

FreeRTOS.org

Support and Information Pack – Including
Advertising Opportunities

What is FreeRTOS? (1)



is everywhere

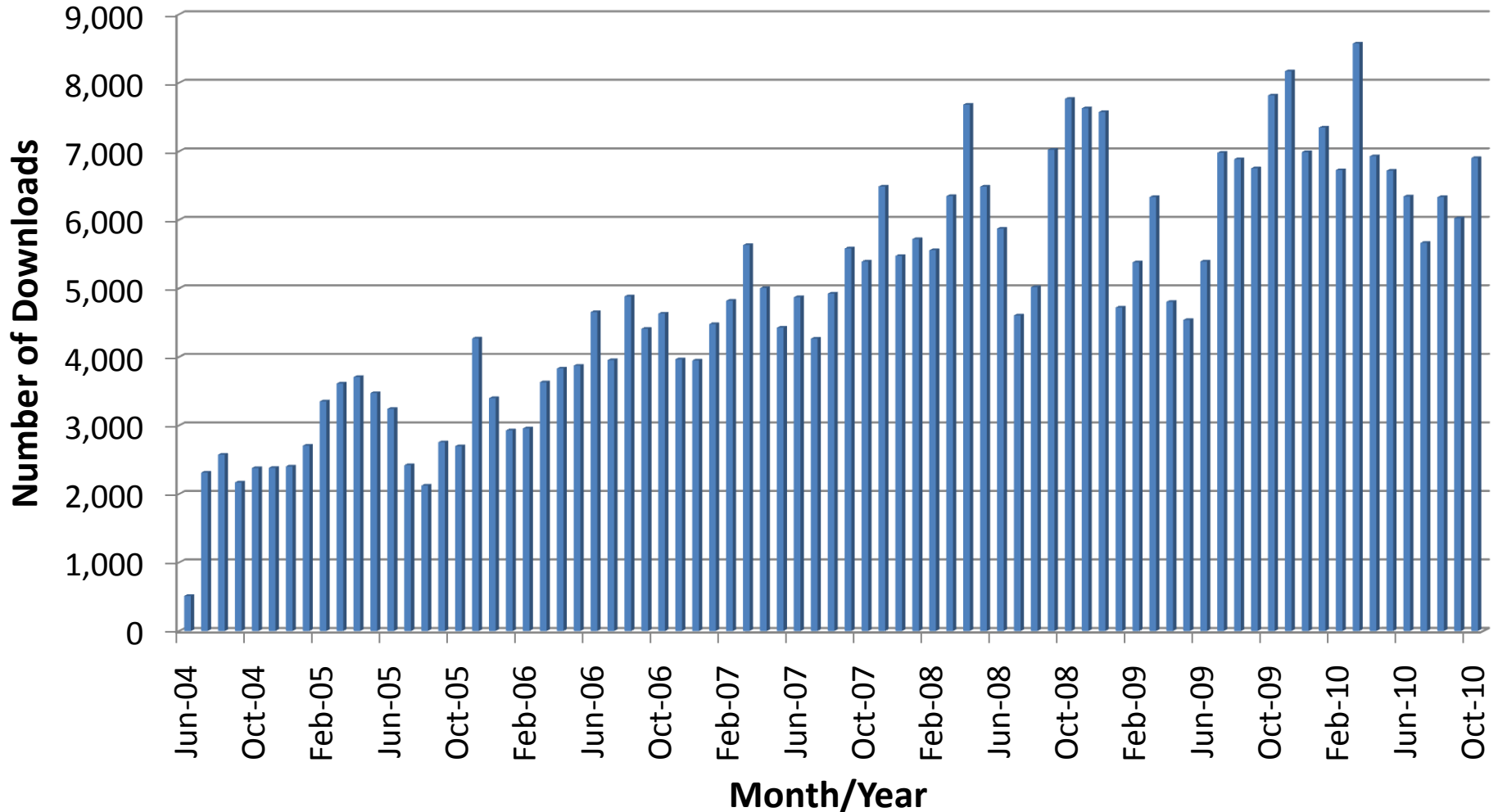
- ▣ Available on 27 different processor cores
- ▣ Downloaded more than 80,000 times in 2010
- ▣ Came top in 2010 embedded.com survey as the kernel most likely to be used in a new project

What is FreeRTOS? (2)

- ▣ The most widely used real-time kernel for embedded microcontrollers
- ▣ It has the performance, quality and stability of a commercial product
- ▣ It is available through a very liberal distribution and licensing model which allows users to obtain and develop software with almost no restrictions
- ▣ Commercially licensed and supported versions are available so it's a 'no risk' open source solution

