

# About SOIC and Friends

From talking pigs to steam engines and aardvarks to trucks, children’s books cover a huge range of people, places and things that are rarely part of a child’s day to day life—but *what about the microchips that make up the toys and tools they play with every day?* For a free and fair technological society to flourish, it is critical that that all kids are at least introduced to what's under the hood in their high-tech laptops, tablets and smartphones, just as they learn about birds, trees and trains or letters, colors and counting.

**SOIC  
& SOT**



Not every child needs to be the next Bill Gates or Steve Jobs. Not every child will mastermind a technological revolution.

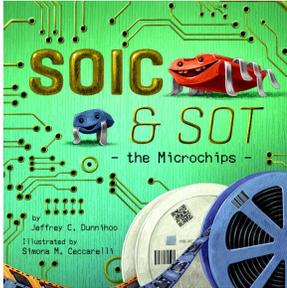
There are millions of people involved in STEM/STREAM who are critical to the development, manufacturing and distribution of technology who are NOT scientists or engineers. But they all benefit from understanding the basic structure and principles of the machines they help deliver to the world. These groups include from start to finish:

<p><b>Semiconductor Designers</b> who develop chip functions</p>	<p><b>System Designers</b> who integrate boards and boxes</p>
<p><b>Fabrication Teams</b> that build devices from raw materials</p>	<p><b>Manufacturing Teams</b> that build and test systems</p>
<p><b>Programmers</b> who develop software</p>	<p><b>Marketing and Sales Teams</b> that procure and sell the components and systems</p>

**There are many, many more people involved in electronics than just engineers and scientists.** And while not everyone is destined for advanced STEM college degrees, every child can be introduced and exposed to the myriad ways to participate in technology. SOIC and SOT (and friends) were created to provide a first step into the future for children, parents and teachers, and especially those who are not already involved and conversant in technology and microelectronics careers.

**Initial SOIC and Friends Series**

The SOIC and SOT characters are slated to grow into a continuing series of books, as well as auxiliary curriculum, education and game materials.



**ISBN Available Now**  
 PB#9781732283619  
 HC#9781732283626

**Book I: SOIC and SOT - The Microchips (2018)**

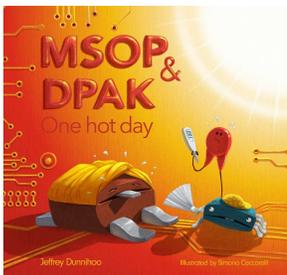
SOIC and SOT go on a journey through an electronics assembly line. From shipping boxes, through the soldering process, assembly and test, the chips learn about the world outside, and what they were born to do!



**ISBN (Spring 2019)**  
 PB#9781732283633  
 HC#781732283640

**Book II: TSSOP Gets Zapped - with Static Electricity (2019)**

Static electricity can be annoying to humans, but it's deadly as lightning to microchips! TSSOP's job is to read picture files from USB drives in a photo kiosk, and she sees lots of danger out there...but can she recover from this jolt?



**ISBN (Spring 2019)**  
 PB#9781732283657  
 HC#9781732283664

**Book III: MSOP and DPAK - One Hot Day (2019)**

MSOP is a power supply monitor in a laptop who manages "DEEPAK," a powerful regulator chip. It's a hot day "doing homework," but will the mean old CPU give the microchips a break to cool off?

**Website Collateral**

SOIC and SOT create industry opportunities to provide educational content and links to their sites and groups. Throughout each book, QR codes are embedded within the illustrations which link to related explanatory web pages.

**Main Landing Page**

<http://soicnsot.pragma.media/> (links to series pages, glossary, games, etc.) Learn about SMT manufacturing and assembly lines, component packaging, and ESD safety, Surface Mount Robotic Placement, Soldering and Interconnect concepts and system and component testing.

**Industry and Educational Partnering Opportunities**

1. Marketing and career opportunities for companies to help their customers and employees (not only those involved with engineering, but also distribution & procurement, etc.) teach their youngest kids about what their parents do.
2. Bridge from industry to educational community to provide teachers and parents with introductory "read more about it" information in cases where they would like additional resources or insight into electronics and manufacturing technology.
3. Bi-Directional Links & informative material placement on website

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