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**EDN.COM RE-ENGINEERED WITH DESIGN, NEWS AND BUSINESS CENTERS**

WALTHAM, MA APRIL 2, 2007 – EDN.com, the design information resource for electronics engineers, managers and other industry professionals has been re-engineered to include breaking news, analysis and management strategy resources.

The site has been structured into three information segments:

- NEWS CENTER, featuring breaking industry news from the editors of *Electronic News*
- BUSINESS CENTERS, featuring business and management strategy from *Electronics Business*
- DESIGN CENTERS, featuring in-depth design and new product information from EDN.

“EDN.com is now clearly positioned as the essential online resource for the full spectrum of information needed by design engineers, engineering managers and upper management through each phase of the design cycle, from product concept development to manufacturing,” says Alan Robinson, newly promoted Publisher of EDN Worldwide.

“The new EDN.com is built around the concept of communities,” adds Maury Wright, newly promoted Editorial Director of EDN Worldwide, *Electronics Business* and *Electronic News*, responsible for the strategic direction of the three titles. “We have technology communities that we believe design engineers will identify with and use as a tool in their daily work. We augment those technology communities with business and news communities and tie everything together with a unified taxonomy,” says Wright.

DESIGN CENTERS are managed by expert industry editors and feature “how-to” articles, new product information and valuable design resources in these topic areas:

- Analog Design
- IC Design
- Processor-based Design
- Applied System Design
- Power Management Design
- Consumer Electronics
- Communications/Network Design
- Components/New Products
- Test & Measurement
- Design Ideas.

Matthew Miller, newly promoted Editor-in-Chief of EDN.com explains, “by combining *EDN*’s team of technical editors, the editors of *Electronic News* and *Electronic Business*, more opportunities for user interaction, and the capacity to deliver more industry-contributed content than ever before, we believe we’re making EDN.com into a truly indispensable electronics resource. Miller, who led the implementation of the new EDN.com, will manage day-to-day web operations and lead future web developments.

BUSINESS CENTERS feature business and management strategy from *Electronics Business*, focused on these topic areas:

- Semiconductor Manufacturing
- Business Strategy
- Electronics Supply Chain

Each Design Center and Business Center has its own distinctive Resource Center focused on that particular topic area.

THE NEWS CENTER, powered by the *Electronic News* staff, provides up-to-the-minute news, analysis, research and insight on the global electronics industry. Readers can learn about the latest business activities and technical achievements that have profound effects on the industry, their business and their career.

“Even technology decisions these days are made in the context of price, time-to-market considerations, competitive issues and global opportunities,” says Ed Sperling, Editor-in-Chief of *Electronic News* and *Electronic Business*. “The business channels will identify new trends and add perspective, while the news channel will continue to deliver real-time information about a rapidly changing global industry.”

“The re-engineered EDN.com also offers numerous marketing opportunities for vendors to reach and engage a targeted audience,” Barbara Couchois, Senior Internet Sales Director of EDN Worldwide states, “we continue to use best practices and analytics to guide us in creating marketing opportunities that deliver on metric expectations and increased conversions, whether it is branding, traffic driving, or lead generation objectives.”

Visitors can take a quick flash tour of the new EDN.com at <http://www.edn.com/info/1340008306.html>

### **About EDN**

Known as the “Voice of the Engineer,” Waltham, MA-based *EDN* serves the vital information needs of design engineers and engineering managers worldwide. The *EDN* franchise includes *EDN*, *EDN Europe*, *EDN Asia*, *EDN China*, *EDN Japan*, and *EDN.com*.

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