



**EMBEDDED  
COMPONENTS, INC.**

**A TECHNICAL AND STRATEGIC  
MARKETING SERVICE FOR THE EMBEDDED  
MARKETPLACE**

**How it works:**

**Step 1. Design your lecture**

Use ECI's Embedded Components and Tools Marketplace™, publications, and blogs, to learn more about your target audience and best practices. Optional lecture development by ECI, "we know the embedded marketplace".

**Step 2. Submit your lecture's content**

Upload your media: such as PowerPoint, audio, and transcript content. LectureMaker converts popular presentation formats into flash, such as Microsoft PowerPoint or StarOffice Impress. Optional review, voice over, music, and editorial and public speaking experts.

**Step 3. Publish lecture**

Review your lecture and make changes as needed. ECI publishes the lecture as part of its Embedded Components and Tools Marketplace. Your lecture's content is linked to our search engine and marketplace home page.

**Step 4. Attract new viewers**

ECI announces your new lecture to its extensive base of embedded contacts: email, blog, and press release are typical.

**Step 5. Harvest sales leads**

Use your new lecture's built in blog to manage viewer participation and to post updates. Use your new admin page to collect contact information on those who watch your lecture. This information continues to be updated for the term of your lecture's subscription.

**Embedded Components, Inc.**  
233-i East Red Oak Drive  
Sunnyvale, CA 94086  
Phone: 408-390-1895

[info@EmbeddedComponents.com](mailto:info@EmbeddedComponents.com)  
[www.EmbeddedComponents.com](http://www.EmbeddedComponents.com)

**LECTUREMAKER™ MARKETPLACE SERVICES  
FOR EMBEDDED COMPONENT & TOOL MAKERS**



**ECI's LectureMaker Web Hosted Service:**

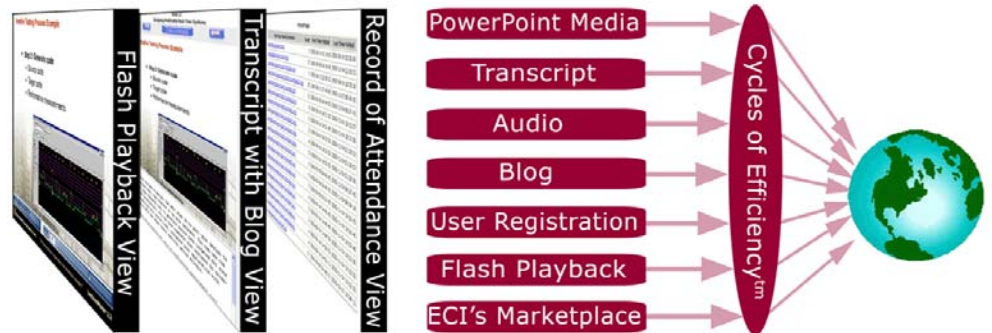
**Sell Smarter while Lowering Your Cost of Sales  
Train More Effectively while Reaching a Larger Audience  
Promote Live Seminars Further with Interactive Sessions**



There is nothing better than sending your top sales person to meet prospects during an onsite sales visit. But LectureMaker can bring your best sales techniques to many more prospects in the field to pave the way for your sales team. Unlike other webinar and online meeting services, we support leads capture and Q/A sessions for at least one year—not just the time that the meeting is held. Some key benefits:

- Capture your best presentations for instant access, replay, and interactive discussions with your potential buyers,
- Pre-record to improve your public speaking power and company's image,
- Collect a record of all those who watch your presentations using our online tools designed to help you harvest qualified leads,
- Allow others to update your Lecture using the lecture's embedded blog,
- Leverage ECI's public speaking, editing, marketing, and engineering service to insure that your on- & off-line lecture educates, excites, proves value, and creates action.

easy to use, low cost, delivers results world-wide



**LectureMaker is a web service designed to help industry leaders and public speakers make the most of their knowledge and skill to present the highest quality seminars, meetings, and lectures targeted to the embedded marketplace. Each lecture is pre-recorded with multimedia, audio, transcript, interactive blog, viewer registration for record of attendance and leads capture, optional eCommerce solution for pay-per-view, optional restricted access to control competitor participation, and a new viewer marketing outreach program—all bundled into an affordable yearly subscription price.**

**See examples of LectureMaker in action:**  
[www.embeddedcomponents.com/marketplace/](http://www.embeddedcomponents.com/marketplace/)