



# OpenHW Group

MWG Marketing Meeting – May 4, 2022

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**OPENHW** GROUP™  
— PROVEN PROCESSOR IP —

# Welcome & Agenda

- Introductions
- Events
- Press Releases
- Blogs
- Social Media
  
- Discussion topics:
  - Core-V MCU launch

# Attendee Introductions



- Welcome new attendees

# OpenHW Related Events 2022



- **RISC-V Spring Week - Paris**
  - **OpenHW and Thales**

**May 3-5, 2022**
- **HiPEAC2022 Conference Budapest**

**June 20 - 22 2022**

  - OpenHW booth
  - Presentation - Davide Schiavone OpenHW staff
- **Embedded World - Germany**

**June 21-23, 2022**

  - OpenHW kiosk in RISC-V Pavilion
  - 3 speaking spots in the RISC-V Theater

# OpenHW Related Events 2022



- DAC - Open Source Central - San Francisco, CA July 10-14, 2022
  - OpenHW Group Pavilion
  - RISC-V Pavilion
  - Includes speaking spot in the Open Source Theater
  - Confirmed: OpenSource panel discussion - Rick O'Connor
  - Confirmed: Technical invite presentation - Mike Thompson
- RISC-V Summit Dec. 12 - 15, 2022  
San Jose Convention Center  
<https://riscv.org/event/risc-v-summit-2022/>

Members can promote the OpenHW logo on their graphics and show materials.

Logo found on the OpenHW website under Membership

**Submit your event participation to <https://www.openhwgroup.org/events/members/>**



# OpenHW Pavilion @ DAC



**Reserve a turnkey exhibit booth and speaking opportunity today!**

Reserve an 8' Kiosk package in the **Open HW Group or RISC-V Pavilion** or select a booth package in the *Open Source Central* exhibit area. Each [Open Source Central participation package](#) includes:

- Your choice from a series of **turn-key exhibit booth** participation packages starting at just **\$6,995**
  - a. kiosk; signage; monitor; power; stool
- **45-minute speaking opportunity** in the *Open Source Central Theater* ([Booth 2238](#); 30-minute presentation; 15-minute Q&A)
- **Full-conference registration(s)** and exhibit booth staff badges for your personnel
- Additional promotional opportunities to connect you with the DAC audience

**Current OpenHW Members exhibiting:**

1. Rivai Technologies
2. Tactical Computing Lab
3. OpenHW Group

# OpenHW TV – Season 3 schedule (2022)



| Date   | Topic  | Coordinator                             | Status     |
|--|--|---|------------|
| Jan  | Fireside Chat with Embedded.com and Rick -   | Michelle                                | Completed  |
| Feb  | AI/ML on CV32E40P - Davide on AI using CV32E40P/RI5CY, here we can cover the Software part (libraries like PULP_NN etc), the ISA extensions in a Multicore cluster and single core. Maybe showing a use-case for BioWolf or DroneNet | Davide/Michelle                         | Completed  |
| Mar  | How Open Source Hardware enables education & research (CORE V)   | Davide/Michelle                         | Completed  |
| Apr 21   | What's Behind the Infrastructure of the Core-V family  | Florian/Max/Rick                        | Completed  |
| May 26   | <b>Verification Strategies for the CORE-V-MCU: Past, Present and Future</b>  | <b>Mike Thompson/David Poulin Datum</b> | <b>WIP</b> |
| Members are encouraged to participate and suggest topics for OpenHW TV |  |   |            |
| © OpenHW Group   |  | May 2022                                | 7          |



# Public Relations/Editorial Outreach

- Press releases from OpenHW Group
  - EWG and AWG (drafted waiting on web pages)- May
  - OSFPGA & OpenHW Group partnership - (drafted in approval)May
  - Core-V MCU and CORE-V Dev Kit awareness - (draft in progress) June
    - Embedded World - Editor meetings
- Recent article in Semi Engineering: The Challenges of Incremental Verification <https://semiengineering.com/incremental-verification/>

