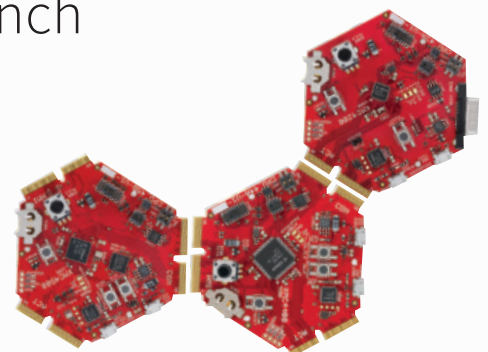




Designed to win  
The Microcontroller Experts for Successful New Product Design

- > Brochure  
Demand Creation, New Product Launch



## ■ Winning Concepts for Demand Creation and New Product Launches

Hitex helps semiconductor and component manufacturers succeed in launching new products. As microcontroller experts, we offer you a complete range of services for demand creation and new product launches. Hitex has been in this business for more than 25 years.

Our core competence is developing evaluation boards and test kits that we then produce for your customer groups. We also develop and produce components which have integrated microcontrollers and we therefore support smart programming. We also develop attractive demo kits with packaging and handle distribution as well. Our expertise:

- Plug & play demo packages
- Design of evaluation tools and low-cost kits
- Hitex webshop sales platform
- Application kits for targeted marketing of special features

Our award winning work helps manufacturers win more business!



This USB size development kit for STM 32 has received the Embedded Award in 2008. Packaged in a blister pack that is designed for high volume and low cost the product delivers affordability to a potentially large user community



Hitex Safety Concept – honored with the Embedded AWARD 2011 – supports the certification process of safety-critical applications according to IEC 61508 or ISO 26262



From start to finish!

Successful new product launches from demand creation to distribution

## 1. Demand Creation Design

Hitex has all the ingredients and tools that help you win more designs. Design wins are the lifeblood of microcontroller and semiconductor businesses. Increasing your number of design wins must be a key objective and indicates the level of market acceptance of your company's products and strategy. However, securing sufficient design wins starts with the right incentives for developers. In order to get your target audience excited about your new microcontroller, smart sensor, intelligent power device, advanced functional safety concept or any other complex component or chip set you need to have a solid evaluation strategy.

## 2. Development & Consulting

Finding the winning form factor is the key. Hitex acts as partner and advisor to component manufacturers in successful new product launch projects. In the early stages of any new project we typically discuss device capabilities, hardware, software, mechanics and form factor of the chosen evaluation board. Our range of microcontroller evaluation kits goes from tiny, highly portable boards and USB sticks to smart, connected boards that can be easily chained for maximum flexibility.

- Hardware and software development
- Assembly, testing, quality control

Certification for e.g. IEC 61508, ISO 26262 or DO-178B often means a big challenge for a company – why not count on a reliable partner!

Hitex has been partnering development projects with a large number of semiconductor manufacturers eg. Infineon, STMicroelectronics, NXP and Texas Instruments. These projects cover a broad range of application: from simple evaluation and starter kits up to sophisticated safety application kits with IDE and safety libraries included when requiring compliance to functional safety standards such as ISO 26262 and IEC 61508. Fulfillment services and post-sales support are handled by Hitex.



EICE Evaluation kit produced by Hitex

### 3. Solution providing

A solution for your customers evaluation needs. Once the design of the hardware is underway, any required application firmware, middleware, tool chains or documentation will be selected or developed by Hitex alongside your technical teams, marketing teams and other relevant partners.

This helps developers and engineers to hit the ground running with a shorter time-to-market for your new component and increases the likelihood of the successful inclusion of your product into the final design.

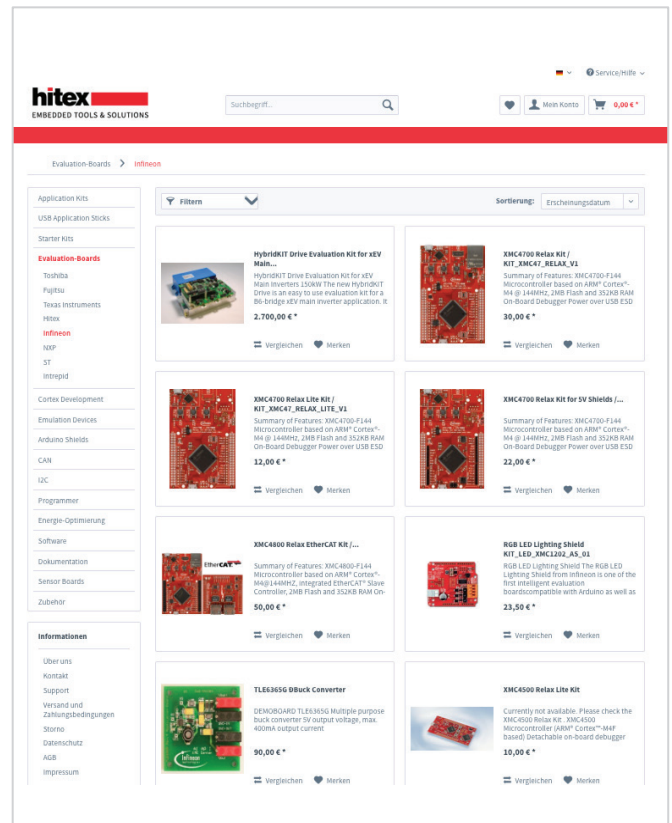
### 4. Manufacturing

Production solutions from the prototype to the series product. Once a new evaluation or application kit design has been completed, we are ready to manufacture, assemble and test any required volume on your behalf.

You can be confident that each product goes through rigorous Hitex quality control so that your technical support is able to focus entirely on supporting your new prospects applications instead of having to worry about faulty hardware.



Safety Kit produced and packaged by Hitex



Products, distributed by Hitex on www.ehitex.

## 5. Package Design & Marketing

Smart packaging and documentation: from packaging to POS. In the final stage of the project Hitex takes care of suitable packaging, Quick Start Guides, Insider Guides and a range of other attractive marketing collateral. Hitex is your reliable partner for:

- Package design and assembling
- Fulfillment and export control services
- Marketing and online shop activities
- Product forum, FAQs, blog, documentation
- Lead generation and lead qualification via web-based marketing automation tools

## 6. Fulfillment/Distribution

We fulfill your demands. Hitex is in the position to distribute products directly to your distributors as well as to individual prospects. This is done via our eHitex web store on which your kits will be listed for purchase. eHitex is one of the premier destinations for evaluation kits and is well-known in the industry. While making it easy for your prospects to purchase your latest technology, we are also experienced in managing the complex rules of exporting high-tech components worldwide. Fulfillment and export control according to Export Regulations is a fully integrated part of the Hitex process.

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