Changing But Staying the Same

We're Now a Division of Ziff-Davis Publishing Company

By Michael Slater

This issue of *Microprocessor Report* marks the completion of five full years of publication. It is also the first issue under new ownership—MicroDesign Resources, the publisher of *Microprocessor Report* and sponsor of the Microprocessor Forum, has been acquired by Ziff-Davis Publishing Company. Ziff-Davis is the publisher of many leading computer magazines, including PC Week, Mac Week, PC Magazine, PC/Computing, and MacUser. Other Ziff divisions include Seybold, Interop, The Cobb Group, Computer Intelligence, and InfoCorp.

This change in our business structure won't mean any changes in the newsletter, however; our editorial staff, contributing editors, office staff, frequency, pricing, and policies will all stay the same. I will continue to serve as president and editor-in-chief.

We will continue to follow our policy of not accepting advertising to ensure complete editorial freedom. MicroDesign Resources will operate as an independent division, and our editorial operation will not be influenced in any way by our affiliation with Ziff-Davis. Information given to us in confidence will not be communicated to other Ziff-Davis publications.

The biggest change is in the resources we now have available. For the past five years, MicroDesign Resources has been a typical entrepreneurial start-up: understaffed and overworked. We've been so busy creating each issue of the newsletter and organizing our annual conference that we've had little time for anything else, and adding staff while maintaining positive cash flow is always a challenge.

Now, with the backing of Ziff-Davis, we'll be expanding our staff to enable us to launch a variety of new products. While we're not prepared to get into specifics yet, our new products and services will continue our focus on microprocessors and related technologies. We're considering additional newsletters, new conferences, and a variety of special reports and other services. We plan to expand our coverage of both embedded microprocessors and computer technologies, and we'll be closely tracking the technologies required for the emerging "PDA" market, multimedia systems, and other application areas.

With this issue we have also made a major addition to our editorial staff. Linley Gwennap, formerly with Hewlett-Packard, has joined *Microprocessor Report* as Senior Editor. (It is coincidental that Linley is joining us simultaneously with the Ziff acquisition; we have been seeking the ideal candidate for this position for many months.) After getting his BSEE from Yale, Linley spent eight years at HP, starting out as a design engineer in the HP3000 group and ending his career there as product manager for PA-RISC chip sets and boards. In this capacity, he extensively studied the full range of competitive RISC systems from both technical and business perspectives. Linley is one of the rare individuals who has both a deep understanding of the technology and the ability to write clear English.

Linley will be heading our Silicon Valley operation. In addition to working with me and Brian Case on our coverage of high-performance microprocessors, he will be adding more business perspective and helping to expand our coverage of graphics and multimedia technologies. Two of Linley's articles appear in this issue—one on accelerated graphics chips for PCs, and another responding to John Wharton's viewpoint in our previous issue. You can contact Linley directly by phone, fax, or e-mail.

As we expand our offerings, your feedback becomes more important than ever. If you have suggestions for new products or services you'd like to see from us in the future, please let me know. I'd also like to hear from you if you have comments, either positive or negative, on the content of *Microprocessor Report*. We also welcome "letters to the editor" and contributed viewpoint articles (see box below).

It has been an exciting—if often exhausting—five years building *Microprocessor Report* from scratch into the microprocessor industry's premier publication. I appreciate the support of all of our readers and contributors who have made this possible. I look forward to making *Microprocessor Report* an even more valuable information resource in the future. ♦

Letters Welcomed

If you have comments on something we've written, we invite you to submit a "letter to the editor." (From our discussions with subscribers at conferences and other meetings, we get the distinct impression that you don't all agree with everything we say.) We will publish such letters as space allows, and if we get a steady stream of letters, we will establish a regular "letters" department.

Please send your letters by fax, e-mail, or—if all else fails—by paper mail.