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*This "Insiders' Guide" seeks to forecast the most exciting new embedded technologies that will actually deploy in the next six months to one year. The focus is therefore on the "near future." In the overview section, we look at both "technology-push" and "demand-pull" innovations in a number of embedded verticals such as medical, consumer, telecom infrastructure and software. We discuss product innovation, including the venture capital efforts in embedded systems. After that, an in-depth **survey** of our embedded community polls developers as to their thoughts of the next 6 mo/1 year in terms of practical yet innovative technology deployments. Third, we have brief **product portraits** and **company profiles** of exciting applications. Finally, we have in-depth interviews with leading vendors, VC's, and decision-makers about the technologies that they feel are truly exciting at the present moment.*

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EXECUTIVE SUMMARY

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