Interested in joint press release or have an idea on a news topic- contact [michelle@openhwgroup.org](mailto:michelle@openhwgroup.org)



# Blogs for 2022



- Blogs
  - Target 2 member blogs per month
  - Highlight OpenHW related topics, events and working groups
  - [https://docs.google.com/document/d/1kc5vngqwxwOXqzCarZGwQY3NU9hiY-z8LGvJnW5wip\\_s/](https://docs.google.com/document/d/1kc5vngqwxwOXqzCarZGwQY3NU9hiY-z8LGvJnW5wip_s/)
- Blog promotion:
  - Posted on OpenHW Blog page
  - Monthly newsletter will be distributed to the OpenHW Group's database which includes all members and ecosystem partners
  - Pushed out on Twitter and Linked-in
  - Pushed out through RISC-V social media and posted on the RISC-V website

## Current blogs schedule:

- **April:** AMIQ & OpenHW Group
- **May:** Datum & Quicklogic /OSFPGA
- **June:** ?



# Monthly Newsletters

Next monthly newsletter is scheduled for May 5th

- OpenHW Group Members and OpenHW Group database
- Includes recent blogs post; articles and OpenHW TV episodes

Next member email is scheduled for May 5th

- Update on activities; Member marketing opportunities

# Social Media Postings - OpenHW Working Groups

- OpenHW Linkedin page

- September 2021: 1276
- November 2021: 1373
- December 2021: 1422
- January 2022: 1457
- March 2022: 1608
- **May 2022: 1672**

- @OpenHWgroup Twitter

- September 2021: 1664
- November 2021: 1717
- December 2021: 1796
- January 2022: 1830
- March 2022: 1985
- **May 2022: 2053**

- Creator could be TG chairs, staff, or anyone wanting to bring attention to WG accomplishment
- Members can submit their social media postings each month
  - <https://docs.google.com/document/d/1aDZdib4jO923T5rcgWvvd-EL35i2nrBgBPmc31zm0e4/>



# Core-V MCU Launch @ Embedded World



Members part of the Core-V MCU project:

- Ashling Microsystems
- CMC Microsystems
- Embecosm
- GlobalFoundries
- Imperas Software
- QuickLogic
- Amazon
- Espressif

Demo boards at Embedded World: Producing 5 boards for live demos at Embedded World

**Participating demo companies - Is there room at the demo station for demo signage?**

Each Member will receive an OpenHW Group logo sign for their booth

# Core-V MCU Press Release Schedule



Deliverables: Press Release; Press brief with member quotes & tech details; member demos at EW

| Date   | Action   | Responsible              | Comments | Status      |
|--------|--|--------------------------|----------|-------------|
| 4-May  | Request quotes and 200 word description from each participating member company | Michelle                 |          |             |
| 15-May | Quotes & descriptions due from members   | Michelle/all             |          |             |
| 15-May | Draft press release for internal review  | Michelle/Duncan/<br>Rick |          | In progress |
| 15-May | Demo Story board due to AWS for review   | Michelle/Duncan/<br>Rick |          |             |
| 26-May | storyboards/demo script for all member demos                                   | Michelle/Duncan          |          |             |
| 27-May | Press release finalize with supporting document/quotes from members            | Rick                     |          |             |
| 1-Jun  | start of pre-show press briefings  | Michelle/Rick            |          |             |
| 19-Jun | demos to EW members  | onsite at EW             |          |             |
| 21-Jun | Announcement date at EW  |                          |          |             |

# White Papers ??

- Series of Whitepapers to create for 2022
  - Member benefits from OpenHW
  - Including multiple member case studies and projects
  - Many OpenHW TV topics can be turned into white papers
  - OpenHW staff written or member company discussing their projects
- OpenHW.org website section for white papers
- Target 1 publication per quarter
- Abstract of whitepaper to be used to pitch articles in trade publications

Thank you for attending

Next MWG call - June 1st @ 12:00 EDT

If you have not received our monthly member marketing update send an email to

[Michelle@openhwgroup.org](mailto:Michelle@openhwgroup.org)