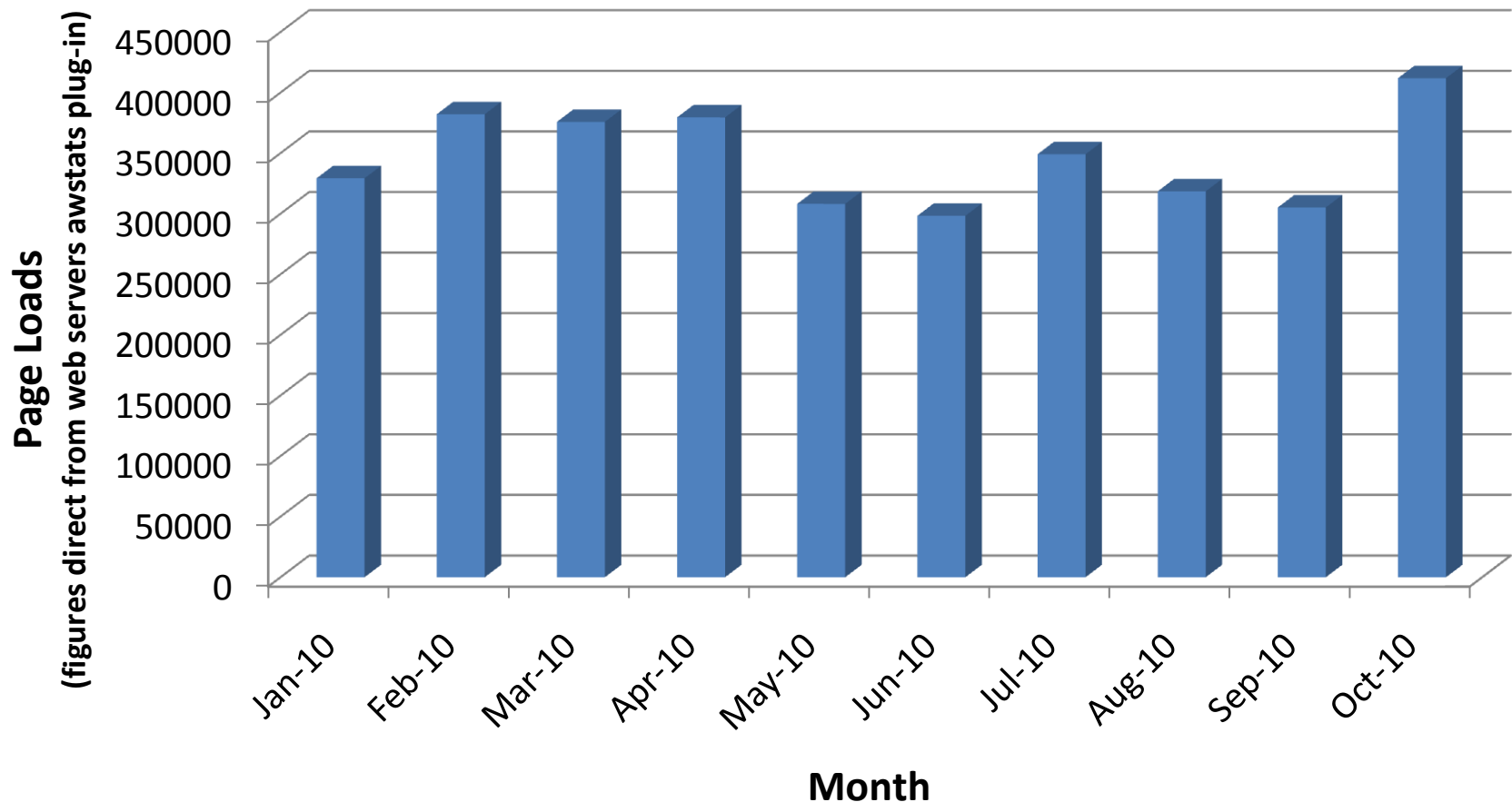
Monthly Downloads

- ▣ Seasonal variation is clearly visible

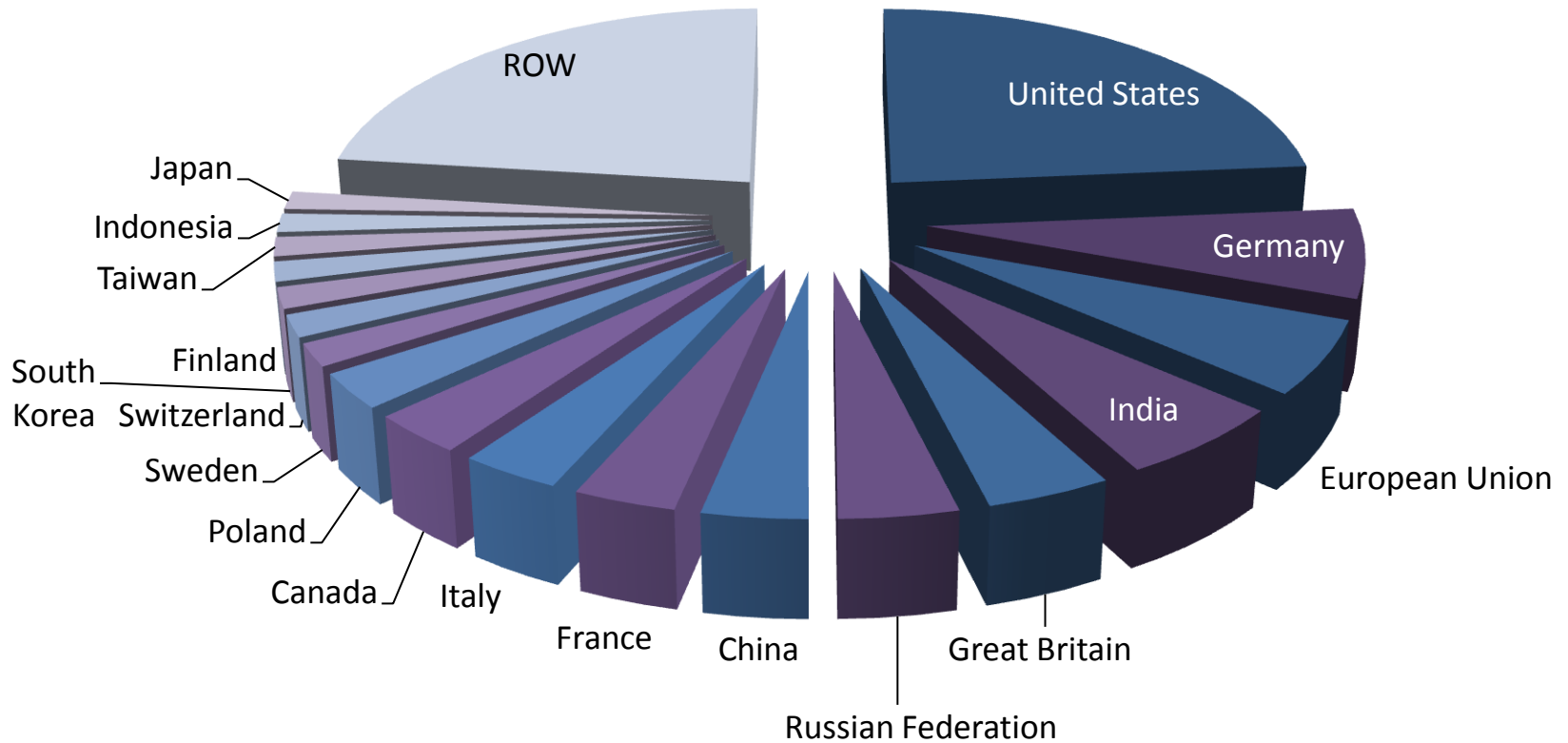


Page Loads and Unique Visitors

- Between 24.5K and 30K unique visitors per month depending on the season



Web Traffic By Country



Goals and Objectives

- ▣ #1 goal is to continue to provide to end users completely free of charge, commercial grade software for embedded microcontrollers
- ▣ Ensure stability and longevity through indirect revenue
- ▣ Engage with the beneficiaries and offer ways in which they can help sustain the project
- ▣ Maintain fairness and objectivity

What FreeRTOS Offers

- ▣ Access to thousands of developers per month
- ▣ Highly focused and motivated developer community
- ▣ Free commercial quality software available for distribution with low cost commercial support
- ▣ Strong well respected brand, neutral and independent of proprietary influence
- ▣ High quality, no fuss software for your customers

Advertising

- Can link to internal sponsored pages or external sites
- 500 x 70 banner, displayed at the top of at least 1 in 10 pages, \$500 (US) per calendar month
- 200 x 200 square, displayed on each home page impression, \$800 (US) per calendar month
- 170 x 130 rectangle, displayed in left frame of every page, \$1200 (USD) per calendar month

