

Expanding Marketing Reach With The ARM[®] Connected Community[®] Ecosystem



Leveraging Your Marketing Efforts With CC

- 900+ companies with products demonstrating ARM support
- Increasing Partner visibility and credibility through integrated ARM marketing tools such as social media tools



ARM CONNECTED

Silicon Partners

Design Support Partners

Software, Training and Consortia Partners

Benefits Of Membership

- Social media promotions
 - ARM Blogs, Twitter, Youtube channel, LinkedIn & Facebook



- Sales leads & ARM Recognition
 - Online company/product listings at cc.arm.com
 - ARM Connected logo & PR



Partner Testimony:
"A leading Silicon Partner found us through CC website. We are now working together thanks to this program."

- Case study
 - Partner promotion in end products
 - ARM Powered® Products in online and event showcases



- ARM events
 - Opportunities to exhibit & present at ARM Technology Conference
 - Worldwide ARM CC Technical Symposiums



ARM.COM – Amazing Partner Exposure

ARM The Architecture for the Digital World®

Search our site

ABOUT ▾ PRODUCTS ▾ MARKETS ▾ COMMUNITY ▾ SUPPORT ▾

ARM is at the heart of **Storage devices** enabling our Partners to increase density and performance while using less power.

Product details, blog

Maybe a blog from you?

Send us a video on your new product

Join CC and be on ARM homepage!

ARM Community Topics Follow us on Twitter

- Embedded
- Multimedia
- SoC Design
- Software Enablement
- Smart Mobile Devices
- Connected Community

Blog Trends in Mobile Computing Applications: Pa 3...

Video ARM at ESC2011 with CodeRed Technologies

ARM11 ARM9 Cortex-M Cortex-A8
Smart Meters RTOS ARM7 Cortex-M3
Automotive Infotainment Cortex-A9

Find an ARM Partner

Recently joined

Moko365 Inc.
Moko365 Inc. was established in 2009 to provide training for Android & Linux system softwa...

See all Partners | Become a Partner

Product Category
:: All Categories ::

Product Type
:: All Product Types ::

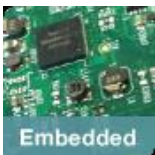
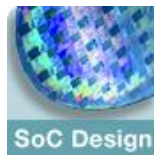
Find Partners
More search options »

ARM Social Media: High Value ROI

YouTube: 5 M+ views

Blogs: 1.5M+ views

LinkedIn: 7000+ members



Technical SW Partner blog views (2 weeks)	Total Pageviews
850+	3300+
760+	2600+
530+	2400+
260+	2000+

Multiple Recognitions
ARM highlighted as 5th of FTSE 100 “making the best use of social media engagement.”

Chinese Sina weibo: 4,000+ followers
6x engagement and fastest growth

Youku: 70 videos with 25K+ views

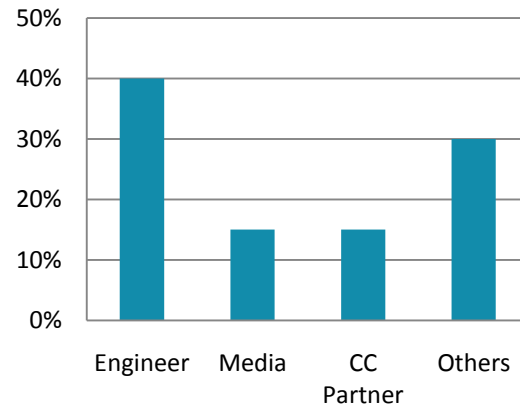
CubeStormer II

2.4M+ views

CC Twitter:
6000+ followers
with 40% engineers
& 15% media
10k+ Tweets



CC Twitter Follower Analysis*



*Analysis of 4900 identified profiles

Cortex-M Campaign

- Leverage technical content to “**Enable wider Cortex-M adoption**”

- By demonstrating **Technical** advantages
- By showing **Ease** of development

- 2011

- ARM demo creation with Partner dev boards
- Event Partner pictures/videos & demos
- Multiple ARM & Partner materials promoted
- ARM TechCon presentation - How to choose your Cortex-M?
- [Top 2011 ARM Embedded blog](#) promoting Partners



- In Progress, Next Steps

- Embedded World blogs + Partner meetings
- CMSIS 3.0 launch coverage
- Partner demos for motor control & audio
- Supporting Partner product launches



Wealth of Cortex-M material – 300+

Training Guides on YouTube, NXP, FSL

Video on how to use CMSIS for FIR

Cortex-M4 Partner subsites (Video, WP, Pres)

Publicize **CMSIS** libraries + DSP optimized functions, PRs, Twitter, YouTube and in blogs

NXP Cortex-M0/ M4 dual Motor Control **demo**

Freescale BLDC Motor Control Kinetis **demo**

Cortex-M4 sound demos across SiP (FSL, STM...)

