

# PIC

# INTERNATIONAL magazine

Connecting the photonic integrated  
circuit industry

From the organiser of **PIC INTERNATIONAL**  
CONFERENCE



[www.picmagazine.net](http://www.picmagazine.net)

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# Editor's comment

## Introducing PIC International magazine

**PIC INTERNATIONAL** made its conference debut in March 2016, surpassing the high expectations of attendees and exhibitors. The 2017 event promises even more opportunities to meet key players involved in the development and deployment of photonic integrated circuits, but 12 months is too long to wait for your next industry update.

In response, we are delighted to announce the launch of **PIC International magazine** - a quarterly publication tracking the whole value chain, including wafers/materials, devices, modules, systems, and service providers. This digital title, available on phone, tablet and PC, will deliver on its mission to inform readers on key progress being made worldwide in the production and application of photonic integrated circuits.

### Editorial focus

Building on the themes of the successful 2016 conference programme, **PIC International magazine** further strengthens the links between all major players in the photonic integrated circuit community. The title has a remit to update its audience on market opportunities across the full portfolio of applications including telecomms and data centre infrastructure; metrology and sensing; prospects in biomedical, automotive, aerospace, defence; and other emerging sectors.

**PIC International magazine** will feature in-depth articles exploring the design, integration, simulation, fabrication, testing, packaging and measurement of photonic integrated circuits, including a 'deep dive' into

the various materials platforms from today's InP technology through to challenges from silicon photonics and polymer systems. Beyond that, the title will highlight research breakthroughs with commercial potential and examine customer requirements.

The publication brings together suppliers, designers and manufacturers across the PIC ecosystem from development through to application, providing a forum for the community to share opinions on the challenges ahead, roadmap progress and open up new markets.

### Sign-up to stay informed

Subscribers to the digital magazine will gain a headstart on how photonic integrated circuits are fulfilling customer needs today, identify upcoming prospects for the technology and contribute to the delivery of high-performance, long-lifetime, cost-effective and energy-efficient devices.

To register for the magazine, free of charge visit [www.picmagazine.net](http://www.picmagazine.net)

### Product portfolio includes:

Photonic Integrated Circuit magazine – [www.picmagazine.net](http://www.picmagazine.net)

PIC International Conference – [www.picinternational.net](http://www.picinternational.net)

Compound Semiconductor magazine – [www.compoundsemiconductor.net](http://www.compoundsemiconductor.net)

CS International Conference – [www.cs-international.net](http://www.cs-international.net)





## Editorial themes

PIC International magazine provides complete coverage of the photonic integrated circuit industry. To map out the application landscape in full, each issue of the quarterly title will explore a wide range of uses for the technology; and examine the success stories, challenges and opportunities in each sector.

Examples include -

### IT

Photonic solutions will be key to servicing future cloud computing requirements and providing high-speed connectivity.

### Telecom

One of PIC's most established sectors, but how have customer priorities evolved and what are the sweet spots for upcoming devices?

### Health & Life Science

Medical imaging and diagnostics is an emerging area for PIC platforms. We look at how optoelectronics is being applied in the biosciences and discuss opportunities for further device development.

### Security & Defence

Photonics enables advanced communications, including message encryption, and opens the door to new computing architecture. What are the prospects for streamlining information processing and using PIC technology to make gains in power efficiency as well as speed?

### Manufacturing

PIC-based metrology tools and compact instrumentation have the potential to deliver major product updates in manufacturing.

### Optical Sensing, Lighting & Energy, Displays

Automotive, aerospace and nuclear industries will benefit from advances in optical sensing enabled by photonic integrated circuits. We look at these and other responsive sectors to see how PIC technology is driving innovation.

## Magazine circulation

Readers are involved in system integration, developing and manufacturing components, financing this sector, or providing the materials and equipment needed to support this industry.

*PIC International magazine* is the primary information resource for professionals working within integrated photonics industry.

*PIC International magazine* provides comprehensive coverage of all aspects of this industry, from basic research to materials, equipment, packaging, and the incorporation of chips in data centres and optical networks.

## Photonic integrated circuit market worth \$1,547.6 million by 2022

According to a new market research report "Photonic Integrated Circuit (IC) & Quantum Computing Market (2012 – 2022)", the total market is expected to reach \$1,547.6 million by 2022, at a CAGR of 26.3 percent.

