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10 reasons to visit EDN.com

Please allow me to give you 10 reasons to visit the new EDN.com. I know you're busy, so unlike David Letterman, I'll start with No. 1.

1 Design Centers: Many sites choose to organize information based on product categories, markets, or technology trends. But, in redesigning EDN.com we thought about engineers and how they work. We thought about how an analog engineer, for example, has different interests from a communications-system or IC designer. Each requires different information, uses different terminology, and even has a different mindset.

Based on this engineer-centric way of thinking, EDN developed a set of Design Centers focusing on distinct engineering disciplines, such as analog design, IC design, consumer electronics, processor-based design, and power management.

Each Design Center delivers not only in-depth technical articles, product news, and opinions from EDN's editors, but also a wide range of information from outside our walls, such as contributed how-to articles, details on reference designs, and information on key technical conferences. And, because all of that information is germane to one engineering discipline, the Design Centers also perform a critical function in this information-soaked age: They filter, so that you needn't waste your time digging through irrelevant stuff.

We've unleashed one of our editors—most of whom are EEs—to build up each Center. They'll perform this job through their own articles; by



sparking discussions in their blogs; and by procuring useful, hype-free content from relevant vendors. They'll even gather video clips and other multimedia when that type of data can help to explain a complex concept.

2 A 3-D view: EDN.com now includes breaking-news coverage from the editors of *Electronic News*, plus strategy and management insights from the editors of *Electronic Business*. We don't ever skimp on technical content, but, in this increasingly demanding industry, we hope that you'll find these additional facets of coverage useful, too.

3 EDN Tech Clips (www.edn.com/techclips): These short videos are long on technical content. No YouTube-style amusements here—just engineering insights straight from luminaries such as Howard Johnson and Jim Williams.

4 Guides (www.edn.com/guides): Collections of hand-selected links get you quickly up to speed on topics such as PCI Express, ROHS, WiMax, and more.

5 Easy newsletter signup: We now ask for only your name and e-mail address.

6 Better search capability: If you haven't recently tried searching on EDN's Web site, give us another shot. You can search only EDN or broaden your search to a set of carefully chosen electronics-industry sites.

7 EDN Product fEEd (www.edn.com/productfeed): Our editors give brief, to-the-point summaries of new ICs, components, software, and more.

8 Archives: EDN.com contains everything EDN has published since January 1994. Find what you want through a search, or by browsing www.edn.com/archive. If you're looking only for our popular Design Ideas, visit www.edn.com/designideas.

9 Better design: This point is subjective, but we think you'll agree that the new EDN.com is faster to navigate (with handy pulldown menus) and easier on the eyes (with a wider format and overall larger fonts).

10 Resource Center: EDN's Resource Center—visible toward the bottom of the home page and some of the Design Center pages—contains paid listings from vendors. But, in focus groups and surveys, you've told us that you need such information to do your job, and our advertisers use the Resource Center to provide useful items, such as white papers and design guides.

I hope you'll visit the site today. My job is to lead our effort to make EDN.com your No. 1 engineering site. If we're not achieving that goal or if you have other ideas about how we could enhance EDN.com, please contact me at mdmiller@reedbusiness.com. **EDN**