Alban multiple **blogs** on Cortex-M4 and Cortex-M

Alban APM Cortex-M Choice **blog** 2K+ views

Yearly EW & ESC flyers, 10+ ARM & Partner blogs



ARM Solution Center For Android (SCA)

200+ Partners Featured
400+ Android Products & Resources

Resource Type

350 Partner Products & Services for Android

6 White papers

ie. Security, virtualization, Android BSP, etc

10 IQ articles

ie. RTOS, Audio Effects, Security, Debugging, Home application

10+ approved case studies

ie. DTV, Tablet, eReader, Smartphone, Digital Media Adopter

10+ ARM & Partner videos, with 1M+ views

28 ARM & Partner blogs, with 26k+ views



- To be featured on the SCA
- Get an ARM Connected Community profile
- Have at least one public product working with Android



Partner Promotion In End Products

ASUS® Eee Pad Transformer TF101
 Adobe® Flash® Player and AIR® runtimes Supporting ARM® processor-based devices
 ARM CONNECTED
 SRS Built-in SRS Sound™ Technology for ARM technology-based processors
 Android™ 3.2, Honeycomb
 NVIDIA™ Tegra™ 2
 NVIDIA Tegra™ 2 1GHz dual-core ARM Cortex™-A9 CPU for faster Web browsing, snappier response time, and overall better performance. Download using CodeSign™, Magisk™, Phoenix CodeSign™ and Synapse™ SDK tools.

NEC Cloud Communicator LT-S
 Android™ Platform Supported by ARM® processor-based devices
 ARM CONNECTED
 MontaVista™ Moblinux Operating System Optimized Linux operating system supporting ARM® processor-based devices
 ARM Cortex™-A8 processor-based SoC with ARM NEON™ technology

LG Cinema 3D Smart TV
 Linux Operating System OS supporting ARM® processor-based devices
 ARM CONNECTED
 LG Smart TV
 LG Dual Core L9 Chip ARM® Processor-based SoC, Dual Core 520MHz ARM Cortex™-A9 CPU, Quad Core ARM Mali™-400 HP GPU

KAON Smart TV STB
 Android™ Platform For ARM® technology-based microprocessors
 ARM CONNECTED
 Trident™ PNX8400 SoC Based on ARM® Cortex™-A9 1200MHz at 600MHz

Ingenico iPA280 Dual-sided PDA/Payment
 ARM CONNECTED
 Microsoft® Windows® Embedded CE 6.0 R2 Supporting ARM® processor-based devices
 Adeneo Embedded Training and engineering services Supporting ARM and Windows Embedded

HiSense XT68/69 Series Smart TV
 ARM CONNECTED
 Android™ based Solution Fully optimized for TV Supporting ARM® Processor-based devices
 Amlogic AML8726-M1 Multimedia Smart Processor ARM® Cortex™-A9 and ARM Mali™-400MP processor-based SoC

Itron OpenWay® CENTRON® Meter
 ARM CONNECTED
 IAR Systems High speed hardware crypto probe developed for ARM Cortex-M3 processor
 Acceda ARM@ical™ Platform Integrated ARM® Cortex™-M3 Processor for application and communication processing, 3.4 GHz IEEE 802.11n Wi-Fi, 802.11a/g/n, ZigBee™, Pico Cores™

Samsung 3D SMART Blu-ray™ Player
 ARM CONNECTED
 Linux Operating System OS supporting ARM® processor-based devices
 ARM® Cortex™ and ARM Mali™ processor-based SoC

Samsung 3D SMART TV
 Linux Operating System OS supporting ARM® processor-based devices
 ARM CONNECTED
 ARM® Cortex™ and ARM Mali™ processor-based SoC

Samsung® Galaxy S II Smartphone
 Android™ Platform For ARM® technology-based microprocessors
 ARM CONNECTED
 Samsung Exynos™ 4210 SoC Dual core 1.2 GHz ARM Cortex™-A9 CPU, Quad core 1.1 GHz with ARM Mali™-400 HP ARM ARMv8™ Processor @ Samsung Foundry 45nm LP process node

Steelseries Sensei Mouse
 ARM CONNECTED
 STM32F1 series ARM® Cortex™-M3 processor-based microcontroller

TCL Smart Internet TV
 ARM CONNECTED
 Android™ 2.2 based Solution Fully optimized for TV Supporting HYPERLIFE™ Smart gesture identification & control
 HiSilicon H372X Super Smart SoC ARM® Cortex™-A9 processor-based SoC

Connect. Collaborate. Create.

- Event and tradeshow promotions (Posters/Flyers Rolling presentations/Demos)
- Online - ARM Powered Showcase
- Corporate presentations & Sales Collateral Database
- IQ articles and adverts

ARM Connected Community Pavilion at DAC

- 200+ exhibitors at DAC 2011
- 6,000+ attendees at DAC 2011
- Free ARM channels for Partner promotion
- Excellent exposure with ARM social media tools



DAC 2012: Be There... San Francisco
 June 3-7, 2012
 San Francisco, CA - Moscone Center

ARM® Smart Systems

Track Session, ARM co-presenting with Mentor, Room3
 Technical Tracks, ARM Talk & Presentation

Please contact:
 Richard Kutchai
richard.kutchai@arm.com



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- October 30 - November 1, 2012
 - Santa Clara Convention Center, Santa Clara, CA, U.S.
 - www.ARMTechCon.com
-
- Reserve your booth space today



Contact Sean Raman at sean.raman@ubm.com or at +1-415-947-6622

Cost & Contact

- There is **NO cost** for ARM Connected Community membership.
- Registration is easy and can be completed online
<http://www.arm.com/community/partners/join.php>
 - Click through trademark and usage license
 - Create username and password
 - Create company and product profile (will be approved by ARM)
 - Start enjoying the benefits!
- If you have questions about the Connected Community, please contact:
Wenjun Zhang
Tel: +44 1223 406862
Email: Wenjun.Zhang@arm.com