

## Client product launch

**Client:** Wittenstein high integrity systems

**Objective:** To encourage the association of Wittenstein with FreeRTOS, generating credibility and further awareness of the software particularly amongst the semiconductor community. Also to launch OPENRTOS and SAFERTOS to provide a revenue stream for Wittenstein.

**Activities:** Napier initially created two press releases addressing OPENRTOS and SAFERTOS (specific safety critical application) and issued to UK, German and pan-European press. We organised press meetings with UK and German embedded design publications and worked with Wittenstein on a succession of articles which were subsequently published. Napier also created press releases and organised editor meetings for both the ARM Developers' Conference and electronica.

**Results:** Launch activities produced 32 items of coverage across Europe. Awareness of Wittenstein was heightened and the company's web traffic increased, with resulting sales of OPENRTOS greatly exceeding expectations.