

PRAGMA MEDIA

SOIC AND FRIENDS

BIG MICROCHIP ADVENTURES



LITTLE FREE LIBRARY.ORG®
TAKE A BOOK • SHARE A BOOK



YOU CAN DELIVER SOIC'S TECHNICAL WORLD OF WONDER
DIRECTLY INTO A CHILD'S HANDS

Think about it.

Can the technology industry reach the less fortunate future technologists of today - those kids who might otherwise miss the chance to merge onto the technology superhighway?

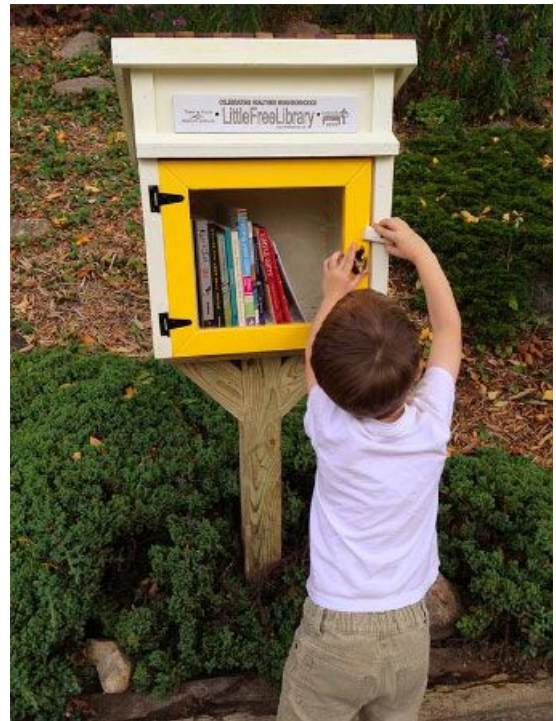


SOIC and Friends is a STEM/STREAM educational book series created to provide a first step in developing technology talent for future generations.

Pragma Media has partnered with Little Free Libraries and Book Aid International to put these books within reach of kids who otherwise might miss out. Purdue University's SCALEK-12 team has promoted SOIC and SOT as the top gift for young STEM interested kids in 2025. Read on to learn how you can help!

With SOIC and Friends, the engaging characters and relatable stories draw kids in to a whole new world beneath the plastic and glass of their household electronics. This is the stepping stone into the future for children, parents and teachers, *and especially those who are not already involved and conversant in technology and microelectronics careers.*

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.



ABOUT SOIC AND FRIENDS

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

There is a shortage of technical talent, and there are many, many more people involved in electronics than just engineers and scientists.

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 who are critical to the development, manufacturing and distribution of technology who are NOT scientists or engineers. Everyone benefits from understanding the basic structure and principles of the machines they help deliver to the world. Future careers also include:

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

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ABOUT SCALE K-12

[SCALE K-12](#) is a Purdue University initiative dedicated to preparing the next generation of microelectronics talent by integrating microelectronics education across K-12 classrooms. Led by experts in engineering education, the program equips teachers and entire school districts with engaging curricula, professional development, and resources to spark student interest in semiconductors, chips, electronics manufacturing, and related careers.

Through vertical alignment, SCALE K-12 helps schools build a seamless progression of microelectronics learning from kindergarten through high school. Their teacher-developed, standards-aligned curriculum units make complex topics accessible and relevant by connecting them to everyday devices students already use. The program also offers virtual professional development, summer camps, and leadership training for educators.

scalek12.org

Purdue University’s SCALE K-12 team has officially recognized SOIC and Friends (including SOIC & SOT: The Microchips) as a top recommended gift for young STEM-interested children in their 2025 Engineering Gift Guide. They have also incorporated the books into their microelectronics curriculum units for elementary-aged students, highlighting them as an excellent way to introduce children to the world inside the electronics they use every day.

By partnering with SCALE K-12, Pragma Media and SOIC and Friends help bring accurate, approachable technical content directly into classrooms and homes — supporting Purdue’s mission to build a stronger, more diverse microelectronics workforce pipeline.

ABOUT LITTLE FREE LIBRARIES

Little Free Library is the award-winning nonprofit organization at the heart of a global book-sharing and community-building movement.

There are more than 80,000 registered Little Free Library book-exchange boxes worldwide, and behind each one is a volunteer steward—the individual who champions the Library. Our volunteer steward network is made up of passionate readers and community advocates.

Through our “take a book, share a book” philosophy, millions of books are exchanged each year at Little Free Libraries, profoundly increasing book access for readers of all ages and backgrounds. At the same time, countless connections are made through our Little Free Library network.

The Little Free Library organization has been awarded recognition from the Library of Congress, the National Book Foundation, the Book Industry Study Group, the Women’s National Book Association, and others, and has received the GuideStar Platinum Seal of Transparency.

ABOUT BOOK AID INTERNATIONAL

Book Aid’s vision is a world where everyone has access to books that will enrich, improve and change their lives. Our mission is to provide books, resources and training to support an environment in which reading for pleasure, study and lifelong learning can flourish. Our values inform and guide our work.

