

**embedded PR**  
*helping companies achieve their objectives*

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# 01 INTRODUCTION

We are an experienced public relations firm focused on supporting technology companies to meet their business growth objectives. Our proven approach brings a unique perspective to your business that enables your company to successfully build awareness, expand markets and increase sales.

Whether you are a start-up or an established company, embedded PR provides public relations, technical marketing and photography/artwork services tailored to meet your specific business needs and budget.

The embedded PR strategy is grounded in our mission: To bring together talented individuals and the best available resources to help our clients achieve their objectives.

## 02 ABOUT US

embedded PR specializes in business-to-business PR for technology-related companies sectors such as analog and digital electronics, integrated circuits, semiconductor manufacturing equipment, instrumentation, measurement & test and system/board-level computer products. We cover USA, Europe and Asia.

We understand the specific requirements and challenges that technology companies face when building awareness, expanding markets and increasing sales. Our make-it-happen experience, coupled with time-sensitive, budget-conscious strategies, allow us to deliver accountable and measurable results.

With extensive public relations experience and a broad understanding of a wide range of technologies, we have the expertise to position your company, its products or services with your target audience.

# 03 SERVICES

## **Public Relations**

PR activities help promote a favorable relationship between a company and its customers and prospects. We have the expertise to ensure your products or services generate the best possible coverage in your target media.

## **Technical Marketing**

Good technical marketing helps sell your products or services to those who need to know what they do and how they work. We are skilled in converting complex technical information into appealing and understandable documentation.

## **Photography and Artwork**

Our designers are experts in photography and artwork, but more importantly are professionals in creating effective print media material, advertisements and photographs needed to support an effective PR campaign.

# Public Relations

PR remains one of the most cost-effective ways of creating and maintaining awareness for your company, its products or services as well as generating sales leads. embedded PR has extensive experience of public relations and excellent personal relationships with key editors and journalists of leading trade magazines. We know and understand what the media looks for and can ensure that your information and news reaches people who are interested in them and will use them.

## **Briefing Book**

Prior to interviews, press conferences or press tours, embedded PR provides the client with a briefing book containing a comprehensive and concise dossier on each journalist, his or her experience and what he or she is looking for in the upcoming interview. With this briefing book in hand, every member of the company spokes-team is able to gain familiarity with the journalist and publication as well as prepare material before the interview.

## **Editorial Calendar**

Magazines typically publish an issue-by-issue overview of the types of stories they intend to run during a given timeframe. This is an opportunity for the magazine to sell targeted advertising and for companies to present features pertinent to that editorial focus. embedded PR informs its clients of potential editorial opportunities in key target publications.

## **Ghostwriting**

Companies and people on-the-move do not always have time to write every speech they make, every article they submit to a trade or professional publication or every editorial or opinion piece they send to a newspaper. embedded PR knows how to write your message, just as if you had written it yourself.

## **Interviews**

Many journalists prefer to get information one-on-one or receive exclusive stories. When an interview is scheduled, we coordinate the logistics according to the availability of the journalists and the client spokesperson. embedded PR staff provides briefing material for the spokesperson, including background information about the journalists and publications. If requested, we are happy to media train our clients to prepare them for interviews.

## **Media Database**

Our media database is maintained and updated on a daily basis and currently contains approximately 1,200 journalists and industry analysts worldwide. We track each person's interests ensuring we know which person will be the most interested in your company, its products or services.

## **Media Contact List and Media Guide**

Sending everything to everyone is costly, inefficient and may actually serve to alienate media representatives. embedded PR sets up, maintains and updates individual lists of media contacts for its clients. Media guides are tailored to the client's individual focus and related to topic, region and publications. A customized media guide includes all publications and journalists that will be interested in your company news.

# Public Relations (cont'd)

## **Press Office**

We handle all journalist enquiries on your behalf and make sure the right people from the press are talking to the right people within your organization, thus conveying the right message to the right audience for optimum impact and improved coverage.

## **Press Release (News Release)**

embedded PR will use its experience to produce expertly written press releases that build awareness for your company and its products or services. We set up, maintain and update individual lists of media contacts for our clients ensuring that their press releases reach journalists who are interested in them and will use them.

## **Translation and Adaptation**

embedded PR specializes in translation of PR material, such as press releases and technical articles, to meet the language needs of clients and their customers in USA, Europe and Asia. Successful global communication of your message demands accurate translation that takes into account local editorial, legal and cultural differences. embedded PR has created a comprehensive network of qualified technical translators focused on the electronics and high-tech field. Our native speaker technical writers can take your existing material and rapidly deliver localized and technically accurate text that clearly demonstrates your commitment to communicate with your target audience in their own language.

## **Print and Online Clipping (Media Monitoring)**

Today, news can travel around the globe in minutes, so it is more important than ever to immediately track the coverage you are receiving. Print and online clipping, also referred to as media monitoring, observes the media for references to your company. This is essential in measuring the success of a media relations campaign. embedded PR compiles regular reports containing both print and web-based articles published about the client's products or company so you will know the instant your story hits the news.