## Magazine format

**PIC International magazine** will be distributed as a digital magazine in HTML 5 format (via the Publishing Ninja platform). Distributing as a HTML 5 magazine will mean the magazine is fully responsive and can be displayed on all devices perfectly (PC's, laptops, tablets and smart phones).

Content and adverts can be interactive with video or animations easily included. Adverts can also include lead capture forms, so we can generate leads from our magazine, direct into your inbox, something which can't be done with traditional print magazines or with digital magazines which do not take full advantage of the HTML 5 technology available.

Another advantage of our HTML 5 digital title is that a full analytical breakdown can be given on who has viewed your article/advert and how many have clicked through to your website.

## Magazine advertising rates

(all prices in sterling - per issue)

Size	4 issues (£)	2 issues (£)	1 issue (£)
Full screen (front cover)	2000	2500	3000
1/3 screen	1200	1500	1800
In-story advert	1000	1250	1500
Advertorial (includes 1,400 word article, plus images)	1000	1250	1500

## Website advertising

[www.picmagazine.net](http://www.picmagazine.net) is the number one online destination for news, analysis, opinion, information and services for the worldwide integrated photonics industry.

Latest news is added on a daily basis by our editorial team who have a thorough knowledge of the complete integrated circuits value chain.

## Website advertising rates

Size	6 months	3 months	1 month
Sitewide leaderboard	£1,000 pm	£1,500 pm	£2,000 pm
Floor ad	£800	£1,200	£1,500
MPU	£700	£1,000	£1,200
Standard banner	£600	£800	£1,000
Skyscraper banner	£600	£800	£1,000

## Buyer's guide

Twelve months in our buyer's guide, covering the complete integrated circuits value chain giving you:

- 12 months website promotion with your logo showing on every page.
- Listing your company details in online buyers guide.
- Logo appears in every edition of our magazine.
- Logo appears on every related feature/news article in our magazine and website.

Buyers Guide	12 Months
1 category	£495
Additional categories	£150

## Monthly email news alerts

The PIC monthly news alert is sent to relevant industry professionals. The news alert delivers the latest industry news direct into the inbox of our subscribers and provide our sponsors a fantastic opportunity to get their message seen by the industry. The sponsorship includes a sponsor's message (up to 50 words) and a 468x60 banner.

**Cost - £1250**

## Custom HTML email shots

Are you launching a new product? Would you like your company, products or services to reach thousands of industry professionals? If the answer is yes, then our custom HTML email shots are for you. This service will allow you to send an email shot, branded within your corporate style to our database. This will give your company a massive exposure to your target market. You can create the html newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

**Cost - £1500**



# PIC INTERNATIONAL CONFERENCE

[www.picinternational.net](http://www.picinternational.net)



Brussels proved a successful choice of venue as more than 420 attended the co-located **PIC International** and **CS International Conference** on March 1-2 2016. The inaugural **PIC International Conference** was designed to provide timely, comprehensive coverage of every important sector within the photonic integrated circuit industry.

Attendees at **PIC International Conference** heard industry-leading insiders delivering more than 30 presentations spanning six sectors. This equipped the delegates at this two-day conference with an up-to-date overview of the status of the PIC industry, and provided them with many opportunities to meet other key players within this community.

“This was the first **PIC International Conference**, and it surpassed everybody’s expectations, not only from the organisers perspective, but from the attendees, and my perspective as chairman of the conference. Over 200 delegates attended two days of jammed packed sessions on

photonic integrated circuits (PICs) that spanned the whole value chain from wafers/materials, to devices, to modules, to systems, and finally to service providers, and in particular datacenters.

With standing room only, and lots of extra seats brought to the conference room on the first morning, the atmosphere was at times electric” said conference chair Michael Lebby.

The feedback received from speakers, sponsors and delegates confirmed that the debut PIC International Conference was the right show at the right time.

For more information about PIC International Conference, and opportunities available for the 2017 events, contact:

E: [info@picinternational.net](mailto:info@picinternational.net)

T: +44 (0)2476 718 970.

“The event was a success in every way. I was particularly happy with the setup where the conference room and commercial area were very close by. For me it was the best commercial tradeshow ever.”

Erwin De Baetselier, CEO,  
Luceda Photonics

“I thought the conference was one of the best for any industry I have attended in terms of technical content, opportunities for networking, efficiency of organisation and smooth running, well done and hard to improve.”

Paul Double, Director, EDA Solutions

“We were very pleased with the content and level of the conference, the level of attendees, and the networking.”

Ignazio Piacentini, Director, ficonTEC