We are committed to:

- *Equality of opportunity.* Everyone should have the opportunity to read, whatever their circumstances. We support people from all walks of life in their efforts to access the books they need to achieve their goals.
- *Quality.* No-one should have to make do with old, out-of-date books which do not meet their needs. The quality of the books we send is the hallmark of our work.
- *Investment in the future.* Capacity building creates long-term-impact. We help increase the ability of local libraries to support their communities by training librarians and teacher librarians in working with children and other key skills.
- *Collaboration.* Working in partnership ensures that our work is effective, responsive and meets communities’ real needs. We work closely with national library services, NGOs, community library networks, local government and individual institutions.

ABOUT PARTNERING

Tech companies that may otherwise support distributing this technical content often do not have the resources or bandwidth to distribute directly to children.

Pragma Media partnering with book charities closes this gap, and makes it easier for companies to help educate the next generation of engineers and technologists.

Pragma Media exists to provide more approachable but detailed and accurate technical educational materials.

Little Free Libraries and Book Aid International exist to provide direct access for children to books of all sorts and levels.

Together we can all improve the content, distribution and efficiency of your gift. And we need your help to make it happen. We are engaging technology companies that care about early education on-ramp to industry to help us to print and distribute more books to schools, libraries and directly into the hands of families.

The following pages outline the types of engagements that will:

- **Help kids get introductions to technology that they might otherwise miss**
- **Help your company improve the amount of money that actually goes to help kids learn about technology**
- **Help your company raise awareness and focus on the EdTech issue with less fortunate kids in America and around the world via Social Media, blogs, Book Aid Book Donations, LFL Library Branding, etc.**

Won't you help us reach our mission of starting the education of the technologists of tomorrow, today? It's time we work together to be ready for a brighter future.

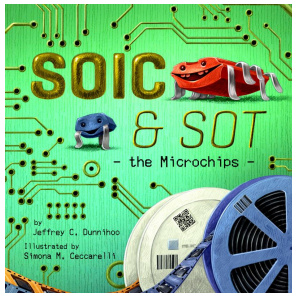
Companies that help educate the next generation of engineers and technologists help themselves and the world.

Tech industries across the board are suffering already from the lack of talent ready for the technology we will depend on in the future. By participating in our program, your company can help current educators and children with their technical awareness, inspire your current and prospective employees, act on corporate responsibility initiatives that are directly relevant to your industry and drive the whole world towards a more fair and free future.

Let's work together!

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.



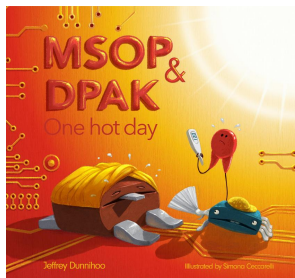
Book I: SOIC and SOT - The Microchips (2018)

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! (ALSO available in Spanish!)



Book II: TSSOP gets ZAPPED - with Static Electricity (9/15/2019)

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?



Book III: MSOP and DPAK - One Hot Day (7/24/2019)

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. Glossaries and appendices with extended educational explanations are included in the books. Also QR codes are embedded within some illustrations which link to related "read more about it" web pages.

Main Landing Page

<http://soicandsot.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

Marketing opportunities for companies to help their customers and employees (not only those involved with engineering, but also distribution & procurement) teach their youngest kids about what their parents do.

Bridge from industry to educational community to provide teachers and parents with a "read more about it" introductory back end resource in cases where many teachers and parents may not have *any* insight or understanding of electronics or manufacturing at all.

Bi-Directional Links & informative material placement on website

Customized Little Free Libraries

Add a special touch by creating a personalized placard for new libraries with your corporate or group philanthropy goal.

This option is perfect for targeting your message in specific locations in your community.

How it works

When you add personalization to a Little Free Library, a placard is placed on the library and stocked with an initial set of books by LFL. These books are kept fresh and rotated by LFL and a local “steward” who manages and maintains the LFL for you.



Make a difference around the world with Book Aid International

Traditional US publishers often donate pallets of unsold or otherwise unsellable books to charities. Actually there is so much available volume that charities such as Book Aid were able to stop taking used books and supply their capacity exclusively with new books.



While this is good news, the content and subjects are still left to chance.

Pragma Media benefits from Print-on-Demand advantages because with printers in the UK and Australia, we can target print and ship SOIC and Friends from the other side of the globe when needed, often for less money than shipping books from Tennessee to California!

Our charity partners allow you to support custom and up-to-date educational materials, targeted directly at the venue you desire. And the money goes to the content and the kids, not the organizational overhead.



Customize your SOIC and Friends Special Order Books with a Custom Introduction!

Add a special touch by creating a personalized page for each book with your corporate or group philanthropy goal.



This option is perfect for printing copies you would like to specialize for particular programs or events. Say it your way with a personalized page for one-off dedications, letters to readers, to commemorate an occasion, and beyond.

How it works

When you add personalization, an additional page, with the content you have entered, will be inserted as the very first page of your book at the time it's printed. To identify this unique order, the ISBN barcode on the back of your book will be automatically replaced with a 2D barcode and a unique identifier will be printed on the last page.

How To

Just provide your content as a Word DOCX or PDF file just as you'd like it to appear in the finished copy (8" x 8" maximum size please). Please ensure any images included are at least 300DPI. Print quality is not guaranteed for images that do not meet those standards.