Media Enabled



Splash Page

SPEC's Splash Page is a standalone Web page dedicated solely to the advertiser. The splash advertisement is designed to capture the user's attention for a short period of time. On SPEC the splash page appears randomly, between pages of content, when the visitor is browsing the site. The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition, the advertiser owns the page.
- Has the ability to animate the advertisement to create excitement and increase click throughs.
- Create a complex advertising message.

Splash

640x375 pixels
72 dpi, 60k max
Acceptable files: .gif, .jpg,
.swf, png, 1-frame



SPEC Webinars Program

A Highly Successful Lead Generator

Our Experienced Team Makes It Seamless

We make it easy for you to reach customers and impress your best prospects with a Webinar. Your live Web event is completely turn-key. Every step of the process is managed with the utmost professionalism.

Pre-Event: TMC's expert team handles all the marketing, promotion and registration. A veteran SPEC editor is available to serve as moderator and help you develop content.

During the Event: We provide the technology, utilizing the most effective conferencing software platform. We also offer a SPEC editor to serve as a moderator.

Post-Event: No detail is overlooked in the crucial wrap-up. We collect and forward actionable leads. We continue to promote the event online, and often in TMC magazines as well. The event is available in our Webinar Archive on TMCnet long afterward.

Live Web Events are typically one hour long. We also offer 90-minute events, since the Q & A period often prompts lively interaction. Your event will deliver your message via streaming audio or telephone. A Power Point presentation provides accompanying visuals, making a content-rich learning experience.

Events are interactive. An experienced moderator makes the most of everyone's time, keeping the presentation on track. Then the moderator passes along questions of the featured speaker(s). Attendees are fully engaged in this Q & A session.

Brand Recognition and Lead Generation

Turn-Key Events

- Reach Qualified Decision Makers
- Premium Quality Lead Generation
- Connect with Customers
- Increase Product Awareness
- Multi-Channel Marketing Program
- Position Your Company as A Leader

eNewsletters

SPEC's product-focused eNewsletters deliver your marketing message in a highly credible editorial environment. Targeted, editorial-rich, e-mail newsletters are delivered daily, weekly, bi-weekly, or monthly. They are subscribed to on a strictly opt-in basis.

These achieve a vast reach among thousands of technology decision makers. SPEC's eNewsletters focus on an array of topics covering numerous facets of communications and technology. Becoming a sponsor of an eNewsletter, such as the weekly SPEC eNewsletter, positions your company as a thought leader and reinforces your branding.

Grab market share in the nascent smart technology marketplace.

Use the editorial expertise, marketing experience, design skills and SEO expertise of the team behind SPEC.

Please contact me today to discuss how we can put our proven means to connect with marketplace decision makers to use for your company. I look forward to our mutual success.

Karl Sundstrom

Executive Director of Business Development

Our 100+ Member Global Editorial Team

Editorial Leadership

David Rodriguez, President

David Rodriguez identifies new areas of opportunity for TMC while ensuring effective execution of editorial and sales missions, and ultimately, client satisfaction. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

Tom Keating, Executive Technology Editor

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 10 years of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

Erik Linask, Group Editorial Director, TMC

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

Michael Dinan, Group Managing Editor, TMC

Michael Dinan joined TMCnet's editorial team in April 2008. He worked the previous four years as a reporter for the Greenwich Time newspaper, covering social services, health, housing and the waterfront.

About Crossfire Media

Crossfire Media is an integrated marketing company with a core focus on future trends in technology. We service communities of interest with conferences, tradeshows, webinars and newsletters. Crossfire Media services also include providing insight to technology companies and associations to assist in the development of business and technical strategy as well as the development and implementation of effective communications and marketing strategy. To implement communications and marketing strategies, Crossfire Media utilizes a variety of physical and virtual experiences including web, publications, face to face events, and webinars.

Crossfire Media has a partnership with Technology Marketing Corporation (TMC) to produce events and websites related to disruptive technologies. Crossfire Media is a division of Crossfire Consulting, a full service Information Technology company based in New York.

Mary Cronin, PhD

Mary Cronin, PhD, is a professor in the Information Systems Department of Boston College's Carroll School of Management. Her forthcoming book Smart Products, Smarter Services will be published in 2010 by Cambridge University Press.

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Who's on TMCnet

TMCnet is a Who's Who of industry leaders and rising stars. Hundreds of companies already profit from TMCnet's dominant industry reach.

