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## 2010 Plans Should Go Beyond Recovery— Aim for Growth

Gary Breed  
Editorial Director



I'm known for my positive attitude toward high frequency technology. I figure that any technology that has been a vital part of our lives for 100++ years must be important! I'm pretty sure my attitude is justified, given the incredible rise of wireless communications in the past 30 years, and all the other ongoing advances in electromagnetic simulation, networking theory and integrated device design; plus cross-technology linking of high frequency techniques with digital, medical, mechanical and environmental system developments.

Think about it—our branch of engineering deals directly with fundamental forces of nature: the electromagnetic force in both circuit behavior and signal propagation, and atomic-level forces in the devices and materials we use. Applying these fundamentals to help with problems of everyday life is both valuable to users, and fascinating to those of us involved in the process.

In 2010, a few companies are already beyond recovery and growing. Not many, but I'd characterize most of them as providing core products or technology that are not directed to specific applications. Of course, one or two companies that report current growth are simply in the lucky (or planned) position of being providers for products that are in a growth phase right now, despite economic conditions. RF power for fabrication of LCD displays and solar panels represents one area of high activity. RFID and ZigBee/802.15 are also growing application areas. 3G/4G wireless may not be growing at planned rates, but is growing nonetheless.

The "engineering information" part of the business that we represent had a challenging year in 2009, but toward the end of last year showed many signs of recovery. We are definitely planning for more than simply a recovery in 2010, because the flow of information among engineering professionals is more important than ever. It's our job to support two things: the sharing of technical knowledge and supporting companies in their marketing and advertising efforts. These things work together, since our readers require both design knowledge *and* product information.

In 2010, you can look for *High Frequency Electronics* to continue its direct involvement in industry and technology. One part of that involvement is seeing things in person. In just a couple weeks, I'll be at DesignCon for an update on high speed digital techniques. In this month's photo (taken at DesignCon 2009), I'm talking with Dr. Yuriy Shlepnev of Simberian, a company that specializes in electromagnetics-based design and analysis of high speed circuit board layouts and interconnects.

Among other events in early 2010 that we'll be attending—and learning from—are the IEEE Wireless and Microwave Conference (WAMICON), the National Association of Broadcasters show, and of course, the IEEE MTT-S International Microwave Symposium and its ancillary events. Most

of those trips will also involve visits to important companies, universities and individual engineers.

Another part of our business is finding the best use of various media. Until now, our online presence has provided general information, largely extending the availability of the same information that is published in print. This role has been positive: our web hosting company reports that our site has the highest traffic of all the sites on their servers. The majority of that traffic is searches and downloads from the archives of past articles. We're pleased to provide part of the Web's technical library!

We will add new features to our Web site throughout the year. Although we emphasize engineering techniques, not news reporting, it's appropriate to add more news and event coverage. The Internet is

real-time, so there is an opportunity for us to provide more timely information.

We do not get a lot of feedback from our readers (or advertisers) regarding specific online features, but we do get a lot of feedback on the content of our printed magazine. Those comments, combined with all the things we learn through reading, visiting, and talking with people in our industry, shapes our decisions on what subjects to cover, which submitted articles to accept, and what topics require a search for more information. Of course, this is the central part of an editor's job!

As the high frequency industry returns to strong growth, we will continue to be in the middle of things, sorting and delivering the information you need.