

IDG China title wins bid to create, manage online community for Intel

Electronic Engineering and Product World (EEPW) this month won a contract with Intel Corp. to create and manage [IntelQuark](#), a new Chinese-language online community for semiconductor engineers about wearable device technology. The deal represents EEPW's largest single contract of the year, said **Jian Li**, managing editor of EEPW.

The Intel site is scheduled to go live today. In addition to white papers and other exclusive content supplied by Intel, the site will include articles written by EEPW editors about new design ideas for wearable products incorporating Quark, a 32-bit technology known for both its small size and low power consumption. Also featured on the site will be contests, games and blogs by leading tech-savvy designers in the field.

Li said the goal of the new IntelQuark site will be to help readers "learn about, trade ideas and implement innovative designs" for wearable device technology.

Added **Yueyue Ma**, publisher of EEPW: "It is an honor for EEPW to win this contract. We believe Intel chose us over many of our competitors because we have years of experience researching and writing about embedded technology. In addition, EEPW has one of the largest and most sophisticated databases of semiconductor and electronics engineers in China. We are convinced that our readers in both print and online are eager to learn, discuss and share their experience for new design ideas in the wearable device industry."

This is the second major online community EEPW has hosted for a global semiconductor supplier in as many years. Two years ago, EEPW launched and managed a Chinese-language website for Xilinx to promote its Zynq line of semiconductor products.

Most technology analysts agree that the embedded design market in China for wearable devices is on the verge of undergoing massive growth, Ma said. IDC predicts that global shipments of wearable devices will triple in 2014 to more than 19 million units and then grow at a compound annual rate of 78.4% to 112 million units by 2018.

Founded more than 20 years ago as a joint venture between IDG China and the Institute of Science and Technology of China under the Ministry of Science and Technology, EEPW publishes the coun-



The Electronic Engineering and Product World staff responsible for the IntelQuark online community includes (l-r): **Yu Wang**, project manager; **Yueyue Ma**, publisher; and **Jian Li**, managing editor.

try's leading monthly magazine for the electronics industry. [EEPW's website](#) is also one of the most popular B2B websites in China for the electronic design community. More than 35,000 design engineers alone registered for 55 technical webinars on EEPW's website in 2013, covering a diverse range of topics from automotive electronics to consumer electronics to advanced semiconductor manufacturing technology.

For more information, contact [Yueyue Ma](#). ■

Happy 20th, Electronic Engineering and Product World!



The staff of IDG China's Electronic Engineering and Product World gathered for a photo on the occasion of the publication's 20th anniversary. The monthly publication, which faces stiff competition in the local market, is the leading print title for semiconductor and electronics engineers in China with 37,000 subscribers. Its [website](#) launched in 1999. Four staff members — Advertising Associate **Binglin Wang**, first row, second from left; VP Beijing Dongxiao International Technical Information Consulting Co. **Yuelan Guan**, first row, third from left; former publisher **Mary Chen** (first row, fourth from left and recently retired); and Website Assistant **Hong Zan**, second row, second from left — have been with the publication since its launch.