MDR Broadens Its Coverage

Additional Editors, New Newsletter; Same High-Quality Coverage

It is just over six years since I began publishing *Microprocessor Report*, and in that time we have grown from a two-person, one-product company into a 20-person organization offering a range of information products. This month, I am pleased to announce some significant additions to our staff, our second newsletter, and a broadening of our editorial charter.

Introducing *MicroSystems Insider*

To maintain *Microprocessor Report's* depth of coverage, we have limited its scope primarily to the microprocessors themselves, with occasional excursions into graphics, system logic, memory, and buses. We often have been frustrated by our lack of space and editorial bandwidth to cover many of the new technologies and pressing issues in the personal computer field, but we felt we had to stay focused.

To dramatically broaden our coverage of computer technology, we are launching a second newsletter: *MicroSystems Insider*. This publication will continue our tradition of detailed, up-to-the-minute, accurate, technical articles, while expanding our horizons to cover all the technologies that go into PCs, and the market and business issues that surround them. Like *Microprocessor Report*, *MicroSystems Insider* will have no advertising; our only priority is to serve our subscribers.

MicroSystems Insider will be led by Mike Feibus and Dean McCarron, both veteran technology analysts. I will add my perspective and experience as well.

Microprocessor Report will continue to cover important technologies beyond the microprocessor itself. Most of our coverage of PC buses, graphics, system logic, and peripherals, however, will shift to *MicroSystems Insider*. This will enable us to cover a broader range of microprocessors while continuing to offer unparalleled depth.

Expanded Staff at *Microprocessor Report*

In addition to launching the new publication, we've been working to enhance *Microprocessor Report*. Linley Gwennap, who joined us as Senior Editor more than a year ago and has written many of our most important articles in the past six months, is now Editor in Chief. Linley's deep technical background, industry experience, and analytical skill will ensure that *Microprocessor Report* continues its tradition of providing the most in-depth, accurate, and critical articles on new microprocessors.

Joining us this month is Curt Feigel, who will work with Linley as Senior Editor. For the past six years, Curt has been the VP of Engineering at Sixty Eight Thousand, a maker of accelerators for the Macintosh. Previously, he did a stint at *Byte* magazine. As with all of *Microprocessor Report's* editorial staff, Curt's strong technical background and considerable writing experience ensure that his articles will provide the engineering insight you have come to expect from us.

While Curt will be covering a range of subjects, his particular focus will be on embedded processors and development tools—areas that we have not covered as extensively as we would have liked.

I will continue to be very involved in both newsletters in my role as Publisher and Editorial Director. While I will do less of the writing, I remain intimately involved with the conception and editing of every article that appears in both newsletters. With our enlarged editorial team, you'll get more news and critical analysis than ever before, and I'll be able to focus on the vital issues facing our industry and how they affect our readers.

Another important, but less visible, new staff member is Elizabeth Longsworth, who is our Managing Editor. Liz joined us from *Corporate Computing*, where she was an Associate Editor. Her charter is to ensure that both newsletters maintain the high editorial quality for which we have always strived.

If your company wants to contact us regarding coverage of your products, feel free to call the appropriate editor: Linley Gwennap for general-purpose microprocessors, Curt Feigel for embedded processors, and Mike Feibus for PC peripherals and systems-related information. I personally am particularly following microprocessors for handheld computers. If in doubt, feel free to call me, Liz, or my assistant Loralee Denny, and we can direct you to the appropriate editor.

With this expansion, I believe we offer a more valuable information resource than ever before. Ultimately, of course, you are the judge, and I would appreciate feedback on specific articles, the new newsletter, or industry issues in general. The best way to reach me is by e-mail or fax. ♦