



INTELLIGENCE EVOLVED

30-years of industry engagement and obsession
brings you a leading platform to sell more



The need for revolutionary change

For nearly 30 years, TKO Marketing Consultants has supported the electronics industry by helping partners increase sales through traditional services such as technical writing, PR, and graphic design. However, in 2022, as the industry shifted towards a fully digital landscape we recognised the need for radical change, something new to help our partners reach decision-makers and design engineers, so we created and launched **ipXchange.tech**.

ipXchange.tech

A **vision** becomes reality

The ipXchange.tech (ipX) platform has become pivotal for disruptive technology manufacturers and design engineers worldwide. It offers an **unparalleled route for technology marketers to connect with their audience**, providing a dynamic and effective means to reach relevant decision-makers.



The unique value of ipXchange.tech

Managed by TKO, ipX leverages extensive industry experience to deliver high-impact news in both written and video formats. Serving a growing community of over **70,000** members, the platform shares the latest disruptive semiconductor technologies. ipX excels at uncovering engineers who urgently need to solve design problems, then connects them with manufacturers who can support their needs.

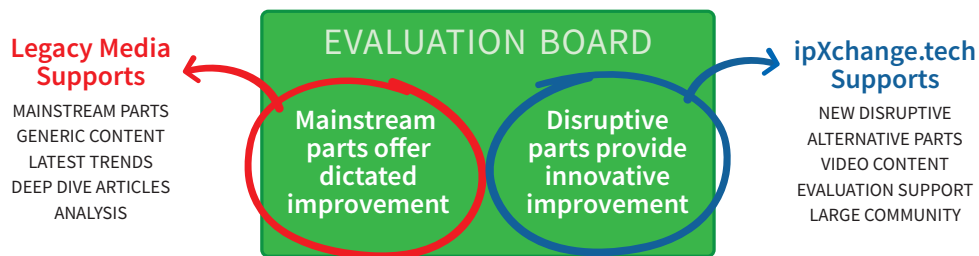
Each news piece not only raises brand awareness but also generates valuable leads. By encouraging engineers to share project details, such as key production dates and projected order quantities, **ipX creates pre-qualified design win opportunities for manufacturers.** This makes it easier for manufacturers to engage with real prospects and grow their sales.



A complementary alternative to legacy media

Disruption brings change, and ipX was created to provide tech disruptors a platform to be discovered and evaluated by design engineers. ipX highlights the innovations of many companies that rely on disruptive design to gain an edge.

In today's fast-paced world, design engineers are often tasked with kickstarting projects that build on existing designs. Their challenge is to find what hasn't been done before and what gaps exist in current technology. **While they are familiar with legacy suppliers, their goal is to disrupt the mainstream with innovative solutions.**



Through engaging, informative, and up-to-date video content, **ipX spotlights the disruptors**, providing engineers with the tools to make their products perform better. By doing so, it empowers the next generation of technological innovation.

The Community

The ipX community consists of over **70,000 members**, including engineers, CEOs, investors, and high-tech professionals. It is growing rapidly and has gained over **50,000 subscribers** in the past six months. youtube.com/@ipxchange

Members come from various industry sectors, including IoT, automotive, industrial, aerospace, defense, medical, and robotics. They range from startups to large organizations such as Dyson, Google, and Tesla. Roles include engineers from power electronics, embedded hardware and software, project managers, sales and marketing directors, chip architects, design consultants, academics, and investors.

 youtube.com/@ipxchange



ipXchange reviews IoT's battery problem, and this ipXperience with Guy and Kjetil Meisal, CEO and founder of ONiO, presents a great addition to this topic.



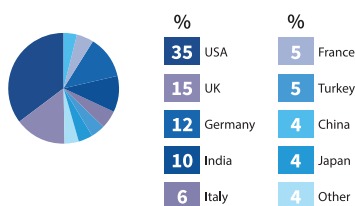
With the release of Arduino's Nano Matter board in the next few weeks, this final ipXchange interview with Stefano at Embedded World 2024 comes at the perfect time!



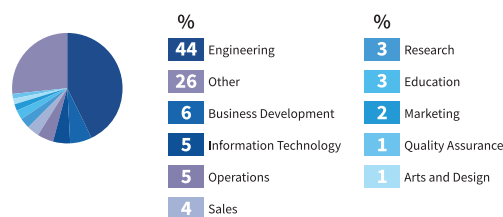
Featuring ANELLO's optical gyroscope technology based on integrated Silicon Photonics - SiPhOG™. Allowing autonomous operation in GPS-denied environments.

Community member demographics

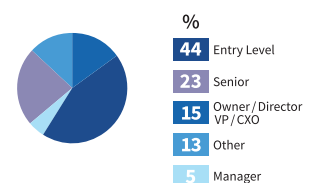
Community members by geography



Community members by occupation



Community members by seniority



Services and Fees^{† ‡}

ipXperience £1,500 (1.750 €)*

Our premier interview format, ipXperience, introduces a company and its technology or discusses a new product. These free-flowing conversations last 15-45 minutes and aim to connect the audience with the manufacturer. Filming takes place at any of the major industry exhibitions, the ipX offices or at the manufacturer's premises. Cost includes filming, post-production editing and publishing to the ipX community across all platforms.

ipX Tutorials £1,500 (1.750 €)*

Providing detailed instructions on using technology, differing from ipXperiences through its more structured and presentation-like feel. The goal is to show technology in action and encourage engineer engagement. Filming takes place at any of the major industry exhibitions, the ipX offices or at the manufacturer's premises. Cost includes filming, post-production editing and publishing to the ipX community across all platforms.

Show Videos from £1,000 (1.175 €)

ipXchange attends a variety of industry-respected exhibitions. Interview-format videos can be made covering partners' exhibited technology and will be posted on ipXchange.tech, accessing the screens of our community of over 20,000 design engineers.

Custom Videos from £1,000 (1.175 €)

ipXchange also offers direct video creation services at exhibitions, produced to meet the needs of the partner. Designed to help partners sell more, videos come with relevant company graphics, logos and topic decision-making rights.

Social Media Posts £750 (875 €) per month

Social media posts to be posted on partners' accounts can be written and created by our team of technical writers, with wide experience in electronics industry social media. Posts are approximately 300 words and can be on topics of your choice.

Technical Articles £1,500 (1.750 €)

For partners preferring not to be on camera, we offer written articles, drawing on 30 years of technical writing experience. These articles hit key points of interest for engineers and can be tailored to specific needs. Cost includes a briefing telephone call, writing the article and publishing to the ipX community across all platforms.

Webinars from £2,000

Hosting a webinar with manufacturers on industry topics such as batteryless IoT or edge AI. Recording takes place at the ipX offices or online. Cost includes the set-up and management of the webinar, publishing to the ipX community across all platforms, and providing a license-free copy of the recording.

Monthly Rate packages

ipXchange offers a variety of monthly package options at discounted rates. **Services include: ipXperience, ipX tutorials, trade-show interviews, trade-show social media videos, social media posts and technical articles.** 2 x services = 10% discount. 3 x services = 20% discount. Alternative package options can be arranged upon enquiry.

ipX webinar

ipXperience
P @ D C A S T

COMMUNITY
projex
SHOWCASING YOUR DESIGNS

ipX tutorial

* Excludes travelling expenses to manufacturers' premises which is arranged separately as required.

† All content created comes with access to any leads generated by it.

‡ Videos can be created online via video calls, or in person at the major industry exhibitions.





Our partners



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