## **Press Briefing and Press Conference**

embedded PR excels in providing all services required for organizing and running press briefings and press conferences, including all activities prior to the event, during the event and a comprehensive follow-up after the event. We ensure that the choice of venue, catering services and carefully thought through organization will underline your message and participants will remember it as a special occasion.

## **Press Kit (Media Kit)**

The better the press kit, the better your chances of being written about accurately and being of interest to the media. embedded PR will develop a comprehensive press kit that drives home your message. Basic items in a press kit include:

- Fact Sheet (summary of the company at a glance)
- Product and Services Sell Sheets (descriptions and specifications)
- Biographies and Photos of Key Personnel
- Press Releases (major announcements)

# Technical Marketing

In particular, companies operating in technology-related fields often find it difficult to identify someone with the expertise to understand their products or services and at the same time with the writing skills to present them effectively to the outside world. Product design and engineering staff, while highly-skilled and very knowledgeable, frequently appreciate help putting their information down on paper. At embedded PR we specialize in converting and clarifying complex technical information into documentation that appeals to customers as well as your own internal organization (management, engineering, marketing and sales). We combine marketing, sales and technical expertise with exceptional writing ability to help you increase marketing efficiency and effectiveness.

## **Data Sheets, Product Briefs and other Technical Documentation**

Data sheets, product briefs and other technical documentation support your sales literature and give an in-depth view of your products. embedded PR provides you with technical documentation that adds value to your products and makes them easy to sell and use as well as promoting a professional image to your customers.

## **Application Notes**

An application note complements the data sheet and is targeted more towards persons with a deeper technical understanding. embedded PR specializes in writing clear, concise application notes that help your customers understand how your product can be implemented into their new designs.

## **Technical (Support, Training, Reference) Manuals**

Complex products require detailed manuals to assist the customer in making the best use of the product. Technical manuals are typically comprehensive documentation targeted for the more technical readers. Excellent documentation will reduce your support costs. Every answer that someone finds in the technical manual means one less call or email to your support team. We are skilled in converting and clarifying complex technical information into appealing and understandable documentation.

## **Market Requirements Document (MRD) and Functional Specification**

A market requirements document (MRD) is written to specify a proposed new product or new release (revision) and therefore, allows you to completely think out the product and strategy in advance. A functional specification summarizes the analysis by explaining how the requirements will be met. Successful projects need good MRDs and functional specifications. embedded PR is experienced in product development and marketing. We can help you write your MRDs and functional specifications.

## **Presentations**

Presentations are a way of communicating ideas and information in a clear and precise manner to an individual or group. A good presentation should be targeted to a specific audience and answer the questions - who, what, why, when, how and where. embedded PR will help you communicate your message effectively.

## **White Papers**

A quality white paper takes a technical concept, product or service and describes it in a clear and concise manner. Whatever your communication need or intended audience, embedded PR can provide you with easy to read yet powerful content.

# Photography and Artwork

embedded PR will work with you to develop the kind of look that will have the greatest impact in your market and that enhances your company's image. We will help your company to stand out from the crowd.

## **Press Photos**

Technology businesses have truly unique imaging requirements that require an advanced level of expertise from a photographer. We have produced images for technology businesses that have visual impact and that capture and hold the attention of the viewer. Furthermore, portrait photography of key personnel is an area in which we excel.

## **Advertisements**

The most critical image is an image created for advertising. Creating such images requires an in depth understanding of human nature, psychology and knowledge of advertising layout and design. We can provide you with artwork that draws attention, generates interest and gets your message across.

## **Brochures, Flyers, Business Cards and Logos**

The most effective sales tool for many businesses is the creation of printed material that represents the company better than any of the competition. Many of our clients turn to our services and our graphic design team to create brochures, flyers, business cards and logos, which provide creative and innovative solutions.

## **Signage and Posters for Exhibition Booths**

Our creativity and design capability to create signage and posters for exhibition booths will get you noticed at trade shows. We will work with you to uncover an innovative way to make sure your audience knows you are there.

## **Web Sites**

In the high speed world of cyberspace you have very limited time to inspire a viewer to slow down and take a serious look. The best way to get a viewer's attention is through the use of photographic images that are captivating enough to make the viewer take a second look. Our partners in web site development have years of experience and a thorough understanding of the software and design that it takes to build a captivating web site.

# 04 TEAM

## **Anja Maria Hastenrath** **Founder and Managing Director**

Before founding embedded PR, Anja held the position of Director Technology at Porter Novelli Germany. Prior to joining Porter Novelli, Anja was in charge of operations and account management at Positio Europe GmbH, a technology focused PR agency headquartered in San Jose, California. During her career in PR, Anja has worked with major companies from the semiconductor industry such as Europe, Suss MicroTec, TSMC and Micronas Semiconductor.

Prior to working in the PR field, Anja was employed at TSMC's European headquarters in Amsterdam, Holland and National Semiconductor in Fürstfeldbruck, Germany. At National Semiconductor, she received in-depth training on products, technology, Q&A issues and sales channels then went on to set up and managed the company's European technical support center. Anja studied languages and political sciences in Germany and business administration in England.

