



Product Leaflets

Working with NXP's print-production agency, I write and edit all the company's product leaflets.

Aimed at design engineers, the leaflets are two-page pieces that position the product and give highlights from the data sheet. They're posted on the company web site, included in press kits, distributed at trade shows, and sent to sales teams around the world.

NXP's engineering and marketing staff use a basic template for specifying leaflet content. I then edit the template to produce final text. We average between 15 and 20 leaflets per quarter.

In the first quarter 2009, I edited the following:

ARM Microcontrollers

Cortex-M0

Cortex-M3

Automotive

Power MOSFETs

Automotive ESD devices

Telebox Mini

Home Entertainment

CATV 1-GHz devices

Single-chip STBs

Multimarket Semiconductors

D/A converters

Demodulators

GPS LNAs

GreenChip PC

GreenChip Sync Rectifiers

LED controllers

Real-time clocks

Small-signal MOSFETs

RF, RF ID & RF Power

MIFARE Plus

MMICs

Satellite LNB

VSAT ICs