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Reader Information in English

First Name _____ Last Name _____

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Company Name _____

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A. What is the primary product (service) at this location? (Tick one answer)

- 301 Computers, Systems, Software or Peripherals
- 302 Communication Systems
- 303 Consumer Electronics
- 304 ICs & Semiconductors
- 305 Controls, Test or Medical Electronics
- 306 Components / Subassemblies
- 307 Automotive Electronics
- 308 Avionics, Marine, Space, & Military Electronics; Government or Military Agencies
- 309 Office & Business Machines
- 320 Other (pls specify) _____

B. Your principal job function. (Tick on answer only)

- 321 Design & development engineering
- 322 Engineering management
- 323 General & corporate management
- 324 Manufacturing & production engineering or production
- 325 QC or component evaluation
- 330 Other functions (pls specify) _____

C. For your company location, please indicate the total number of employees. (Tick one answer only)

- 331 1,000 or more
- 332 500 to 999
- 333 250 to 499
- 334 100 to 249
- 335 50 to 99
- 336 Below 50

D. Please tick all products you recommend, specify or authorize.

- Digital ICs**
- 501 PLDs, FPGAs
- 502 uPs, uCs, DSPs
- 503 Image processing ICs (Video / Graphics etc)
- 504 Memory ICs
- 505 Standard logic ICs
- 506 ASICs / Gate arrays / IP cores / Cell libraries
- 507 Other digital ICs / SoCs
- Analog ICs / Mixed Signal ICs**
- 508 AD/DA converter, Op Amps
- 509 Communication and network ICs
- 510 High frequency, microwave ICs
- 511 Power semiconductor
- 512 Other analog or mixed signal ICs / SoCs
- Electronics Components / Materials**
- 513 Resistors / Capacitors / Inductors / Transformers
- 514 Switches / Relays
- 515 Sockets / Connectors
- 516 Sensors / Actuators
- 517 Microwave components
- 518 Wiring components (Printed circuit boards / Cables)
- 519 Optical components
- 520 Circuit protection devices
- 521 Display components
- 522 Communications, LAN, WAN components
- 523 Electronics materials
- 524 Other electronics components
- IT Equipments**
- 525 PCs / Workstations / Servers
- 526 Computer peripherals
- 527 Other IT Equipments
- Embedded component or devices**
- 528 Computer Boards (Embedded boards)
- 529 Graphic processing boards / module
- 530 Communication and network component or module
- 531 Other embedded components or devices
- Power Sources**
- 532 Inverters / Converters
- 533 Power supplies
- 534 Batteries
- 535 Super capacitors
- Tools / Software**
- 536 S/W, H/W Development Tools
- 537 Embedded Development Tools
- 538 Operating systems (Windows, Linux / RTOS)
- 539 Application software
- 540 Design Tools
- 541 CAD / CAM / CAE
- 542 Other tools or software
- Test & Measurement Instruments**
- 543 Digital Multimeters, LCR Meters
- 544 Signal and function generators
- 545 Logic analyzers
- 546 Oscilloscope
- 547 Spectrum analyzers / Network analyzers
- 548 Test Tools
- 549 ATE / ASIC Testers
- 550 Virtual Instrumentation Software
- 551 Other measuring instruments Services
- 552 Contract manufacturing (IC foundry, etc)
- 553 Contract designing
- 554 Contract testing
- 555 Others services
- Others**
- 598 Other Products _____
- 599 None of the above

E. What types of design are you involved in? (Tick all that apply)

- 341 Analog Design
- 342 Digital Design
- 343 Software Design
- 344 System Design
- 345 Communication Design
- 346 Automotive Electronic Design
- 347 Embedded Systems Design
- 359 Others (please specify) _____
- 360 None of the above

F. Other electronic magazines that you receive personally addressed to you. (Tick all that apply)

- 361 EE Times Asia
- 362 Nikkei Electronics Asia
- 363 Asia Electronics Industry
- 369 Others (please specify) _____
- 370 None of the Above

G. Do you wish to receive promotional material from other companies?

- 901 Yes
- 902 No

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