## **Georg Grenley** **Technical Marketing Director**

George has been involved in electronics design, sales, marketing and product development for over 30 years. He began his career in electronics as a design engineer on embedded microprocessor systems and developed a number of instrumentation, communications and networking systems. He then moved on to take up positions in marketing and sales of semiconductors and communications products.

George has extensive experience with start-ups and established companies and understands the specific requirements and challenges that technology companies face when marketing their product or services. George holds a BS degree in Electrical Engineering and an MBA.

## **Fritz Brinckmann** **Art Director**

After studies in Photography, Arts and Graphic Design, Fritz Brinckmann invested his creativity in international-class campaigns for leading musicians such as Frank Zappa, Nick Cave, and Udo Lindenberg.

Influenced by the leaders of virtual reality companies in California and Japan, including Silicon Graphics, AutoDesk, Virtual Audio Systems, Dentsu Prox and Body Sonic, Fritz discovered a 'white space' in the marketing area of technology and art. Consequently, he adapted his successful Pop Art Language to the world of technology companies, such as Trinamic Microchips, Dwenger & Gruenthal Laser & Fine Sheet Technics, Argentox Ozone Technology, Nanos Instruments and HL Planartechnik. Fritz also founded the digital photography company Faceland.com.

Fritz has won a number of awards for his work, including:

- Art Directors Club Award Winner (7 medals)
- International Nomination ADC Grand Prix
- Nomination for the "Adolph Grimme Preis" German Television Award

# 05 JOURNALISTS

## Registration Form for Press Updates

**Dear members of the press,**

Please complete the registration form below to activate your complimentary online subscription and receive regular press releases and content updates.

Last name:

First name:

Email:

Phone:

Country:

Publication you are writing for:

Your comments:

**Please fax to +49 (0)89 69 76 06 13**

# 06 CONTACT US

## HOW TO GET THERE - embedded PR in Munich

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Email [info@embedded-pr.de](mailto:info@embedded-pr.de)

## HOW TO GET THERE - embedded PR in Munich

### From Munich Airport (Flughafen München)

- Take the S-Bahn S8 train.
- Get off at 'Rosenheimer Platz' and take the exit 'Weissenburger Str. /Tram 15 / 25'.
- Take either Tram 15 'Grosshesseloher Brücke' or Tram 25 'Grünwald'.
- Leave the Tram at the second stop 'Ostfriedhof'.
- Cross to the other side of the street and walk down Tegernseer Landstr. in the same direction as the Tram you just left is traveling.
- Turn left at the first street you come to into Watzmannstr.
- At the first junction turn right into Zugspitzstr.
- embedded PR is the first building on the right-hand-side Zugspitzstr. 10.

### From Munich Central Station (Hauptbahnhof)

- Take the U-Bahn either U-2 train in the direction 'Messestadt Ost' or U-8 train in the direction 'Neuperlach Zentrum'.
- Get off at the station 'Silberhornstrasse' and walk towards the exit 'Tegernseer Landstr.' 'Silberhornstr.'
- At the exit ('Ausgang') take the stairs to your right 'Telapost Werinherstr.'
- Walk down Tegernseer Landstr. and turn right into Watzmannstr.
- At the first junction turn right into Zugspitzstr.
- embedded PR is the first building on the right-hand-side Zugspitzstr. 10.



## HOW TO GET THERE - embedded PR in Pleasanton

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Email gg@embedded-pr.com

### From San Francisco

- Take 580 East to Pleasanton.
- After the 580/680 interchange, take the Hopyard exit.
- Turn right onto Hopyard - make a right at Inglewood.
- Make a right onto Helpert Ct.

### From Walnut Creek

- Take 680 South to Pleasanton.
- Take 580 East to Stockton.
- After the 580/680 interchange, take the Hopyard exit.
- Turn right onto Hopyard - make a right at Inglewood.
- Make a right onto Helpert Ct.

### From San Jose

- Take 680 North to Pleasanton.
- Take the Stoneridge exit and turn right on Stoneridge Drive.
- Turn right onto Hopyard - make a right at Inglewood.
- Make a right onto Helpert Ct.



# 07 EMPLOYMENT

embedded PR is always interested in talking with talented and motivated individuals for future employment consideration. Even if you have no previous PR experience, but have excellent written and oral communication skills in both German and English, advanced PC competency (minimum Microsoft Office) and an enthusiasm for technology, we are interested in talking with you for a position as trainee.

**Please send your letter of introduction and qualifications to:**

embedded PR  
Anja Maria Hastenrath  
Email [employment@embedded-pr.de](mailto:employment@embedded-pr.de)

embedded PR specializes in business-to-business PR for technology-related companies. We have achieved success by employing the finest team of dedicated, knowledgeable professionals. embedded PR offers a unique environment for qualified candidates. We are committed to Equal Employment Opportunity for all qualified persons.

# 08 LEGAL NOTICES

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# 09 IMPRINT

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## **Hosting**

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